



# 2017 MEDIA PLANNER

[accdis.org](http://accdis.org)

“

*It has been most rewarding and beneficial to me to find a community of colleagues who will share their ideas, brainstorm, and validate my role.*

”

*CHRISTINA RAAD, RN,  
CLINICAL DOCUMENTATION SPECIALIST NURSE,  
CENTRAL DUPAGE HOSPITAL, WINFIELD, ILLINOIS*

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**ADVERTISING/SPONSORSHIP CONTACT:**

**CARRIE DRY**

630-235-2745

[cdry@hcpro.com](mailto:cdry@hcpro.com)

## ENGAGE WITH A DIVERSE MEMBERSHIP INCLUDING NURSES, HIM/CODING PROFESSIONALS, PHYSICIANS, QUALITY IMPROVEMENT PROFESSIONALS, AND CASE MANAGERS

### ABOUT ACDIS

The Association of Clinical Documentation Improvement Specialists (ACDIS) is the premier association for clinical documentation specialists, providing a medium for education, professional growth, program recognition, and networking.

With the healthcare industry's ongoing effort to provide higher-quality care at lower costs, the role of CDI leadership and CDI professionals in capturing accurate, codable, clinical data within the healthcare record has become increasingly vital to both quality improvement initiatives, compliance, and the revenue cycle.

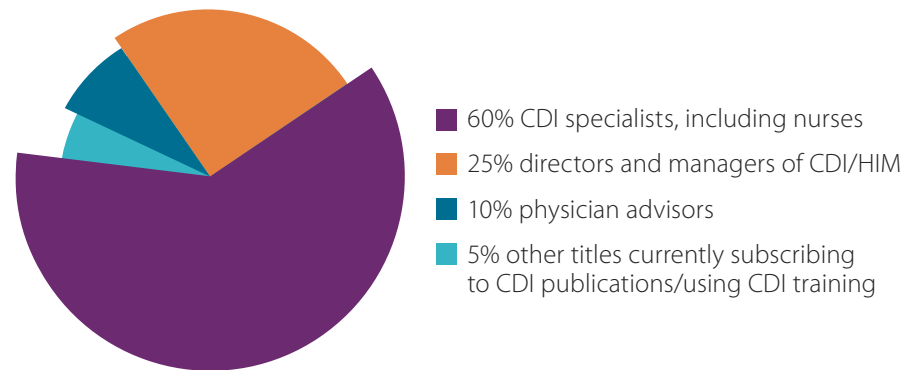
Leaders across healthcare have recognized the importance of this new and growing profession and are increasingly implementing new CDI programs, expanding existing efforts into new settings and service lines, and supporting CDI programs with consulting services and electronic health record system implementation. As the first and only national association dedicated to CDI, ACDIS is the go-to resource and home base for CDI specialists, CDI and HIM managers, and physician advisors to CDI.

**SPONSORING WITH ACDIS MEANS REACHING AN AUDIENCE OF OVER 19,000 CDI PROFESSIONALS!**

### ABOUT BLR HEALTHCARE

BLR Healthcare is the leading provider of information, educational, and advisory products, services, and solutions in the vital areas of compliance, regulation, and management to the U.S. healthcare industry. The company helps the healthcare industry make better decisions about regulation, compliance, and management through authoritative analysis, trusted interpretation, and best-in-class education and training. BLR Healthcare provides practical strategies and solutions that serve customers' organizations, their patients, and their communities. The company's market-leading brands include **BLR** and **HealthLeaders Media**.

### AUDIENCE PROFILE



## EDITORIAL LEADERSHIP

*Our editorial team is responsible for researching, writing, and creating new and relevant content for the clinical documentation improvement (CDI) community. The following editorial members have their finger on the pulse of new CDI regulations and can be relied upon to deliver the latest news, educational materials, and training resources to CDI specialists throughout the country.*

**BRIAN MURPHY, CPC,** is the director of the Association of Clinical Documentation Improvement Specialists (ACDIS), a 5,000-member association headquartered in Middleton, Massachusetts, dedicated to the unique needs of the CDI profession. He oversees management of its award-winning resources, leads association outreach, and develops industry CDI guidance in conjunction with the ACDIS Advisory Board. Murphy also oversees the annual ACDIS Conference, the nation's first and largest conference dedicated to the unique needs of the CDI specialist that now draws more than 1,900 attendees. Murphy is a former managing editor at HCPro, with experience in developing products and services serving health information management (HIM) professionals. He has extensive knowledge of CDI and HIM, with an emphasis on documentation, coding, Medicare regulations, and the revenue cycle.

