

opportunities

to Promote your Business to the Medical Billing Community



Welcome to the power of the premier trade association created exclusively for medical billing professionals – HBMA. This association of industry leaders is your key to the medical billing community. Open this booklet to view the variety of advertising opportunities to promote your business, then select the best ones to fit your company's size and profile. By participating in any of these options, HBMA will maximize your company's exposure directly to your target market. Get your company's message out today to our industry leaders.

membership

By becoming a **Vendor Affiliate for \$1,010 annually**, you'll have access to a variety of marketing vehicles to promote your company, such as:

- HBMA *Billing Journal*
- HBMA Conference sponsorship opportunities
- HBMA Conference exhibitor booth rentals
- E-Blasts
- Webinar sponsorship opportunities
- HBMA website banner advertising
- Mailing list rentals

hbma.org



about

Healthcare Billing & Management Association

Elevating the profession through education, advocacy and cooperation...

As a non-profit, member-led trade association, the Healthcare Billing & Management Association (HBMA) represents 30,000 employees at more than 750 third-party medical billing firms. Founded in 1993, HBMA fosters personal development, advocates on the behalf of the medical billing profession and promotes cooperation through a wide range of business resources, educational events, networking opportunities, certification programs and enforcement of the Medical Biller's Code of Ethics.

HBMA is the only trade association representing medical billing professionals in Washington – working with the U.S. Congress, the White House, CMS and other federal agencies to improve the business of medical billing and the practice of healthcare.

HBMA Vision

HBMA shall be the leading authority on healthcare billing and management services for association members and their employees, government decision makers and other industry stakeholders.

HBMA Mission

HBMA is committed to advancing the healthcare billing and management industry through advocacy and by providing education, information and other valuable resources to its members while promoting high ethical and professional standards.

HBMA Members

HBMA companies submit more than 350 million initial claims annually on behalf of hospital-based physicians, physician practices and other providers. An increasing number also offer accounts receivable management, consulting, electronic medical record services and practice management functions.

Discover the benefits of Membership

 **Call today. 877-640-4262**



HEALTHCARE BILLING &
MANAGEMENT ASSOCIATION
2025 M Street NW, Suite 800
Washington DC 20036
Phone: (877) 640-HBMA (4262)
Fax: (202) 367-2177
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educate. advocate. cooperate.

media kit

Healthcare Billing & Management Association

discover...

E-Blasts

Send your business message electronically to all HBMA members.

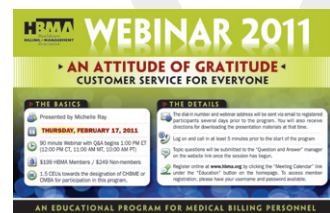
Requirements: Place your ad in the body of an email and send it to HBMA for approval by the National Office and Vendor Affiliate Committee. After approval, date selection for the one-time dissemination to the membership will be placed on the Calendar.

Cost: One-time use fee of \$750

Webinar Sponsorships

Webinars are offered throughout the year to HBMA members. Your company logo will appear on the promotional save the date postcard and on slides during the presentation. Your company name also will be announced during the presentation.

Cost: \$2,500 per webinar



Website Banner Ad

Your promotional, interactive banner ad with company logo will be displayed on the HBMA website for one year.

Dimensions: 86 x 98 pixels **File Types allowed*:** .jpg, .gif, .png

*No flash ads or ads with tracking codes or scripts will be accepted.

Link: Please provide a link to your site, either the home page or a specific landing page.

Ad Placement: All ads are currently placed on the home page of the HBMA website. Alternate ad locations will need to be discussed with the HBMA office and may not be tracked.

Tracking: The HBMA office will have the ability to track how many times a user clicked on your ad on the HBMA home page. Please contact the national office for this information.

Cost: \$7,500 for your interactive banner ad



Exhibitor Booth Rental

HBMA holds two national conferences each year. Display your product, meet our members, and offer collateral material. This is a great opportunity for one-on-one marketing.

