



# marketing media planner

- » **ADVERTISE** to grow your business
- » **SPONSOR** to reach a captive audience
- » **SUPPORT** to build trust and loyalty

# About AHDI and Our Members

The **Association for Healthcare Documentation Integrity (AHDI)**, comprised of individual, corporate, and educational members, is THE not-for-profit association representing the healthcare documentation industry. Since 1978, AHDI has supported the healthcare documentation workforce and industry partners to lead and protect the integrity of all patients' healthcare documentation. AHDI's individual members are healthcare documentation specialists with extensive knowledge and experience who help to ensure accurate and complete patient care records. Organizational members of AHDI include medical transcription/healthcare documentation services, schools, medical providers, and technology vendors.

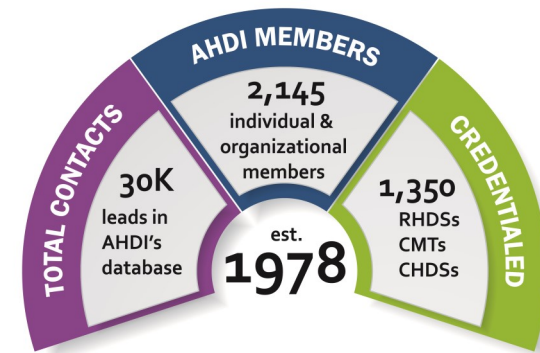
## AHDI's audience

- Healthcare documentation specialists/medical transcriptionists
- Speech/voice recognition editors
- Compliance officers
- EHR implementation specialists
- Mid-level management (managers/supervisors)
- Health information management professionals
- Quality assurance editors/specialists
- Executive management (CEOs, VPs, owners)
- Educators
- Recruiters
- Documentation auditors
- CDI specialists
- Medical scribes
- Coders
- Staff trainers

## where they work

- Hospitals/health systems
- Physician or practice groups
- MTSOs (medical transcription service organizations)
- Educational organizations
- Technology companies
- Consulting companies

## AHDI Stats at a Glance



Source: AHDI 11/1/2019

**AHDI Vision:** Optimal healthcare delivery and outcomes facilitated by complete, accurate, and timely clinical documentation to convey patient health stories.

**AHDI Mission:** AHDI leads, educates, and advocates for professional excellence and integrity in healthcare documentation policies and practices.

# Website Advertising

AHDI's website is heavily trafficked every day by healthcare documentation and health information management professionals. We have website advertising opportunities that allow you to capture traffic and drive a qualified audience to your website. Boost your company's promotional impact with a web button ad on [www.ahdionline.org](http://www.ahdionline.org).

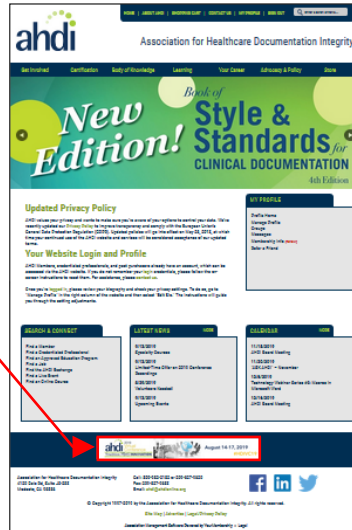
## Home page banner ad rates—NEW!

Size: 468 x 60 pixels

RATES	MEMBER*	NON-MEMBER
3 MONTHS	\$600	\$700
6 MONTHS	\$900	\$1000
12 MONTHS	\$1450	\$1550

- 4 rotating slots available.
- Rotations are equal among all banner ads.
- Rotating ads appear at bottom of home page.

Your Ad Here



## ad requirements

- Submit button ad as either GIF or JPEG files in RGB color.
- Email ad and URL link to: [ahdi@ahdionline.org](mailto:ahdi@ahdionline.org).

## deadline details

- Web ads are uploaded on the 1st of every month.
- Web ad artwork and URL are due by the 25th of the month prior.

## payment information

- All web advertising is on a pre-payment basis only. Complete the contract and submit with payment in full.
- All rates are net and non-commissionable.

## Interior page button ad rates

Size: 170 x 253 pixels

RATES	MEMBER*	NON-MEMBER
3 MONTHS	\$900	\$1000
6 MONTHS	\$1200	\$1300
12 MONTHS	\$1750	\$1850

- 4 rotating slots available.
- Rotations are equal among all button ads.
- Rotating ads appear on most interior web pages (bottom right column).