**REBECCA HENDREN** is ACDIS' associate director of membership and product development. She oversees product research and development and works with national and local ACDIS chapter membership. Hendren also oversees ACDIS editorial content and the CCDS certification process. She is a former product manager at HCPro, where she managed the accreditation, patient safety, nursing, and hospital safety markets.

**MELISSA VARNAVAS** is the associate editorial director of ACDIS, responsible for managing its extensive collection of editorial products and online services including the bimonthly **CDI Journal**, the weekly email newsletter **CDI Strategies**, industry benchmarking reports, and white papers. A core member of the ACDIS administrative team since 2008, she has also helped more than 40 state and specialty-focused CDI networking groups across the country organize effective educational events.

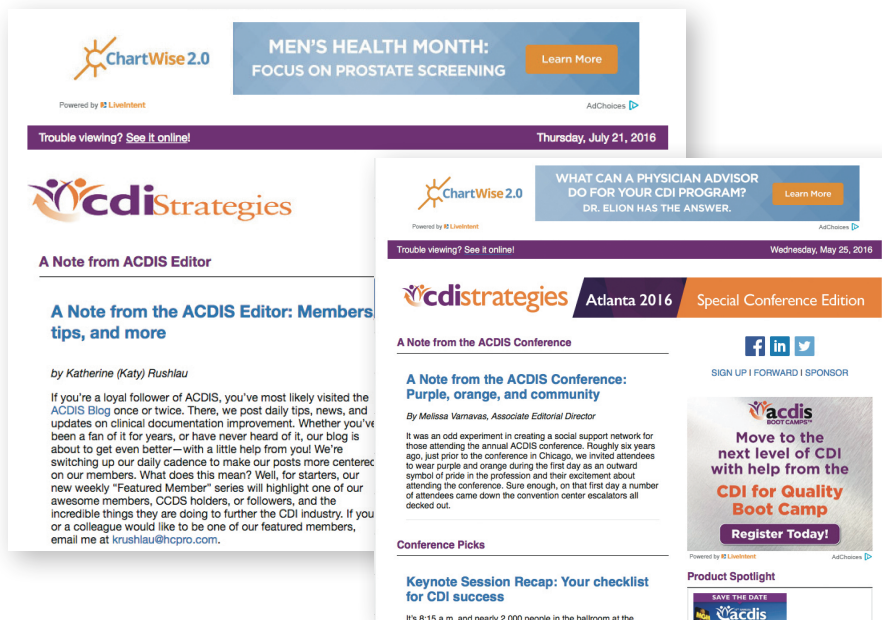
**LINNEA ARCHIBALD** is the editor for ACDIS. She writes and edits **CDI Strategies** and creates content for the ACDIS blog. She also contributes to **CDI Journal** and helps coordinate social media.

## ONLINE OPPORTUNITIES



- Sent to 19,000 recipients
- Deployed every week, sent on Thursdays
- Leaderboard and rectangle banners – both “above the fold”

E-NEWSLETTER	1X (PER INSERTION)	3X (PER INSERTION)	6X (PER INSERTION)	12X (PER INSERTION)
<b>Leaderboard (728x90)</b>	\$1,000	\$900	\$750	\$600
<b>Medium Rectangle (300x250)</b>	\$900	\$800	\$650	\$500



The image shows two screenshots of the CDIS e-newsletter. The top screenshot is a banner for 'MEN'S HEALTH MONTH: FOCUS ON PROSTATE SCREENING' with a 'Learn More' button. The bottom screenshot is a full page titled 'A Note from the ACDIS Editor' with the sub-header 'A Note from the ACDIS Editor: Members tips, and more'. It includes a byline for Katherine (Katy) Rushlau and a paragraph of text. There are also social media icons and a 'Register Today!' button for the 'CDI for Quality Boot Camp'.

## ACDIS SHOW DAILY E-NEWSLETTER: SPECIAL EDITION

Engage attendees and drive booth traffic with information on your products and services before and during the ACDIS conference.