Members (8'x10' booth) \$1,995

Non-members (8'x10' booth) \$2,495

Booth rentals are limited per conference. Early commitment is recommended.

hbma.org



Mailing List Rental

Create a postcard or brochure and have it mailed directly to our 750 membership list. Prior approval from HBMA National Office and Vendor Affiliate Committee is necessary.

Cost: \$750 per use

possibilities

HBMA Billing

The Journal of the Healthcare Billing & Management Association

Billing is HBMA's journal published bi-monthly (published 6x year), and mailed to its membership list of 750 medical billers. HBMA Billing provides current and topical features written by industry leaders, as well as bi-monthly articles on coding, ICD-10, compliance, government affairs and more. HBMA Billing is also available online.

Advertising Rates*

Full page (non bleed) 8.00" x 10.50" \$1,700 per issue

Full page (including 1/8" bleed) 8.75" x 11.25" \$1,800 per issue

1/2 page 7.00" x 4.60" \$900 per issue

* Advertisers must be HBMA members.

Ad Requirements:

All files must be submitted in digital format via Acrobat PDF.

1. PDF file must be saved in high resolution, print quality format.
2. All fonts must be embedded. If there are any placed EPS files in your native layout file, please make sure to outline all fonts and embed images in the native Illustrator or Freehand EPS file before exporting layout to PDF.
3. Use CMYK color space.
4. Name your PDF file by including the advertising company's name and date of publication. (eg: BillingGuru_JanFeb11.pdf)
5. Keep all live copy inside a 1/2" margin from the trim.

Submission:

- Please submit digital ad material via email to dmerli@hbma.org
- Or, via CD or DVD by mailing to:
HBMA c/o David Merli, 2025 M Street NW, Ste 800, Washington DC 20036

We encourage you to write articles for HBMA Billing

The Publications Committee is responsible for providing relevant and timely articles in the HBMA journal, *Billing*, that provide value to HBMA members. We are always interested in recruiting additional writers within HBMA and outside HBMA for articles. Please send your articles to the Editor: Madelon Berger, editor@hbma.org or to Michelle Botana, michelle@hbma.org.

Articles in *Billing* are the work of the authors and do not reflect the position or opinion of HBMA. No part of *Billing* may be reproduced without the permission of HBMA. Advertising of products or services in *Billing* does not constitute an endorsement by HBMA of those products or services.

Please note: HBMA's policy prohibits the publishing of any commercial content in its articles.



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HBMA Conferences

Sponsorship Opportunities: Spring Educational & Fall National Conferences

HBMA conferences offer a wide range of promotional opportunities for any size business to enhance your visibility and gain recognition among the membership of HBMA.



► Platinum Level Title Sponsor

Possible benefits can include: Banner link on HBMA website conference registration page, flash drives with your logo, company name on oversized poster, full-page advertisement on inside front cover of conference program book, first choice of exhibit booth space, and introduction at opening general session.

► Gold Level Exhibit Hall Grand Opening Sponsor

Possible benefits can include: Oversized poster in exhibit hall, full-page advertisement in conference program book, second choice of exhibit booth space, introduction at grand opening reception, and beverage napkins with your logo.

► Gold Level Conference Bag Sponsor

Possible benefits can include: Oversized poster in registration area, full-page advertisement in conference program book, choice selection of exhibit booth space, and company name and logo on conference bag.

► Gold Level Badge-Holder Neck Wallet Sponsor

Possible benefits can include: Oversized poster in registration area, full-page advertisement in conference program book, choice selection of exhibit booth space, and company name and logo on neck wallets.

*NOTE: Platinum and Gold Level Sponsors also receive complimentary registration for the third company representative.



Sponsorship of key cards, guest speaker, pocket guide, breaks & more are also available. We can also create a sponsorship opportunity to meet your needs.

For details and availability for your selected conference(s):

Call today. 877-640-4262