Your Ad Here



## AHDI Website Traffic

PAGES VISITED	MONTHLY SESSIONS	ANNUAL VISITORS
3.92 average pages per visit	8,162 average per month	61,692 visitors over 12-month period

Source: Google Analytics, 11/1/2018-10/31/2019

Please note, web ads are subject to AHDI's website advertising policy ([click to read](#)).

# Website Advertising

## Corporate Spotlight—NEW!

Get your company name and brand out to thousands of people by showcasing your logo, mission, goals, and a link to your website on a dedicated interior AHDI webpage.

### rates & reservations

	MEMBER*	NON-MEMBER
3-MONTH DEDICATED WEBPAGE	\$500	\$600

- Webpage will be listed in the navigation under “Your Career”
- Page content is subject to review and approval.
- Space is limited—secure your spot now!

### deadlines

- Webpages are made active on the 1st of every month.
- Webpage content is due for approval by the 15th of the month prior.

## Job Postings

Reach highly-qualified candidates by advertising your openings on **AHDI's Career Connection**. Visit <https://careerconnection.ahdionline.org/>

Two job posting options available:

1. Choose to post just to the AHDI Career Connection.
2. Choose to post to the National Healthcare Career Network and your job will be automatically distributed to all relevant association job boards in the network.

Rates start at \$150 for a 30-day posting for AHDI Members\* (Non-member price is \$250) and includes resume search access.

## FREE Listing for Corporate & Educational Members

**Take advantage of the Online Buyers Guide** to generate leads and drive traffic to your website. Featured companies are listed first (alphabetically) followed by basic listings in alphabetical order by category, respectively.

### basic listing:

MEMBER*	NON-MEMBER
FREE	\$300

>> Visit  
[AHDI's website](#)  
to order online

- Company name and website
- 200-character description
- Listed online for 12 months (select 1 category)

### featured listing:

MEMBER*	NON-MEMBER
\$300	\$400

- Company logo
- Company name, website, and contact information
- 500-character description
- Listed online for 12 months (select 1 category)

### categories:

- Consulting/Other Services
- Publications/References
- Equipment/Products
- Education/Training
- Documentation Services
- Software & Technology

\* Free basic listing will be activated upon receipt of a signed contract and information needed from the company, or visit [AHDI's website](#) to order online. Listings will be removed upon membership expiration. Upgrade to a featured listing at any time.

# Email Advertising



**Dedicated, custom emails** to AHDI's contact list can be an effective addition to your marketing campaign. Your company selects the target audience and provides the HTML email content. AHDI will handle the rest! Emails will only be distributed to individuals who have elected to receive announcements from third-party entities.

## audience option 1

- AHDI members and credentialed individuals (RHDS, CMT, CHDS)

## audience option 2

- Full AHDI contact database who are opted in to third-party emails

	MEMBER*	NON-MEMBER
OPTION 1	\$450	\$550
OPTION 2	\$1100	\$1200

## requirements

- Call for more information on timing and available dates.
- Email HTML to [ahdi@ahdionline.org](mailto:ahdi@ahdionline.org) (no animations accepted).

**Note:** All emails must adhere to AHDI's advertising policy.

## payment

All email advertising is on a pre-payment basis only. Complete the contract and submit with payment in full.

## e-Newsletter Button/ Banner Advertising

AHDI sends e-newsletters every month to over 20,000 healthcare documentation specialists, transcription service owners, managers/supervisors, educators, students, medical records professionals, as well as other key allied healthcare professionals.

AHDI members and supporters depend on these for the latest information, tools, and resources in healthcare documentation!

## rates & distribution

Call 800-982-2182 or email [ahdi@ahdionline.org](mailto:ahdi@ahdionline.org) to learn about the available opportunities, ad positions, pricing, and deadlines.

## requirements

- Call to confirm size, as button ad specs vary based on e-newsletter placement.
- Email button/banner and URL link to [ahdi@ahdionline.org](mailto:ahdi@ahdionline.org).
- Submit ad as either a GIF or JPEG file (no animated files accepted).

## payment

All email advertising is on a pre-payment basis only. Complete the contract and submit with payment in full.

# Sponsorship Opportunities

## Healthcare Documentation Integrity Week (HDI Week) Sponsor—NEW!

Healthcare documentation specialists provide accurate documentation world wide. HDSs are the guardians of patients' health records. Each year we celebrate with a week-long event recognizing the contributions of all healthcare documentation specialists.

What better way to help spread the word that your organization supports your healthcare documentation team and everything they do to reduce errors and assist clinicians through their precise documentation—resulting in better patient outcomes—than to become a sponsor of this celebration.