Beginning three weeks prior to the ACDIS Conference, this series of **CDI Strategies** helps attendees plan their conference experience before the show, and then provides the latest news on-site. Each issue includes coverage of topics, speakers, and other important conference information.

Sponsors of the ACDIS show series receive high visibility leading up to the event, providing readers with pre-event access to information on your products, services, and presence in the exhibit hall.

AD SIZE	1X (PER INSERTION)	3X (PER INSERTION)	6 ISSUE PACKAGE
<b>Leaderboard</b>	\$1,200	\$950	\$5,400
<b>Medium Rectangle 1</b>	\$1,000	\$900	\$5,130
<b>Medium Rectangle 2</b>	\$950	\$850	\$4,860

**Specs:** JPG or GIF, no rich media or animation allowed, 100KB file max, URL

## ONLINE OPPORTUNITIES

# ACDIS.ORG

Our website welcomes over 20,000 unique visitors with over 130,000 page views on a monthly basis. Ad space available on the ACDIS website, including job board page.

**LEADERBOARD (728X90) RATE: \$1,500 per month**

**RECTANGLE (300X250) RATE: \$1,350 per month**

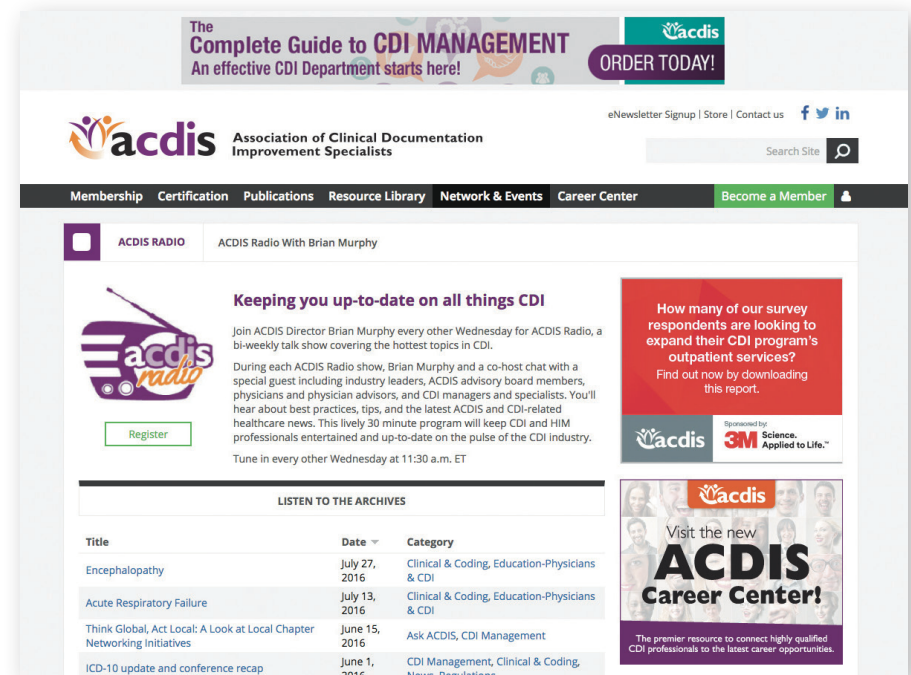
**BUTTON (120X60) RATE: \$1,100 per month**

**Specs:** GIF, JPG, HTML, JavaScript, HTML5, third-party tags. 15-second animation length and three loops max. No Flash creative accepted.

*Reservations and materials due two weeks prior to run date.*

# CAREER CENTER JOB POSTINGS

Post your open positions to reach qualified CDI candidates! Sponsorships also available. For more information, go to [jobs.acdis.org](http://jobs.acdis.org).



The Complete Guide to CDI MANAGEMENT  
An effective CDI Department starts here! ORDER TODAY!

ACDIS Association of Clinical Documentation Improvement Specialists

Membership Certification Publications Resource Library Network & Events Career Center Become a Member

ACDIS RADIO ACDIS Radio With Brian Murphy

Keeping you up-to-date on all things CDI

Join ACDIS Director Brian Murphy every other Wednesday for ACDIS Radio, a bi-weekly talk show covering the hottest topics in CDI.

During each ACDIS Radio show, Brian Murphy and a co-host chat with a special guest including industry leaders, ACDIS advisory board members, physicians and physician advisors, and CDI managers and specialists. You'll hear about best practices, tips, and the latest ACDIS and CDI-related healthcare news. This lively 30 minute program will keep CDI and HIM professionals entertained and up-to-date on the pulse of the CDI industry.

