



2017 Advertising Guide

The **National Association Medical Staff Services (NAMSS)** is committed to enhancing the professional development of and recognition for professionals in the medical staff and credentialing services field. NAMSS' vision is to advance a healthcare environment that maximizes the patient experience through the delivery of quality services. The NAMSS membership includes medical staff and credentialing services professionals from medical group practices, hospitals, managed care organizations, and credentials verification organizations.

NAMSS provides several pathways to reach a new audience and enhance your products, services, and overall brand visibility. By partnering with NAMSS, you can extend your reach and brand exposure in the medical staff services world. Medical services professionals (MSPs) are an essential part of any healthcare organization. MSPs are accountable for the administrative and medical legal structure of the medical staff organization.



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Advertising Opportunities

Partner with NAMSS and make an investment for immediate return-on-investment and long-term success

The success of any marketing plan relies on reaching your target audience. NAMSS represents 5,000 medical services professionals and serves as the voice of the industry—the sole organization that brings together all segments of the medical services profession from across the nation.

NAMSS can help your company access this important audience. Gain exposure in one of our communication avenues: *SYNERGY*, the bimonthly online magazine; NAMSS Gateway; the monthly e-newsletter; or the NAMSS website. Our publications and online resources are valuable vehicles that reach across the industry.

We invite you to browse this advertising guide and choose the opportunities that best fit your marketing goals.



6

issues of *SYNERGY* published per year



12

issues of our e-newsletter, *NAMSS Gateway*, published per year



22,000

visitor hits on the NAMSS website each month



5,500

NAMSS members throughout the country

SYNERGY is the official online magazine of NAMSS and provides information that directly impacts today's medical services professional. Published six times a year, *SYNERGY* is the source MSPs go to when looking for best practices and tools that will help them excel in their careers. NAMSS members and experts in the field write *SYNERGY* articles that address challenges members face in their healthcare environment, including legal matters, process improvement, and changing industry practices.

All *SYNERGY* advertisers receive a complimentary link on the NAMSS website as part of their advertising agreement.

Rates

	1x	3x	6x
Full Page	\$1,700	\$1,520	\$1,415
1/2 Page	\$1,390	\$1,245	\$1,150

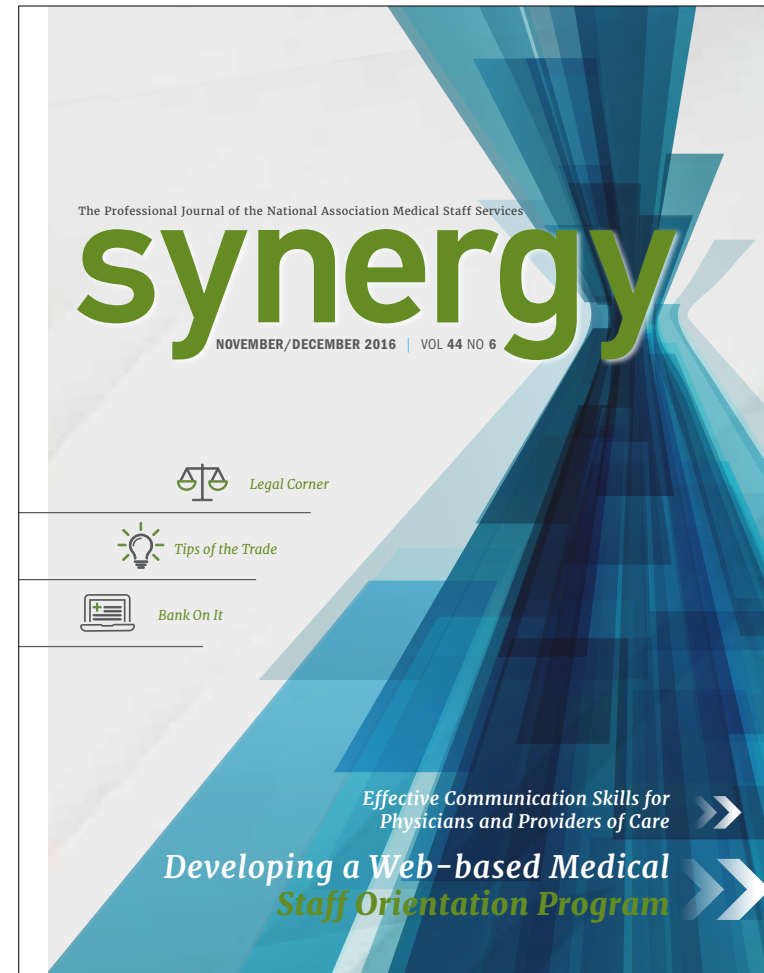
Cover Rates

(rates per issue, with frequency discounts)

	1x	3x	6x	12x
Inside Front	N/A	\$1,995	\$1,900	\$1,800
Inside Back	N/A	\$1,1820	\$1,795	\$1,695
Back	N/A	\$2,095	\$1,995	\$1,900

