

# HBMA

---

HEALTHCARE BUSINESS MANAGEMENT ASSOCIATION

# 2023

# Vendor Media Kit

For Advertising and Sponsorship questions, contact our HBMA sales manager:  
**Haley Popejoy** at [haley@hbma.org](mailto:haley@hbma.org)

# What Are Members 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.

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

# 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

# 2023 Year-Round Supporter Package

## Current Vendor Member Package\*

### Includes:

- 1 HBMA Branded Webinar
- 3 Email Blasts to Membership
- 2 Social Media Posts (Facebook, Instagram, Twitter, & LinkedIn)
- 1 Vendor Article
- 1 Vendor Highlight in the RCM Advisor (Upgrade to full year for additional \$550)
- Opportunity to join HBMA's Vendor Affiliate Advisory Committee

**\$6,000**

**\$7,500 Value**

*\* Membership dues not included. See HBMA website for a list of Vendor Member dues tiers.*

# HBMA Advertising *(CONTINUED)*

## ***E-Blasts***

### ***\$750 per use***

Send your business message electronically to a captive audience of HBMA's data base of 15,000 emails.

Send the content, logo, pictures, and links to [info@hbma.org](mailto:info@hbma.org) for office approval. A mock up will be sent for final approval before the email will be scheduled. A minimum of one week advanced notice is required for scheduling.

## ***Washington Report Banner***

### ***\$750 per issue / \$6,750 per year***

The Washington Report is a monthly digital publication from the Director of Government Relations highlighting the various legislative and regulatory changes each month.

Must provide banner graphic no larger than 800X100 pixels as well as website link. Limited to 3 banners (companies) per issue.

Purchase for the full year and receive 3 months free!

## ***Vendor Article***

### ***\$1,000 Per Submission***

Write an article that will live on the HBMA Website for one year. Articles will be accessible on the Vendor Marketplace that will link to a custom page for each vendor with logo and contact information (limited to website link, address, and phone number).

Article can be up to 1,000 words and content is subject to HBMA Approval.

## ***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.

Must provide company logo, website link, and short 100 word or less description. Company will be able to choose one of the webinars HBMA is scheduling to brand (first come first served). Names and email addresses of attendee will be provided after.

## ***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 attendees will be provided after completion. Limit 4 per year.

## ***Website Banner Ad***

### ***\$7,500***

Your promotional banner ad with company logo will be displayed on the HBMA website Home Page for one calendar year.

294 x 142px with a transparent background. File types accepted: .jpg or png. No flash ads are allowed. Company must provide a website link. Click amount will be provided twice a year (June and December).

# HBMA Advertising *(CONTINUED)*

## *Vendor Video*

### *\$2,000 Per Submission*

Provide a video that will live on the HBMA Website for one year. Videos will be accessible on the Vendor Marketplace that will link to a custom page for each vendor with logo and contact information (limited to website link, address, and phone number).

Video can be up to 10 minutes and content is subject to HBMA Approval.

## *HBMA Live Spotlight*

### *\$1,000*

Participate in an HBMA Live program where we will have a moderator of one of our leadership members interview you in a casual and informative setting. HBMA Live is broadcast live on our Facebook, LinkedIn, and YouTube channels.

Program can last up to 15 minutes. Questions will be sent ahead of time to discuss and prepare. Recordings of Lives will remain on our social media subject to approval by HBMA leadership. Limit 2 per year.

## *Social Media Post*

### *\$250 Per Post*

Connect with HBMA's rapidly growing social media following! Each post will include being published to our Facebook, LinkedIn Group, Twitter, and Instagram.

Provide graphic that is 1080X1080 pixels, as well as caption and hashtags to the office at [info@hbma.org](mailto:info@hbma.org) for approval. Note that a caption specific for Twitter is required (180 characters or less). A minimum of one week advanced notice is required for scheduling. Limited to 1 post per quarter.

## *Mailing List Rental*

### *\$1,500 Per One Time Use List*

Connect with HBMA members by purchasing a one time use mailing list of members addresses.

Contact the office at [info@hbma.org](mailto:info@hbma.org) to receive the terms of use agreement. Purchases will not be completed until the agreement is signed. Any misuse of this information is subject to penalties up to and including additional fees, and/or removal from the HBMA membership.

# RCM Advisor Advertising

## **Cost Per Ad:**

### **Member**

Full Page: \$1,500

Half Page: \$850

### **Non Member**

Full Page: \$2,000

Half Page: \$1,400

## **Full Year (4 Ads):**

### **Member**

Full Page: \$5,400 (Regular \$6,000)

Half Page: \$3,060 (Regular \$3,400)

### **Non Member**

Full Page: \$7,200 (Regular \$8,000)

Half Page: \$5,600 (Regular \$5,040)

Provide graphic for editorial approval. Size requirements:

Full Page Bleed: 8.5 w x 11 h trim PLUS .125" bleed (8.75 x 11.25)

Full Page Island: 8 w x 10.5 h

Half Page: 7.5 w x 4.5 h

## **Vendor Highlight:**

### **Member**

Per Issue: \$250

Full Year: \$800

### **Non Member**

Per Issue: \$350

Full Year: \$980

Provide graphic for editorial approval. Size requirements: 3.5 w x 4.5 h