Tune in every other Wednesday at 11:30 a.m. ET

REGISTER

How many of our survey respondents are looking to expand their CDI program's outpatient services? Find out now by downloading this report.

ACDIS Career Center! Visit the new ACDIS Career Center! The premier resource to connect highly qualified CDI professionals to the latest career opportunities.

LISTEN TO THE ARCHIVES

Title	Date	Category
Encephalopathy	July 27, 2016	Clinical & Coding, Education-Physicians & CDI
Acute Respiratory Failure	July 13, 2016	Clinical & Coding, Education-Physicians & CDI
Think Global, Act Local: A Look at Local Chapter Networking Initiatives	June 15, 2016	Ask ACDIS, CDI Management
ICD-10 update and conference recap	June 1, 2016	CDI Management, Clinical & Coding, News, Regulations



ACDIS Association of Clinical Documentation Improvement Specialists

Employers Job Seekers

Enter Keyword or Job Title All States Find a Job

Featured Jobs

- Clinical Documentation Specialist  
Providence Health & Services  
Tarzana, CA
- Clinical Documentation Improvement Manager  
Palmdale Regional Medical Center

Create a Job Alert  
Let jobs find you anywhere!

## ONLINE OPPORTUNITIES

# IN-STREAM NATIVE CONTENT PROGRAM

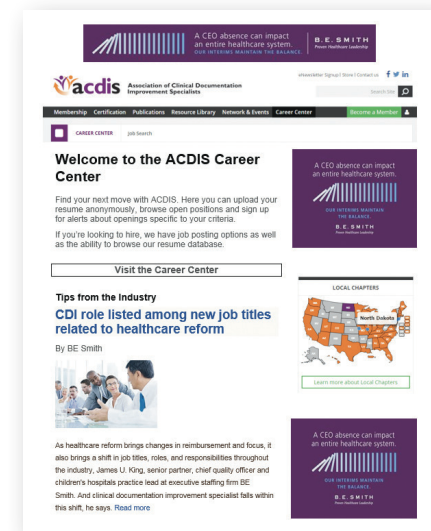
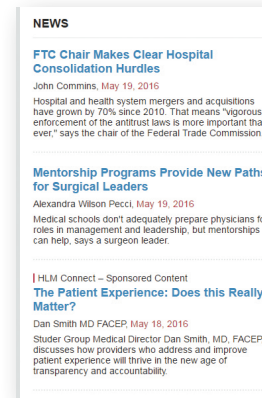
This program positions your company with ACDIS and aligns your insight with our editorial content, offering readers a seamless way to consume your content.

### Program includes:

- 100% SOV advertising on article page
- Monthly contribution of article content to reside on *ACDIS.org*

### Native Content:

1. Posting of your content (up to 750 words plus headline) along with up to two cross-links on *ACDIS.org*
2. Posting of your content lead-in on home page (approximately 55 words)
3. Inclusion of one visual element supplied by you (headshot, picture, logo)
4. Format of your choice: general topical article, Q&A interview, executive perspective
5. Editorial review for optimization if desired
6. Inclusion of article headline in one **CDI Strategies** e-newsletter among editorial content per article
7. Deployment of headline with link to article through social media channels
8. Reporting of views and clicks



### INVESTMENT:

#### SIX ARTICLE PROGRAM

One to Two articles per month recommended:

**\$4,500 per insertion/\$27,000 package**

#### TWELVE ARTICLE PROGRAM

One to Four Articles per month recommended:

**\$4,300 per insertion/\$51,600 package**

## ONLINE & LEAD GENERATION

# DEDICATED EMAIL CAMPAIGNS

### CO-BRANDED EMAILS

Bring your company's exposure to another level! Whether you are promoting a new solution or just looking to maximize your exposure, a sponsored dedicated e-blast to our 19,000+ subscribers is the way to go.

- Deliver customized HTML email right to the inbox of our database of CDI/HIM professionals

**RATE: \$495 per thousand, 5K minimum**

**Specs:** Full HTML—600px–700px width is preferable;  
Also supply text version

*Reservations due three weeks prior to deployment.*

*Materials due two weeks prior to deployment.*



# CONTENT ASSET POSTING PROGRAM

Harness our reach to generate quality sales leads with our Content Asset Posting program.

