

American Association of Healthcare
Administrative Management

Publication & Rate Information 2019

**AAHAM: Providing
Excellence in the
Business of Healthcare**

- CERTIFICATION
- COMPLIANCE
- LEADERSHIP DEVELOPMENT
- NETWORKING
- ADVOCACY



Maximizing Revenue and Relationships
of Patient Consumerism
of the Revenue Cycle
(or didn't) Kill the Cat
ANI 2018



AAHAM, 11240 Waples Mill Road, Suite 200, Fairfax, VA 22030
Phone: 703.281.4043 • Fax: 703.359.7562 • www.aaham.org

About AAHAM

The American Association of Healthcare Administrative Management (AAHAM) was founded in 1968 as the American Guild of Patient Account Management (AGPAM), as a national membership association for healthcare administrative management professionals. Over the years, AAHAM has evolved into a prominent organization in the healthcare arena, with its members playing a vital role in shaping the nation's healthcare administrative system.

AAHAM offers educational programs through its 32 chapters and its participation in NUBC and EDI workshops, professional and technical certification programs, and other related working committees. AAHAM also conducts an annual conference (Annual National Institute) each fall providing additional educational and networking opportunities. Each AAHAM member receives The Journal of Healthcare Administrative Management, Legislative Currents, eNewswatch and has unlimited access to www.aaham.org, AAHAM's interactive website.

The Benefits of Advertising in AAHAM Publications

AAHAM publications are highly valued by its members and are used as reference sources throughout the year. The publications are also used for promotional activities to nonmembers, adding exposure to other health care professionals. By including these publications in your marketing plan, you can ensure that your sales message receives the direct attention of the healthcare administrative management professionals who influence the purchasing decisions for the products and services you offer.

If your company provides products and services to these related areas, you need to be advertising with AAHAM.

- ▶ Medical billing and collection
- ▶ Hospital and medical office management
- ▶ Computer software
- ▶ Forms and supplies
- ▶ Electronic data interchange
- ▶ Recruitment and staffing
- ▶ Electronic billing and claims
- ▶ Revenue auditing
- ▶ Government reimbursement
- ▶ Uncompensated care
- ▶ Healthcare information systems
- ▶ Mobile workstations
- ▶ Predictive dialing
- ▶ Consulting services
- ▶ Receivables management

AAHAM MISSION STATEMENT

AAHAM'S mission is to provide education, certification, networking, and advocacy for healthcare revenue cycle professionals.



Contacts & Information

American Association of
Healthcare Administrative
Management
11240 Waples Mill Road
Suite 200
Fairfax, VA 22030
703.281.4043 phone
703.359.7562 fax

Advertising, Exhibits & Sponsorships:

Danielle Burns
703.281.4043 ext. 1
danielle@aaaham.org

Operations and Membership Director:

Moayad Zahralddin
703.281.4043 ext. 4
moayad@aaaham.org

Certification Director:

Matthew Hundley
703.281.4043 ext. 3
matthew@aaaham.org

Executive Director:

Sharon Galler, CMP
703.281.4043 ext. 5
sharon@aaaham.org

Graphic Design:

Chris Izzo
Art Director
chris@cridesignstudio.com

Contracts, insertion order proofs,
copy furnished inserts, negatives,
and artwork should be shipped to:

AAHAM National Headquarters

Attn: Advertising Department
11240 Waples Mill Road
Suite 200
Fairfax, VA 22030

Questions? Contact:

Danielle Burns
703.281.4043 ext. 1
danielle@aaaham.org

The Journal of Healthcare Administrative Management

The Journal, published electronically quarterly in February, May August and November is the primary source of information for individuals in the field of patient financial services. The Journal articles and departments focus on current issues and topics that have an impact on the role of the patient administrative and billing professional. The Journal is emailed and archived, current circulation of approximately 5,000.

ADVERTISING SPACE RATES*

| SIZES | 1X | 2X | 4X |
|-----------|-------|-------|-------|
| Full Page | \$800 | \$700 | \$600 |
| 1/2 Page | \$600 | \$645 | \$425 |

* Commission: 15% agency commission allowed on space only for advertisements placed by advertising agencies listed in the Advertising and Agency Red Book.

COVER RATES*

| | 1X | 2X | 4X |
|--------------------|-------|-------|-------|
| Inside Front Cover | \$950 | \$885 | \$700 |
| Inside Back Cover | \$950 | \$885 | \$700 |
| Outside Back Cover | \$950 | \$885 | \$700 |

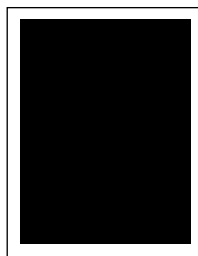
* full color at no additional charge.

