

A woman with dark hair tied back, wearing blue medical scrubs, is smiling and looking down at a patient's arm. The patient's arm is resting on a white surface. The background is bright and out of focus.

2023 Media Kit

**AHIMA members
are shaping the
future of healthcare.**

Learn about our
engaged and
influential audience.

Explore the opportunities

ahima.org/advertise

AHIMA[®]



Our Mission

Empowering people to impact health

Our Vision

A world where trusted information transforms health and healthcare by connecting people, systems, and ideas

About AHIMA

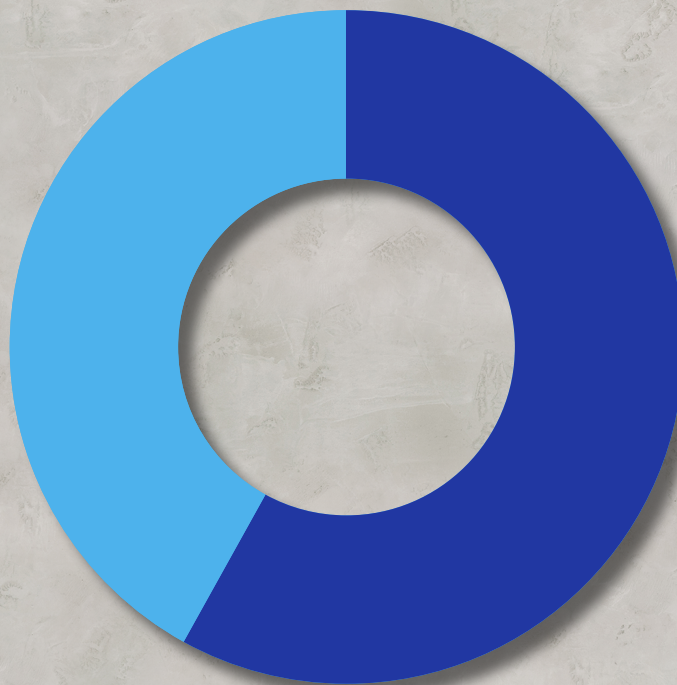
Founded in 1928, the American Health Information Management Association (AHIMA) is the leading voice and authority in health information, wherever it is found. Our people work at the intersection of healthcare, technology, and business around the globe.

While our patients don't often see us, we see our patients in a way no other healthcare professional does. That is because AHIMA-certified professionals ensure that sensitive health stories remain accurate, accessible, protected and complete—at all times.

Synergistic Channels Engage an Influential Audience

300k+ Marketable Contacts

- **58%** Decision makers
- **42%** Decision influencers



AHIMA Membership Snapshot Membership Engagement by Domain

Credential-Holders: **51k (90% of membership)**

- | | | |
|---|--|------------------------------|
| 45% Coders | 8% Finance/Billing | 5% Privacy & Security |
| 12% Health Information Technology | 8% Health Information Education | 5% Sales / Marketing |
| 10% Leadership (VP and up) Information | 7% Clinical Practice Technology | |

*Data sourced from AHIMA Marketable Audience Database, September 1, 2022.





Drive Sales Through Lead Generation, Brand Awareness, and Thought Leadership

[Fireside Chats](#)

[Executive Dialogues / Whitepapers](#)

[Sponsored Webinars](#)

[AHIMA Event Sponsorships](#)

[AHIMA gHealth Collaborator](#)

[AHIMA E-Alert](#)

[Journal.AHIMA.org](#)



Fireside Chats (Lead Gen)

Cut Through the Noise and Connect with Your Audience

Reaching and engaging your target audience is exceedingly challenging. The competition is fierce. AHIMA has found a unique way to develop and distribute content and cut through the clutter: the AHIMA Fireside Chat. These chats are an informal yet structured dialogue between a well-known industry speaker and your chosen moderator. This format adds a casual and intimate tone to the conversation while providing massive value to audience.