For three months, we'll host up to three supplied content assets (white papers, case studies, research briefs and otherwise) to generate a minimum of 150 downloads. Full contact information will be provided on a weekly basis, as will lead overage when applicable.

### Benefits:

- Posting of up to three assets (whitepapers, case studies, etc.), each gated on *ACDIS.org* for lead generation
- Content will be featured in one dedicated email as well as in online advertising
- Minimum of 150 contacts delivered within three months
- Excludes vendors and consultants

**RATES: \$5,100 for three months**



## ONLINE & LEAD GENERATION

# WEBINARS

Get your thought leaders in front of a large, dedicated CDI audience through a sponsored webinars. You choose the content and speaker(s) and ACDIS takes care of the marketing and project management. Minimum guarantee is 500 registrants.

**RATE: \$15,000 net**

*Limited monthly slots available. Reservations due 90 days out.*

# NEW FOR 2017: EDITORIAL WEBINARS

If you want to take advantage of receiving leads for CDI Professionals, but don't have a speaker or the bandwidth to create a webinar presentation, the ACDIS editorial team has a schedule of topics available. We control the content/speakers, and the sponsor receives the leads and a "PBS-like" mention in the marketing for this event. Topics are available on a first come, first serve basis.

**RATE: \$15,000 net**



ACDIS EDITORIAL WEBINARS 2017		
MONTH	TOPIC	DEADLINE
January	CC/MCC: Tools for capturing accurate documentation for appropriate code assignment	December 15, 2016
February	Query Compliance: Effective auditing practices to ensure non-leading queries	January 15, 2017
March	Respiratory Failure	February 15, 2017
April	Altered mental status	March 15, 2017
June	Tracking success stories in outpatient CDI	May 15, 2017
July	Sepsis: Clinical documentation clarifications and conflicting industry recommendations	June 15, 2017
October	Malnutrition	September 15, 2017
November	CDI and the IPPS	October 15, 2017

*\*Content topics may change*

## ONLINE & LEAD GENERATION

# One Minute Matters

Video is an engaging tool that provides succinct information in an easy to consume format for our busy members. ACDIS presents: **“One Minute Matters” Whiteboard Video Program** which gives you the opportunity to help educate the ACDIS community on a CDI-related topic in this unique 60 second whiteboard.

### This program includes:

- Kick off meeting to discuss topic and content of whiteboard video
- Feedback on sponsor supplied video script
- Technical development of whiteboard animation and voice-over video, with your review and approval
- Posting of gated video on *ACDIS.org* site
- Promotion of video through dedicated email campaign to members, one per month
- Five to ten second pre-roll (ad before whiteboard video begins)
- Run of site ad on *ACDIS.org* for duration of the campaign
- Lead generation: registration reports delivered weekly

**RATE: \$12,000 net for 3-month campaign and rights to own video upon completion of campaign**



## ONLINE & LEAD GENERATION



# Clinical Documentation Improvement Week

SEPTEMBER 18–22, 2017

ACDIS is the premier healthcare community for clinical documentation specialists, providing a medium for education, professional growth, program recognition, and networking. In addition to year-round activity, ACDIS offers **Clinical Documentation Improvement Week** every September.

### WHY IS A WEEK OF NATIONAL RECOGNITION NEEDED?

**CDI specialists need a week of recognition for the following reasons:**

- To recognize their unique skills and expertise
- To increase public awareness of the CDI profession
- To positively affect their personal and organizational performance

### HOW WAS THE NATIONAL RECOGNITION WEEK DEVELOPED?

A work group organized and supported by ACDIS convened over several months to plan and organize the event and develop resources and promotional events.



**Clinical Documentation Improvement Week**

**62%** of respondents indicate they have or are planning to expand their CDI efforts beyond the traditional inpatient, acute care hospital setting.

**Branching Out into Healthcare**

**Industry Overview Survey**

This report includes survey results of six of focus on CDI expansion beyond the traditional program growth, quality, ICD-10 preparedness, career advancement, ACDIS advisory board insight and analysis of the results.