PRODUCTION REQUIREMENTS

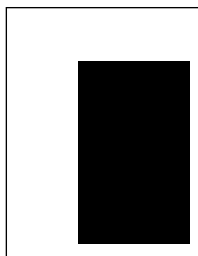
CD or DVD

Mac-based electronic ads in the following formats: PDF is preferred, EPS, TIFF, JPG

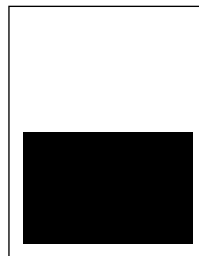
| SIZE | WIDTH/DEPTH |
|---------------------|-----------------|
| Full Page | 7 1/2" x 10" |
| 1/2 Page Vertical | 4 7/8" x 7" |
| 1/2 Page Horizontal | 7 1/2" x 4 3/4" |



Full Page
7-1/2" x 10"



1/2 Page Vertical
4-7/8" x 7"



1/2 Page Horizontal
7-1/2" x 4-3/4"



PUBLICATION & CLOSING DATES

WINTER ISSUE DATES

| | |
|-------------------|---------------|
| Space Deadline | 1/11/19 |
| Material Deadline | 1/18/19 |
| Publication Date | February 2019 |

SPRING ISSUE DATES

| | |
|-------------------|----------|
| Space Deadline | 3/15/19 |
| Material Deadline | 3/22/19 |
| Publication Date | May 2019 |

SUMMER ISSUE DATES

| | |
|-------------------|-------------|
| Space Deadline | 6/14/19 |
| Material Deadline | 6/21/19 |
| Publication Date | August 2019 |

FALL ISSUE DATES

| | |
|-------------------|---------------|
| Space Deadline | 10/4/19 |
| Material Deadline | 10/11/19 |
| Publication Date | November 2019 |

eNewswatch

eNewswatch tackles today's most relevant issues, gathered from sources like The Associated Press, The New York Times, Financial Times and leading industry publications. Delivered to the inboxes of patient financial service professionals, AAHAM eNewswatch keeps professionals informed of topics that impact their programs.

Prices are for participation in 13 emails to 5,206 Patient Financial Service readers (one 90 day cycle).

For eNewswatch advertising, contact Geoffrey Forneret at 469.420.2629, gforneret@multiview.com.

LEADERBOARD

This campaign consists of a horizontal leaderboard at the bottom of the homepage and top of all interior pages of www.aaham.org. Availability is limited, only 15 offered per year. Space size 728p x 90p is \$3,500.



| POSITION | DESCRIPTION | AD DIMENSIONS | FILE FORMAT | FILE SIZE | COST |
|----------------------------|---|---------------|-------------|-----------|---------|
| LEADERBOARD | This premier position provides your company with top exposure and quality traffic. | 728 x 90 | GIF, JPG | 40k | \$3,500 |
| LOWER LEADERBOARD | The lower leader board gives your company a prominent position right under the association's masthead. | 580 x 70 | GIF, JPG | 40k | \$3,100 |
| SKYSCRAPER | This premier position provides your company with top exposure and quality traffic. | 120 x 600 | GIF, JPG | 40k | \$3,300 |
| TOP BANNER | Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers. | 468 x 60 | GIF, JPG | 40k | \$3,300 |
| BOTTOM BANNER | Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers. | 460 x 60 | GIF, JPG | 40k | \$3,025 |
| PRODUCT SHOWCASE | Showcase your latest product with this placement and include a photo, 5-word headline, 50-word descriptio and link to your site. | 175 x 125 | GIF, JPG | 40k | \$3,250 |
| FEATURED COMPANY | Integrated into the feel of the brief, a featured company ad targets your buying audience with an image, 5-word headline and 25-word description. | 125 x 100 | GIF, JPG | 40k | \$2,750 |
| TRADITIONAL TEXT AD | Leverage the power of words with a 5-word headline and 15-word text ad to drive traffic to your website. | 120 x 50 | GIF, JPG | 40k | \$1,650 |

Website Advertising on www.aaham.org

Banner Advertising: Banner advertisements on AAHAM web pages are available offering a unique marketing vehicle for your company and an innovative way to reach a large market at an affordable price. These active ads are personalized with your unique sales message and also connect directly to a personalized e-mail link.

To learn more about these limited opportunities, contact Jon Smith at 972.402.7023, jsmith@multiview.com.

MAILING LIST RENTAL

AAHAM offers list rentals of its membership roster. A sample of the mailer or detailed description must be submitted and approved prior to rental. The list is provided in Excel for one use only. Allow 5 business days for processing. Contact moayad@aaaham.org for more information.

AAHAM's National Membership is 3,200+

Rates

| | |
|----------------------------------|------|
| Per Name* (Minimum 500 names) | .35¢ |
|----------------------------------|------|

**The list can be rented by chapter(s) or in its entirety.*



ANI Insider Conference Program

Advertising space is available in the *Insider*, the official conference program. Distributed to all AAHAM members and thru social media, this useful conference program highlights exhibit hall information including exhibitor company descriptions and booth locations. This program is the exclusive source for educational sessions, speakers and room assignments. Advertising is not limited to exhibitors.

ALL ADS ARE FULL COLOR

| SIZES | RATES | DIMENSIONS |
|---|-------|-----------------|
| Full Page | \$500 | 7 1/2" X 10" |
| Inside Front Cover | \$650 | 7 1/2" X 10" |
| Inside Back Cover | \$600 | 7 1/2" X 10" |
| Outside Back Cover | \$650 | 7 1/2" X 10" |
| Premium Position (Opposite Floor Plan) | \$600 | 7 1/2" X 10" |
| Premium Position (Opposite Program) | \$600 | 7 1/2" X 10" |
| Half Page | \$400 | 7 1/2" x 4 3/4" |

PRODUCTION REQUIREMENTS

We prefer Mac-based electronic ads in the programs listed below.

- High-resolution PDF(300 dpi including bleeds and crop marks)
- Full color

Typesetting, stripping and other production costs will be billed to advertiser at prevailing rates and are non-commissionable.

PUBLICATION & CLOSING DATES

| | |
|----------------------|--------------|
| Space Deadline | 8/9/19 |
| Material Deadline | 8/16/19 |
| Publication Deadline | October 2019 |