### rates

	MEMBER*	NON-MEMBER
SPONSORSHIP	\$250	\$350

- Company logo and link on HDI Week webpage (minimum of 8 months' exposure)
- Company logo included on HDI Week flyer (available on website for all to download and distribute)
- Company logo and link included in HDI Week emails

**HDI Week is May 17-23, 2020, so act fast to gain more exposure.**  
Space is limited—secure your spot today!

Your Logo Here

### payment

All sponsorships are on a pre-payment basis only. Complete the contract and submit with payment in full.



Thank You To Our Sponsors:



# Sponsorship Opportunities

## Educational Webinar Sponsor—NEW!

What a great way to get your company name recognized with a diverse community of healthcare documentation specialists, students, educators, HIM directors, and leaders. You get brand recognition during the webinar with a special *thank you* to our sponsor, along with recognition on our website and eblast messaging promoting the webinar you sponsored.

### rates

MEMBER*	NON-MEMBER
\$200	\$300

- Listed as sponsor on event details
- Recognition in email marketing materials
- Link to website in marketing material

## Sponsored Vendor Showcase Webinar—NEW!

This is an opportunity to help you showcase your products and services, gain exposure to decision makers, and position your company as an industry leader. You will be given 30 minutes to showcase your products and services to attendees in an online webinar, including creating poll questions, which will collect data to assist you with leads. These webinars are free to all attendees and limited to 100 registrants.

### rates

MEMBER*	NON-MEMBER
\$500	\$600

- Listed as sponsor on event details
- Recognition in email marketing materials
- Link to website in marketing material

### payment

All sponsorships are on a pre-payment basis only. Complete the contract and submit with payment in full.





# Advertising Contract



\*Member pricing is based on current Corporate or Educational membership through AHDI.

## CONTRACTED ADVERTISING:

Selected advertising item(s) and timing to be detailed in the section(s) below.

	Price
<b>Website Advertising</b>	_____
_____	_____
_____	_____
_____	_____
<b>Email Advertising</b>	_____
_____	_____
_____	_____
_____	_____
<b>Sponsorship</b>	_____
_____	_____
_____	_____
_____	_____
<b>FINAL TOTAL:</b>	_____

**FAX to:** 209-527-9633  
**EMAIL to:** [ahdi@ahdionline.org](mailto:ahdi@ahdionline.org)  
**-or-**  
**MAIL to:** AHDI  
4120 Dale Rd., Suite J8-233  
Modesto, CA 95356

## CONTACT INFORMATION:

Company Name: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone/Fax: \_\_\_\_\_

## PAYMENT INFORMATION:

Enclosed is my check or money order, payable to AHDI (US dollars)  
or:      Visa      Mastercard      American Express      Discover

Credit Card #: \_\_\_\_\_ Exp: \_\_\_\_\_  
Cardholder Name: \_\_\_\_\_  
Authorized Signature: \_\_\_\_\_

Invoice my company. I understand payment is due upon receipt of invoice.

## AGREEMENT

I hereby acknowledge that I am authorized on behalf of the Company to enter into this Agreement. I have read, understand, and agree to the terms, conditions, and procedures on all pages of this agreement, including the "fine print" attached hereto, which are expressly acknowledged as being received. Acceptance of this Agreement by AHDI does not waive the right of AHDI to reject any Agreement for space or Creative. This agreement is non-cancelable.

Signature: \_\_\_\_\_  
Print Name and Title: \_\_\_\_\_





The following standard terms and conditions apply to the Advertising Contract attached hereto (the Advertising Contract and these standard terms and conditions are hereinafter referred to as the "Agreement") between the Association for Healthcare Documentation Integrity ("AHDI"), the person or entity identified as "Company" in the Agreement, and the person or entity signing the Agreement.

#### 1. CREATIVE SUBMITTED TO BE PUBLISHED

(a) Creative Furnished by Company. It is agreed and understood that all artwork, copy, materials, drawings, and cuts to be included in any advertisement(s), whether delivered in paper or electronic format or in any other medium (collectively, "Creative"), shall be furnished by Company (or its representative) to AHDI and Company assumes all responsibility for the content and design of Creative submitted for publication. All Creative prepared by Company is subject to the final approval of AHDI. Files will be in acceptable format and conform to the exact specifications as show on the Spec Sheet. Files or proofs will not be returned to Company.

