



# 2024 AHA CODING CLINIC ADVISOR MEDIA GUIDE



## ABOUT US

AHA Coding Clinic Advisor delivers insights to educate providers, coders, insurers and others in the field on the proper use of International Classification of Diseases (ICD)-10 and Healthcare Common Procedure Coding System (HCPCS) Level II codes.

Our website provides access to educational tools and AHA Coding Clinic®.

## TARGETED OPPORTUNITIES



### Website Leaderboard Ad

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### Blog Spotlight

page 3



### Webinar Sponsorship

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## OUR AUDIENCE

Reach our highly engaged audience of professional medical coders.

### METRICS SEPTEMBER 2024

- Pageviews: 45,103
- Sessions: 12,739
- Average time (minutes) on site: 3 min, 43 sec
- **Total Users: 12,650**

### METRICS APRIL 2024

- Pageviews: 44,927
- Sessions: 14,601
- Average time (minutes) on site: 3 min, 9 sec
- **Total Users: 10,633**

### YTD METRICS

- Pageviews (YTD): 187,802
  - Pageviews/Month: 44,328
- Sessions: 56,127
  - Sessions/Month: 12,485
- Average time (minutes) on site: 3 min, 43 sec
- Total Users: 38,478
  - Users/Month: 8,367



## WEBSITE LEADERBOARD AD

The website leaderboard ad offers a prime position on our homepage for your messaging, branding and calls to actions. This is a prominent and exclusive location on our site.

### PRICING

- \$3,000 per month
- During September: \$5,000 per month

### DIGITAL SPECIFICATIONS

- Image Size: 728x90 px
- Accepted Formats: JPG, GIF, and PNG.  
(Note: Files without extensions will not be accepted.)
- No Flash creative will be accepted.
- MAX FILE SIZE: 100 KB



## BLOG SPOTLIGHT

The Spotlight allows you to engage your target audience with useful, relevant information on the topic of your choice. Your branded content will be featured as our blog spotlight and run for 14 days.

The blog post will be featured on our homepage, as well as on the [Coding Clinic Advisor blog hub page](#).

Include a link to your webpage on the spotlight. The post is subject to approval by AHA Communications.

### INVENTORY

- One sponsored post bimonthly (two weeks)

### PRICING

- \$7,500 per post

### DEADLINES

- **Space:** 7<sup>th</sup> of the month prior
- **Materials:** 20<sup>th</sup> of the month prior

### DIGITAL SPECIFICATIONS

- Word Count: < 1000 words
- Custom Graphic:
  - Image size: Minimum 480x297 px
  - Accepted Formats: JPEG or PNG only.  
(Note: Files without extensions will not be accepted.)
  - No Flash creative will be accepted.
  - Graphic should relate to the article and cannot be a company logo.
- Company profile not to exceed 75 words.
- Custom URL that links directly to your website or landing page.



## WEBINAR SPONSORSHIP

Elevate your brand by becoming an exclusive sponsor of an AHA Coding Clinic webinar, where you'll reach a highly engaged and influential audience of coding professionals.

Gain insight from participants with post-webinar survey questions. Target our list of 29,500 coding professionals with your content via two emails sent to the AHA Coding Clinic audience. Promote your products and/or service with sponsor mention slide during the webinar. Keep your logo top of mind with placement on webinar console. Position your organization with the renown authorities in the field.

### PRICING

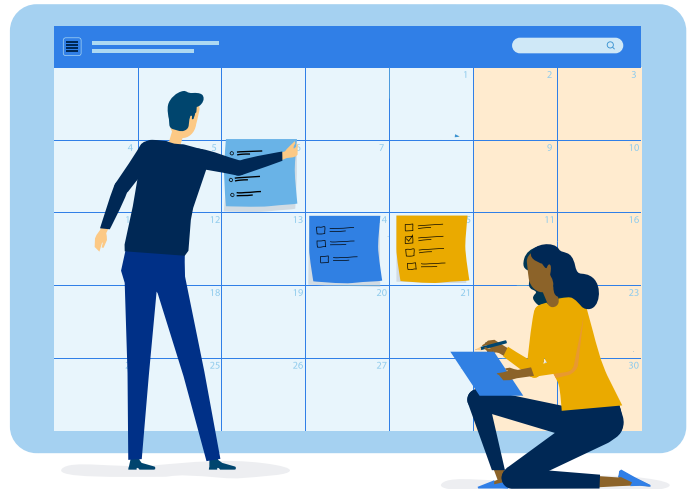
- \$12,500 per webinar

### PREVIOUS WEBINAR ATTENDANCE

- FY 2025 Updates Part 1:  
1,967 registrants
- FY 2025 Updates Part 2:  
1,094 registrants
- 2025 IPPS Final Rule Update:  
708 registrants

## READY? LET'S TALK!

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