Sponsorship Benefits:

- Present thought leadership content in an engaging environment
- Support in defining topic, recruiting subject matter expert, and moderating the event
- Promote content as your own to fuel your content marketing efforts, and engage your target audience with Q&A before and during the session
- Reach a diverse healthcare audience using our vast database of healthcare leaders interested in your message and content
- Outsource event management and let us oversee the details—whether virtual or in-person

Starting from \$30,000

Executive Dialogues (Lead Gen)

Go Deep with Our Audience
to Teach Them Something New

Executive Dialogues provide an opportunity to host an intimate discussion between leaders, putting client organizations at the center of a topic or issue. These sessions are a great way to secure durable connections with new colleagues. AHIMA encourages follow-up outreach through email and whitepapers.

Executive Dialogues: From \$25,000

Whitepapers (Lead Gen)

Increase Brand Engagement and
Generate Demand for Your Product or Service

AHIMA will share a whitepaper you've published with our audience of health information professionals. Promotion includes a dedicated email with eNewsletter distribution.

Starting from: \$6,000

Sponsored Webinars (Lead Gen)

Participate in Thought-provoking Presentations

Thousands of credential holders regularly attend our webinars to earn continuing education units and maintain their certification. Now you can participate in the recertification process by sponsoring an AHIMA Webinar. Choose On-Demand or Co-Produced (Live). AHIMA Webinars cover all the important topics. More importantly, many of our titles attract thousands of registrations.

Topics include:

- CDI
- Privacy and Security
- Data Analytics
- Revenue Cycle Management
- Coding
- Health Information
- Informatics
- Information Governance
- Leadership
- And More!

Starting from: \$7,500

On-Demand Webinar

An On-Demand Webinar sponsorship is a great way to gain exposure while you generate leads. Select from a list of webinars in production. Your logo, hyperlink, and company or product description can be embedded in the webinar graphics. Thereafter, you receive the list of registrants for follow-up marketing.

Co-Produced Webinar

Your experts present alongside AHIMA and industry speakers to create a compelling, live experience for attendees. Thereafter, AHIMA archives the webinar for 12 months in our library. You also receive a list of registrants for follow-up marketing.



AHIMA Event Sponsorships

**Start a Conversation, Demo Your Product,
and Make Lasting Connections.**

AHIMA conferences draw health information professionals, academics, and healthcare leaders looking for new ideas, solutions, and thought leadership.

AHIMA Advocacy Summit 2023

March 20–21, 2023

Hilton National Mall, Washington, DC

Position your brand alongside the leading authority in health information and gain access to engaged healthcare leaders and decision-makers.

The AHIMA Advocacy Summit attracts healthcare executives and a variety of industry experts who play a vital role in ensuring the interests and needs of health information professionals are represented in Washington, DC.

Gain access to federal legislators who impact healthcare decisions and join conversations around telehealth, social determinants of health, and patient privacy policies at a critical time.

Starting from: \$2,000

AHIMA23

October 8–10, 2023

The Baltimore Convention Center, Baltimore, Maryland

The AHIMA Global Conferences gathers hundreds of influencers, decision makers, consultants, and educators in health information and health IT. Informative tracks offer a rich experience that delves into the important topics of the day.

Our attendees are eager to learn about clinical vocabularies, revenue cycle management, audits and compliance, interoperability, data systems, transcription, and much more.

Become a sponsor to engage with a highly influential audience interested in building valuable sponsorships, and gain access to executives who make purchasing decisions.

Starting from: \$5,000

Become an AHIMA gHealth™ Collaborator



Coming together for global health has value.

When your organization joins the AHIMA gHealth™ movement, you become a catalyst for what's next in healthcare. Demonstrate your organization's commitment and join us to envision: a world where trusted information transforms health and healthcare by connecting people, systems, and ideas. Request a demo at <https://ahima.org/gHealth>.

Benefits include:

- Exclusive access to AHIMA gHealth™ Executive Briefings held throughout the year
- Companies can display the AHIMA gHealth™ logo on their company website and promotional materials
- Your company logo will appear on the AHIMA website within the corporate listing and link to your website
- Post one whitepaper on ahima.org
- 20% discount on sponsorships, publications, trainings, and digital education
- Up to 4 complimentary passes to the AHIMA Global Conference

Investment: \$5,000 per year

AHIMA E-Alert

Banner Advertising

Delivers summaries on important industry, government, and AHIMA news.