(b) Failure to Timely Deliver Creative for Publication or Changes Received After Deadline. In the event that AHDI does not receive the Creative or changes aren't received by the date set by AHDI (the "Deadline"), AHDI reserves the right, but is not obligated, to insert any recent Creative of Company or prepare Creative for Company at an additional charge, or shall not be obligated to publish the corrected Creative. AHDI's insertion of recent Creative, preparation of new Creative or decision not to publish any Creative due to the failure of Company to meet the Deadline shall in no way relieve Company of any of its obligations and duties under the Agreement, including the obligation to pay the Total Agreement Amount in full. Any Creative received after the Deadline is subject to rush charge to be determined by AHDI.

(c) Positions or Timing of Creative. Any requested position or timing of Creative is not guaranteed unless noted and specifically charged for in the Agreement.

#### 2. PUBLICATION LIABILITIES

(a) Indemnification by Company. Except as otherwise hereinafter expressly provided, Company shall indemnify and hold AHDI harmless from and against any loss, expense (including attorney's fees) or other liability (collectively, a "Loss") resulting from any claim for defamation, libel, slander, plagiarism, illegal competition or trade practice, false or misleading advertising, infringement of trademark, service mark, trade name, infringement of copyright or proprietary rights, violation of the right of privacy or any other claim of any nature resulting from the advertising herein provided in the form furnished by Company to AHDI or based on material or information furnished by Company to AHDI.

(b) Indemnification by Publisher. AHDI agrees to indemnify, severally and not jointly, and hold Company harmless from and against AHDI's gross negligence or willful misconduct where the Creative is prepared and produced by AHDI, accepting any Loss that may result directly or indirectly from material or information furnished by Company.

(c) Survival. The provisions of this paragraph 2 shall survive any cancellation or termination of this Agreement.

#### 3. ADVERTISING AGENCIES

Any person or entity signing this Agreement as an advertising agency on behalf of Company (the "Agency") represents and warrants that such person or entity has full power and authority as an agent of Company to bind Company to all of the terms and conditions of the Agreement, including the obligation for payment in the event of the Agency's failure to do so. In the event that the Agency

does not have such power and authority, the Agency hereby agrees to pay AHDI, and guarantee the payment of, the Total Agreement Amount in full.

#### 4. EFFECT OF BREACH

(a) By Company. AHDI reserves the right to cancel this Agreement at any time upon the default or delay by Company or Agency in the payment of any amount due, or other material breach on the part of Company of any of the conditions herein, and upon such cancellation: (i) all fees for publishing not previously paid shall become immediately due and payable; and (ii) Company shall lose all discounts from Total Gross Rate stated in the Agreement.

(b) By AHDI. Contracts and insertions are non-cancelable except by reason of a material breach by AHDI of the conditions herein. AHDI's liability to Company on account of AHDI's gross negligence or willful misconduct shall in no event exceed the amount of AHDI's regular charges for insertion of the Creative which was omitted or in which the error occurred in the issue(s) of the publication in which the Creative was or was to have been printed. No allowance will be made for errors which do not materially affect the value of advertising.

#### 5. INABILITY TO PUBLISH

Should AHDI be unable to publish at the time specified in the Agreement due to any cause of any kind beyond the reasonable control of AHDI, such as, but not limited to, acts of God, strikes or other labor difficulties, war, riots, changes in laws and regulations and other acts of governmental authorities, inclement weather, fire, flood, unavoidable casualties, or inability to obtain timely delivery of materials from suppliers, AHDI will not be liable to Company. In the event of any such delay, AHDI will notify Company within a reasonable time and it is agreed that the time for publication shall be extended for a period of time at least equal to the time lost by reason of the delay.

#### 6. TERMS, PAYMENT AND BILLING

This agreement is non-cancelable unless otherwise stated in an addendum. Invoices not paid within 30 days are subject to a 1½% per month service charge until paid in full. If the account is referred to a collection attorney for any reason, Company and the undersigned hereby agree to pay an attorney fee in the amount of 25% of the amount due plus lost discounts, and any other costs associated with collections. Any adjustments to "Total Gross Rate" are contingent upon receipt of payment within 30 days of the invoice date.

#### 7. GENERAL

Choice of Law and Venue. All disputes concerning the validity, interpretation, or performance of this agreement and any of its terms or provisions, or of any rights or obligations of the parties hereto, shall be governed by and resolved in accordance with the laws of the State of California. The parties hereby (i) agree and consent to (and waive any challenge or objection to) personal jurisdiction in the State of California, (ii) agree that any action or proceeding arising out of or brought to enforce the provisions of this Agreement may be brought in any Federal or state court in the State of California, and irrevocable consent to the jurisdiction of each such court, and (iii) consent to service of legal process in accordance with the provisions of the Annotated Code of California and the California Rules of Procedure.