Revenue Cycle eLearning

Quality Documentation for Evidence-Based Care, Compliance and Financial Viability. CDI Education from Elsevier

Learn More ELSEVIER

## CDI WEEK SPONSORSHIPS

Only six spots, available on a first-come, first-serve basis

### SHOW YOUR SUPPORT AND ENGAGE WITH CDI SPECIALISTS DURING CDI WEEK!

#### Sponsorship includes:

- Full-page ad in our annual Industry Survey
- Your commentary included in Industry Survey
- Exclusive sponsorship of one of five emails deployed that week
- Banner (rotating) on CDI Week page

**RATE: \$6,300 net**

## MULTI SPONSORED EDITORIAL WEBINAR

#### Includes:

- ACDIS Editorial team determines topic & speakers
- Up to four sponsors
- Sponsors each receive leads of registrants and attendees
- Logo on webinar slides and 50 word company description

**RATE: \$4,000 net per sponsor**

## ONLINE & LEAD GENERATION



## SPONSORSHIP

**ACDIS Radio** is a biweekly talk show (every other Wednesday, from 11:30 to noon ET) covering the hottest topics in CDI. During each show, host Brian Murphy, ACDIS director, and a co-host chat with industry leaders, ACDIS Advisory Board members, and CDI specialists.

You'll hear about best practices, tips, and the latest ACDIS and CDI news. This lively 30-minute program will keep CDI and HIM professionals entertained and up to date on the pulse of the CDI industry.

Every show features the following elements:

- An interactive **Audience Poll**, with analysis of the results

- **In the News**, a review and analysis of a news item of significance to the broader CDI industry
- **ACDIS Update**, a regular feature delivering the latest updates on what is going on inside the association

In 2017 and beyond, our shows will cover:

- Outpatient/risk-adjusted payment CDI models
- Complex clinical conditions (sepsis, functional quadriplegia, etc.)
- Remote CDI staffing and management
- The role of the physician advisor in CDI
- CDI and physician performance metrics

**AUDIENCE: CDI specialists, CDI managers, CDI directors, HIM directors, case management directors**

## ACDIS RADIO EXCLUSIVE BRANDING PACKAGE

- Logo on two pre-event dedicated emails for ACDIS Radio broadcast of your choice
- Logo on one post-event "Thank you" email to all registered listeners of that broadcast

- Logo on the presentation slide(s) during the broadcast
- Verbal sponsor acknowledgment by moderator at beginning and end of broadcast

**RATE: \$4,000 net**

## ACDIS RADIO LEAD GENERATION PACKAGE

**All deliverables of the Branding Package PLUS:**

- Full registration file with contact information for the program you sponsor

**RATE: \$8,000 net**





# cdiJournal

In every edition of the bimonthly publication **CDI Journal**, ACDIS editorial staff connect with experts in the clinical documentation improvement industry. These thought leaders, innovative actors, and everyday extraordinary frontline staff share their experiences within the growing world of CDI.

**In every edition of the Journal we offer:**

- Associate Director’s Note
- Advisory Board Note
- In the News–Breaking information from government regulators and other pressing matters of CDI interest
- Ask ACDIS–Questions from ACDIS members answered by industry experts
- Physician Advisor’s Corner–Insights into how physician advisors can address pressing issues
- Clinically Speaking–Advice on tackling difficult clinical conditions
- Coding Clinic for ICD-10-CM/PCS recap for CDI (offered quarterly)
- Meet-a-Member–A highlight of one of our more than 5,000 members

CDI JOURNAL EDITORIAL CALENDAR 2017		
MONTH	ISSUE	DEADLINE
<b>January/February</b>	Query best practices	December 15, 2016
<b>March/April</b>	Exploring CDI efforts to enhance quality metrics	February 15, 2017
<b>May/June</b>	Regardless of setting: An exploration into non-acute care setting CDI	April 15, 2017
<b>July/August</b>	Summer reading: Strategies for providing CDI training to a variety of stakeholders	June 15, 2017
<b>September/October</b>	Payment shifts: Tools to adapt to a changing reimbursement landscape	August 15, 2017
<b>November/December</b>	Strategies for denials management	October 15, 2017

*\*Content topics may change*

**RATE: Full-page: \$5,000 net; frequency discounts may apply**

**Specs:** 8.5" wide by 11" high, Web-optimized PDF, RGB color, all fonts embedded, images downsampled to 150 DPI

EVENTS



**MAY 9–12, 2017**  
**MGM GRAND, LAS VEGAS, NV**

**Welcome to the 10th Annual ACDIS Conference!** As the premier event for clinical documentation improvement professionals, we are pleased to offer you a wide range of opportunities to reach our engaged attendees. In 2017, we anticipate **over 2,000 attendees** joining us in Las Vegas!

