



HEALTHCARE BUSINESS MANAGEMENT ASSOCIATION

2026 Media Kit

For Marketing Questions, contact our HBMA Event Coordinator:
Haley Popejoy at haley@hbma.org or (877) 640-HBMA (4262)

Why Will You Decide To Market With HBMA?

HBMA is a national non-profit professional trade association representing revenue cycle management and medical billing professionals working with commercial health plans, U.S. Congress, the White House, CMS, and other federal agencies to improve the business of medical billing and the practice of healthcare. As a vendor, you will reach an array of healthcare professionals who are eager to learn of new products and services in the medical billing and revenue cycle management industry.

Who Do You Want To Reach In Revenue Cycle Management?

- Every Revenue Cycle Management (RCM) Company Professional represents the needs of the multiple providers and practices they serve.
- Each Professional Billing Department (PBD) Member represents individual practices or hospital systems.
- HBMA members are decision makers in software, compliance, and outsourcing solutions.
- HBMA members are business owners, managers, and executives.

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2026 Year-Round Supporter Package

Included in this package:

- **One HBMA Branded Webinar**

- Chose a webinar HBMA is producing to sponsor
- Your company logo will be on the registration page
- Your company logo will be included in marketing
- Webinar will be free for members, which will increase the program attendance
- You will have five minutes to present your company to the audience at the start of the webinar
- You will receive a list of the webinar attendees after the completion of the program.

- **Three Email Blasts to Database**

- Only one sponsored eblast will be sent a week
- Each eblast is sent to our database of 18,000+ emails
- Average open rate is between 21-24%
- Average click rate is between 2-4%

- **Two Social Media Posts**

- Posted to HBMA's Facebook, Instagram, Twitter, and LinkedIn accounts
- Your company will provide the graphic and post content

- **One Half Page Ad in the *RCM Advisor*** *(Upgrade to a full year for an additional \$1,000)*

- *RCM Advisor* is the official member publication of HBMA.
- Design Size: 7.5 w x 4.5 h
- File Requirements: JPEG, PNG, or PDF

\$6,000
(\$7,850 Value)

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RCM Advisor Ads

The RCM Advisor is the official member publication of HBMA. Its mission is to publish timely, industry-leading articles that HBMA members and non-members can put to work. It is a valuable communication tool for healthcare billing and management professionals, with articles written by industry experts on the latest billing and healthcare management topics, as well as general management issues relevant to healthcare business owners.

HBMA members and subscribing non-members receive four digital issues of RCM Advisor each year and have access to digital archives online.

Single Ad: **Member**

Full Page: \$1,000
Half Page: \$500

Non Member

Full Page: \$2,000
Half Page: \$1,000

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

Full Page: \$3,200 (Regular \$4,000)
Half Page: \$1,600 (Regular \$2,000)

Non Member

Full Page: \$7,200 (Regular \$8,000)
Half Page: \$3,600 (Regular \$4,000)

Details: Provide graphic for editorial approval.

Size requirements:

Full Page: 8.5 w x 11 h

Half Page: 7.5 w x 4.5 h

File Requirements: JPEG, PNG, or PDF

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Advertising Options

WEBSITE BANNER AD . . . \$7,500

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

Details: Dimensions: 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).

DEMO WEBINAR . . . \$5,000 per webinar

Description: HBMA will host a webinar with your content and promote to HBMA members.

Details: HBMA will host demo on our Zoom platform and send out a minimum of 3 advertising emails. Names and email addresses of attendee will be provided after. Limit 4 per year.

BRANDED WEBINAR . . . \$3,500 per webinar

Description: 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 be announced, a member from your company is allowed to join the meeting and introduce the faculty as well as have 5 minutes to address attendees about your service.

Details: 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.

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Advertising Options (Continued)

EMAIL BLASTS . . . \$1,000 per use

Description: Send your business message electronically to a captive audience of HBMA's data base of 18,000 emails.

Details: Send the content, logo, pictures, and links to 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.

*HBMA will not send more than one sponsored email a week. Schedule in advance to make sure you get the date you'd like. Maximum of 52 will be sold in a calendar year.

VENDOR ARTICLE . . . \$1,000 per submission

Description: 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).

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

WASHINGTON REPORT BANNER . . . \$750 per issue / \$6,750 per year

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

Details: 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!

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Advertising Options (Continued)

SOCIAL MEDIA POST . . . \$250 per post

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

Details: Provide graphic that is 1080X1080 pixels, as well as caption and hashtags to the office at 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.

*HBMA will not post more than one sponsored post a week. Schedule in advance to make sure you get the date you'd like. Maximum of 52 will be sold in a calendar year.

Disclaimers

- Information in this document is subject to change without notice and availability is not guaranteed.
- Pricing will be determined by membership status at time of purchase and cannot be retroactively changed.
- Advertising purchases are final, and cannot be transferred or refunded. Opportunities must be used within the calendar year that they are purchased.
- Payment must be received before using any of the above marketing. Payments must be made in full at time of purchase.

How To Purchase

Advertising options can be purchased when you renew or purchase membership, or via HBMA's online store.

To access the store:

1. Login to your HBMA account
2. Select/hover over the "Services" tab to access the drop down menu
3. Select the "Store" link
4. Select "Vendor Opportunities" from the menu on the left

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