For Advertising and Sponsorship questions, contact our HBMA sales manager:
Nick Schuette at nschuette@hbma.org or 312-673-4974
Why Will You Decide to Market With HBMA?

Who do you want to reach in revenue cycle management?

**HBMA unlocks purchasing power.**
- Every HBMA revenue cycle management (RCM) Company Member represents the needs of the multiple providers and practices they serve.
- Each HBMA professional billing department (PBD) company member represents individual practices or hospital systems.
- HBMA members are decision makers in software, compliance, and outsourcing solutions.
- HBMA members are business owners and managers.

Why choose to advertise with HBMA now?

**In 2019, the association achieved:**
- The expansion of the HBMA Compliance Accreditation Program to 11 accredited companies.
- Welcoming 38 new RCM and PBD company members.
- The addition of 62 new members.
- Introducing nearly 56 new members or first-time attendees to other members and vendors at the 2019 Healthcare Revenue Cycle Conference.

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HBMA Members by Company Size

Large or small, specialized or diverse, our members’ clientele is comprised of about 60% hospital-based physicians, 30% office-based physicians, and about 10% allied healthcare providers.

About the Healthcare Business Management Association
As a nonprofit, member-led trade association, HBMA represents over 43,000 employees at over 400 revenue cycle management 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.

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What Are Attendees Looking For?

The healthcare industry is generally slow to adopt new technologies and processes. With your help, our members stay agile in this ever-changing industry. HBMA members are constantly seeking ways to improve their efficiency, productivity, technical, and operating skills in an effort to serve and anticipate their clients’ needs and to extend their outreach.

Reach Your Target Audience Here

HBMA connects your products and/or services to healthcare business management professionals serving a wide range of medical specialties that includes:

- Anesthesiology
- Cardiology
- Emergency Medicine
- Family Medicine
- General Surgery
- Internal Medicine
- OB-GYN
- Orthopedic Surgery
- Pathology
- Pediatrics
- Radiology

HBMA members represent nearly 80% of claims submitted by third-party medical billing companies on behalf of providers.

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2020 Year-Round Supporter Packages

Current Vendor Member Package
• 1 HBMA 2020 10x10 Booth
• 4 Half-Page Ads in *RCM Advisor*
• 3 Email Blasts to Membership
• 1 HBMA 2020 Bag Insert
• Logo Recognition as year-round support at HBMA events.
• $7,995

First-Time Vendor Package
• 2020 HBMA Vendor Membership
• 1 HBMA Introduction Email Blast
• 1 HBMA 2020 10x10 Booth
• 4 Half Page Ads in *RCM Advisor*
• 3 Email Blasts to Membership
• 1 HBMA 2020 Bag Insert
• Logo Recognition as year-round support at HBMA events.
• $8,995

*Ala Carte/Customized Packages*

*Have a marketing strategy in mind? Customized packages can be built to help you reach your goals! Whether it be brand recognition, thought-leadership, or lead generation, HBMA can help, inquire today!*
Advertise with HBMA

- Advertise in *RCM Advisor* and reach a targeted audience of revenue cycle management professionals and decision makers.
- Send your business message electronically to members with an email communication.
- Advertise with a banner on the HBMA website.
- Sponsor an educational webinar.
- Create a customized sponsorship with the help of our sales team.

*RCM Advisor* is HBMA’s quarterly journal (published 4x/year) and made available in print and online to nearly 1,000 RCM industry executives and other member contacts. The journal provides current and topical features written by industry leaders, as well as articles on coding, collections, compliance, government affairs, and more. Certain articles are also available to nonmember subscribers.