**This one-of-a-kind conference reaches clinical documentation improvement professionals including:**

- Clinical Documentation Improvement (CDI) Specialists
- CDI Managers/Directors
- Coding Compliance Directors/Managers
- HIM Directors
- Coding Compliance Specialists
- DRG Coordinators
- Inpatient Coders
- Coding Managers/Supervisors
- Case Management Directors/Managers
- Revenue Cycle Directors
- Physician Advisors to CDI



**Want to gather valuable insight from this engaged audience?**

Call today to learn how we can create a custom Focus Group or Roundtable to help your company create new solutions or improve your existing CDI products.

## EVENTS

# CDI LEADERSHIP EXCHANGE

*Intimate networking and high-touch knowledge share with an exclusive group of CDI Supervisors, Managers, and Directors.*

For ten years, ACDIS has brought together the CDI community like no other organization. Based on member interest, ACDIS is pleased to present the **CDI Leadership Exchange**, a forum developed to foster solid relationships and encourage an environment of sharing to better the CDI healthcare landscape.

Thirty senior level CDI professionals will join us at this unique event, where all planned activities are designed for high-level networking and consistent dialogue. As a sponsoring organization, you'll be part of the agenda, holding two strategic sessions with seven hand-selected participants each, encouraging discussion on pressing issues.

### **The agenda allows for continuous interaction:**

- ▶ Welcome dinner and reception
- ▶ Two networking breakfasts
- ▶ ACDIS-moderated breakout sessions on key topics determined in advance in collaboration with attendees
- ▶ Wine tasting or other scheduled afternoon interactive activities
- ▶ Dinner event with networking reception
- ▶ Two 90 minute strategic sessions held by your organization. Each session will include seven CDI executives, selected by you.
- ▶ Two executives from your organization invited to participate in all activity

Attendee lists are provided in advance of the event to sponsoring organizations, along with direct feedback regarding topics of interest.

**INVESTMENT: \$25,000 net**

*Limited to six sponsoring organizations*

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**CUSTOM EVENTS, FOCUS GROUPS AND ROUNDTABLES ALSO AVAILABLE,  
CONTACT CARRIE DRY FOR DETAILS.**

**RESEARCH**

# ACDIS EDITORIAL BENCHMARKING SURVEY SPONSORSHIP

Showcase your expertise and build brand awareness on a specific CDI topic with our **Benchmarking Survey Sponsorship**. Lead generation is optional.

## EDITORIAL SURVEY SPONSORSHIPS

ACDIS BENCHMARKING SURVEYS 2017		
MONTH	TOPIC	DEADLINE
<b>February</b>	Physician Query Benchmarking Report	January 15, 2017
<b>April</b>	How CDI Programs Leverage Technology Report	March 15, 2017
<b>October</b>	2017 CDI Salary Survey	September 15, 2017
<b>December</b>	CDI Expansion and Emerging Topics	November 15, 2017

*\*Content topics may change*

## SPONSORSHIP OPTIONS

### Option One: Lead Generation, Thought Leadership and Branding

- One survey question provided by sponsor for inclusion in survey (requires ACDIS approval)
- Interview with company thought leader by ACDIS editor on survey results. Approximately three quotes to be included in report
- Sponsor logo on front of report
- Full page ad included within report
- Report gated for lead generation on *ACDIS.org*
- Report marketed via email and online advertising to ACDIS audience
- Contact information of those who download provided on a weekly basis

**RATE: \$7,500 NET**

### Option Two: Thought Leadership and Branding

- One survey question provided by sponsor for inclusion in survey (requires ACDIS approval)
- Interview with company thought leader by ACDIS editor on survey results. Approximately three quotes to be included in report
- Sponsor logo on front of report
- Full page ad included within report
- Ungated report marketed via email and online advertising to ACDIS audience

**RATE: \$4,500**



## CUSTOM RESEARCH AND SOLUTIONS

# CUSTOM RESEARCH

Garner critical industry data and feedback with a custom survey issued to our ACDIS members. We'll leverage this data to create a custom white paper, allowing for lead generation.