Inventory: Three banners available per issue

Distribution: 56,000

Rate per Issue (NET): \$1,795

Specifications

- Ad Size: 650x100 pixel banner & URL
- File Size: 50K max
- Color: 72 DPI with indexed color. Adjust for sharpness, color balance, and contrasts. GIFs should not be transparent.
- Formats: GIF, JPEG, or PNG only
- Looping/Animation: Static banners are preferred for optimum visibility, as not all animated banners display for some viewers. If you choose to submit an animated GIF, it must be web-ready and 10 seconds or less. Video and other hosted content not available.

Deadlines

- **Space:** 15th of the month prior
- **Materials:** 20th of the month prior

Custom Post

Get your content directly in the in-boxes of more than 50,000 AHIMA members. E-Alert highlights top stories and one post from you.

Inventory: One company per issue

Distribution: 56,000

Rate per Issue (NET): \$1,995 per post

Specifications

- Article headline (60 characters maximum)
- 100 words of text that will appear in the eNewsletter
- Custom URL that links directly to your landing page, lead generation form, or full article

Deadlines

- **Space:** Two weeks prior to distribution
- **Materials:** One week prior to distribution

Disclaimers

AHIMA retains the right to approve content before posting. Advertiser agrees that content should focus on information, findings, or case study in an objective way that both benefits and informs the audience. The content presented should not solely focus on the direct promotion of a company, product or service. Content should have a general benefit to HIM and related professionals.

Journal.AHIMA.org

Journal.AHIMA.org is the official publication of AHIMA. It delivers best practices and keeps readers current on emerging issues that affect the accuracy, timeliness, privacy, and security of health information.

Sponsored Article

This is your opportunity to share educational content with HIM and related professionals alongside timely features from AHIMA.

Inventory: One sponsor per week

Rate (NET): \$3,000 per post

Specifications

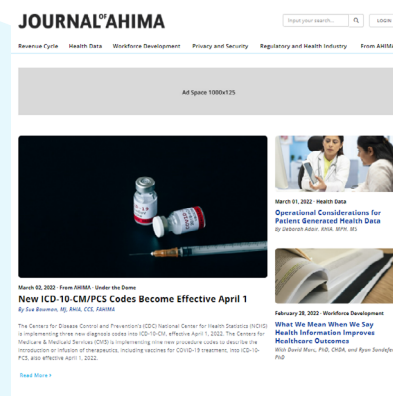
- Article must not exceed 1,000 words in length
- Custom graphic
- 1200x1200 pixels
- GIF, JPEG, or PNG only
- Animation is not accepted
- Graphic should relate to the article
- Graphic cannot be an outright company logo
- Company profile not to exceed 50 words
- Article must be submitted in final format
- Custom URL that links directly to your landing page

Deadlines

- **Space:** 15th of the month prior
- **Materials:** 20th of the month prior

Disclaimers

AHIMA retains the right to edit and approve content before posting. Advertiser agrees that content should focus on information, findings, or case study in an objective way that both benefits and informs the audience. The content presented should not solely focus on the direct promotion of a company, product, or service. Content should have a general benefit to health information and professionals. Will include [Sponsored] in headline. Will include "This article is published in sponsorship with [insert advertiser] at the top of the article post.



Banner Advertising

12-month averages

- 72,339 visits per month
- 86,178 page views per month

Three ad units available

- Pop-Up
- Top Banner
- Lower Banner

Inventory: 15 advertisers per ad unit (15 per Pop-Up, 15 per Top Banner, 15 per Lower Banner)

Unit Pricing	Pop-Up	Top	Lower
12 Months	\$6,500	\$6,000	\$5,500
6 Months	\$4,700	\$4,200	\$3,700
3 Months	\$2,900	\$2,400	\$1,900

Specifications

- Top Banner: 1000x125 pixels
- Lower Banner: 1000x125 pixels
- Pop-Up: 500x500 pixels
- Maximum file size: less than 40K
- Color: 72 DPI with indexed color. Adjust for sharpness, color balance, and contrasts. GIFs should not be transparent.
- Formats: GIF, JPEG, or PNG only
- Looping/Animation: Static banners are preferred for optimum visibility, as not all animated banners display for some viewers. If you choose to submit an animated GIF, it must be web-ready and 10 seconds or less. Video and other hosted content not available.

Deadlines

- **Space:** 15th of the month prior
- **Artwork:** 20th of the month prior