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# RCM Advisor Editorial Calendar

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Content Focus</th>
<th>Reservation Due</th>
<th>Art Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2020</td>
<td>Denial Management</td>
<td>1/7/2020</td>
<td>1/14/2020</td>
</tr>
<tr>
<td>Q3 2020</td>
<td>Pre-Conference</td>
<td>6/29/2020</td>
<td>7/06/2020</td>
</tr>
</tbody>
</table>

The HBMA Buyer’s Guide will feature all HBMA Vendor Members. Renew or join by May 2020 to be included in the guide. [www.hbma.org/join](http://www.hbma.org/join)
### Advertising Pricing and Deadlines

**RCM Advisor Advertising***

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (non bleed)</td>
<td>8.00” x 10.50”</td>
<td>$1,700 per issue</td>
</tr>
<tr>
<td>Full page (including 1/8” bleed)</td>
<td>8.75” x 11.25”</td>
<td>$1,800 per issue</td>
</tr>
<tr>
<td>(Keep all live matter 1/4” inside the trim line.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>½ page</td>
<td>7.00” x 4.67”</td>
<td>$900 per issue</td>
</tr>
</tbody>
</table>

*Advertisers must be HBMA members.

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**NEW DIGITAL ADVERTISING OPPORTUNITIES ARE NOW AVAILABLE**

Garner even more attention for your products and services with a variety of digital ad enhancements. Contact [nschuette@hbma.org](mailto:nschuette@hbma.org) to learn more.

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Print Ad Specs
For optimum reproduction quality, your materials should be sent according to our specifications.

Output
- PDF Output: PDF/X-1a format is preferred
- All fonts embedded or outlined
- All colors must be output or converted to CMYK (no RGB, Pantone, or LAB colors). This includes all copy, logos, graphics, and photos.
- If outputting full-bleed ads with trim marks, please offset trim marks by at least 1/8".
- For non-bleed, full-page or half-page ads, do not output with bleed or trim marks.

Document Setup
- Do NOT send native file formats (like .qxp, .indd, .ai, .psd, etc.)
- QuarkXPress or Adobe InDesign users: Use CMYK color only. Export final ad file to PDF format using specs above.
- Photoshop users: Create artwork in CMYK mode with minimum 300 dpi resolution. Output copy of final artwork to TIFF (.tif) format, deselect “Layers”, and embed color profile: U.S. Web Coated (SWOP)
- Illustrator users: Create artwork in CMYK mode. Export final ad file to PDF format using specs above. Convert all fonts to outlines, flatten transparencies, and embed all linked elements before exporting.
- All fonts must be PostScript Type 1 or OpenType. Fonts should be embedded into PDF/X1a files.
- All graphics and photos placed into layout must be minimum 300 dpi resolution.
- All colors must be CMYK; no PMS/Pantone, RGB, or LAB colors.
- Black text 12 pt. or smaller must be black only (C=0%, M=0%, Y=0%, K=100%)
- Ink density must not exceed 300% (the combined CMYK percentages, when added, cannot total more than 300).
- Live matter (such as text and logos) should not go beyond 1/4" inside trim on all sides.
- All full-page ads with bleeds have a safety margin of 1/8" on all sides from trim.
- Unacceptable file types: Microsoft Word, Excel, PowerPoint, Publisher, Adobe PageMaker, or Freehand.

All advertising is subject to approval. HBMA reserves the right to refuse, reject, or cancel any ad for any reason at any time without liability.
HBMA Advertising (CONTINUED)

EMAIL BROADCASTS
$1,000 per use
Send your business message electronically to a captive audience of all HBMA members.

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

GOVERNMENT RELATIONS UPDATE OP-ED
$1,000 per submission
Write a one-page op-ed to be published in our special advocacy focused publication edited by HBMA’s government relations committee.

BRANDED WEBINAR
$3,500 per webinar
Webinars are offered throughout the year to HBMA members. Your company logo will appear on promotional email announcements and on slides during the presentation. Your company name will also be announced during the presentation.

WEBSITE BANNER AD
$7,500
Your promotional banner ad with company logo will be displayed on the HBMA website for one year.

Requirements: Dimensions: 266 x 133 pixels. File Types: .jpg, .gif, or .png. No flash ads will be accepted. Please provide a link to your site, either the home page or a specific landing page.

WASHINGTON REPORT BANNER
$750 per issue
The Washington Report is a monthly digital publication from the Director of Government Relations highlighting the various legislative and regulatory changes each month.

HOSTED WEBINAR
$5,000 per webinar
HBMA will host a webinar with your content and promote to HBMA members. Content has to be educational and approved by HBMA. Names and email addresses of attendee will be provided after.

**Limit 8 per year**

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