Utilizing content obtained in custom research, we will create a white paper that will be posted online for lead generation and provided to you for your usage. *Included in this program:*

- A three-question survey on a selected topic will be deployed to our audience (100 minimum responses will be delivered).
- Data, along with interviews with selected executives, will be utilized to produce a 1,200-word (4–5 page) PDF white paper. A dedicated writer will collaborate with you on content.
- A custom research brief will be gated and posted online at *acdis.org* for lead generation.
- Promotion for 90 days will include online advertising and a dedicated co-branded email campaign.

**For ultimate exposure and lead generation, opt for custom research, white paper AND webinar:**

- White paper will be utilized for incentive for webinar
- White paper will be released following webinar
- Program includes lead generation outlined at left as well as for webinar

**RATES:** Call for rates

## OTHER CUSTOM CONTENT AND MARKETING SOLUTIONS

Let us know your needs, and we'll craft a program to achieve your goals. Examples include case study development, infographic development, video programs, and event audience development.

## INTEGRATED MARKETING PROGRAMS

# ACDIS CORPORATE PARTNERSHIPS DIAMOND

Our ultimate integrated package! Bringing together the top elements of a yearlong campaign, this partnership keeps you continually in front of our active audience. With an integrated mix of lead generation, thought leadership, research and branding/awareness, you'll remain top of mind to our highly engaged CDI/HIM professionals.

**RATES: CALL FOR RATES**

BENEFIT	DESCRIPTION
<b>Five ACDIS Memberships</b>	Full website access and all other membership benefits, five memberships
<b>Use of ACDIS Corporate partner logo</b>	Per use
<b>Company name and logo listed in the conference Exhibitor Directory</b>	"We would like to thank our corporate partners/sponsors:"
<b>Listing in Conference Directory</b>	Company logo and description in conference directory available on website
<b>Two months of banner advertising on ACDIS.org</b>	Two medium rectangle (300x250) ad placements on ACDIS.org
<b>Two banner ads in CDI Strategies e-newsletter</b>	Leaderboard (728x90) advertising in <b>CDI Strategies</b>
<b>Two display ads in CDI Journal</b>	Full page ad in digital membership journal published every other month
<b>Quarterly conference call sponsorship</b>	Company executive to participate in one quarterly member conference call. Logo included on landing page.
<b>Two sponsored webinars</b>	Turnkey webinar program includes hosting, marketing and lead generation
<b>CDI Week Sponsorship</b>	Logo on survey email, full page ad in survey brief, executive commentary contribution included in survey
<b>Editorial Survey Sponsorship</b>	Logo on survey cover, full page ad in survey report, delivery of all contacts who download report (lead generation), executive commentary contribution included in survey

## INTEGRATED MARKETING PROGRAMS

# ACDIS CORPORATE PARTNERSHIPS

### GOLD

Bringing together the top elements of a yearlong campaign, this sponsorship keeps you continually in front of our audience. With a mix of thought leadership and branding/awareness elements, you'll remain top of mind to our highly engaged CDI/HIM professionals.

**RATES: CALL FOR RATES**

BENEFIT	DESCRIPTION
<b>Three ACDIS Memberships</b>	Full website access and all other membership benefits, three memberships
<b>Use of ACDIS Corporate partner logo</b>	Per use
<b>Company name and logo listed in the conference Exhibitor Directory</b>	"We would like to thank our corporate partners/sponsors:"
<b>One month of banner advertising on ACDIS.org</b>	One medium rectangle (300x250) ad placement on ACDIS.org
<b>Two banner ads in CDI Strategies e-newsletter</b>	Leaderboard (728x90) advertising in <b>CDI Strategies</b>
<b>One display ad in CDI Journal</b>	Full page ad in digital membership journal published every other month
<b>One sponsored webinar</b>	Turnkey webinar program includes hosting, marketing and lead generation



acdis.org

IF YOU LIKE ACDIS, YOU MAY ALSO BE INTERESTED IN ...



**REVENUE INTEGRITY**  
SYMPOSIUM

+HCP Pro +HealthLeaders<sup>Media</sup>

**Revenue Cycle** Daily Advisor

**JustCoding**  
Stay Current, Keep Learning, Advance your Career

**ADVERTISING/SPONSORSHIP CONTACT:**

**CARRIE DRY**

630-235-2745

cdry@hcpro.com