Deadlines

Synergy dates:	Ad close	Artwork Due
Mar/Apr	1/20/2017	2/10/17
May/June	3/10/2017	3/31/17
July/August – Includes Product Guide	5/10/2017	5/31/17
Sept/Oct – Annual Conference Issue	7/10/2017	7/31/17
Nov/Dec – Post-Conference Coverage	9/13/2017	10/4/17



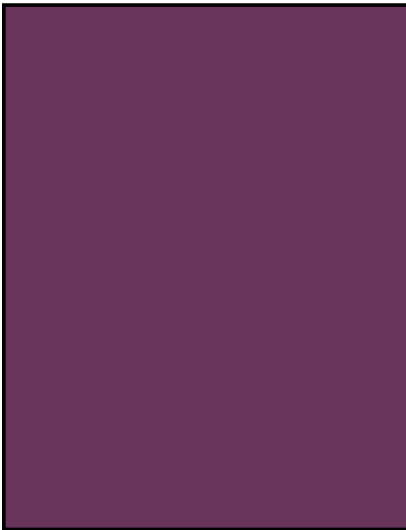
Specifications

All artwork must be submitted electronically. Publisher is not responsible for quality of images submitted below 300 dpi.

Our preferred file format is a hi res PDF for print, PDF/X compatible, with all fonts embedded and logos in vector format. Other acceptable programs include: InDesign, Illustrator and Photoshop. Files must include fonts and links when appropriate. Convert fonts to outlines when possible. Export file formats .eps, .tif, .jpg, and are acceptable but not preferred. If there is a problem with any materials, the advertiser will be notified and asked to provide corrected files.

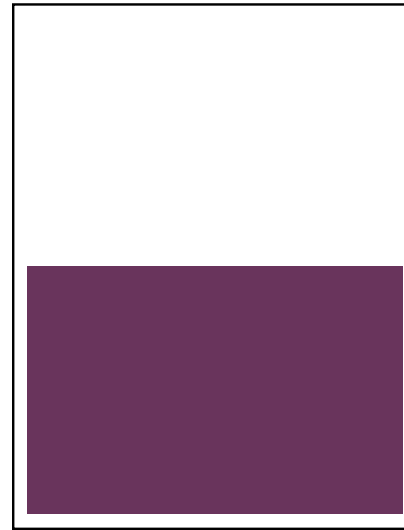
PRODUCTION & ADDITIONAL CHARGES (quoted per job):

- Typesetting or design
- Premium or guaranteed positions 15% additional
- All rates are noncommissionable



Trim size: 8.5 x 11 in.

Bleed size: 8.75 x 11.25 in. (0.125 in. on all four sides)



Half Page Horizontal

(non-bleed only): 7.5 x 4.75 in

Product Guide (July/August Issue)

Cost: \$1,020 for full-color advertisement

Materials Due: May 31, 2017

Specifications: Send your company information as a Microsoft Word document. Each listing is comprised of three sections that include the information in the next column (right):

Section 1 (top)

- Company name with mailing address, phone number, and website
- Company contact for readers' product inquiries
- Company mission statement (optional)
- Product name(s)
- Company logo*

Section 2 (middle/body)

- Company description (400 words max.)

Section 3 (bottom)

- Product description(s) (150 words max.)
- Product logo(s) (optional)*

*Acceptable logo file formats include EPS, TIF, and JPG (300 DPI or higher).

In addition to regular ad placements in the journal, *SYNERGY* has new ad upgrades and positioning from which advertisers can choose. The options for the ad upgrades are listed to the right.

Add-on Options:

Rich media (flash, audio, or video) in an ad \$500

Custom flash animation (making the ad come alive) \$500

Leaderboard placement \$1,000
(for each option) includes position on top; Banner Bottom; Skyscraper left or right. These items appear on each page.

Nxt-survey for advertisements \$1,000
(a survey tool to ask *SYNERGY* readers a series of questions about your ad/product)

Zoomerang survey \$500

Page plus: \$500
Fractional ad that opens up to a bigger ad on the page

Ad-Jolt creation and insertion \$500
(an ad jolt is a method of making a part of the ad stand out more: adding lights or movement to a static ad)

Sponsorship page \$3,000
directly left of the cover in digital layout (premium position)



NAMSS Gateway

NAMSS sends a monthly e-newsletter containing important association programming, events, and the most recent industry news and updates to its members. On average, more than **17,000 readers** receive NAMSS Gateway each month!

Banner Ad	Sizes/Pixels	1x	6x	12x
Top Horizontal Banner				
Regular Horizontal Banner	468x80	\$1,800	\$1,600	\$1,500
Top Skyscraper Banner				
Regular Skyscraper Banner	150x400	\$1,800	\$1,600	\$1,500

Specifications

Advertisements may include:

- Banner ads (.jpeg or animated .gif file)
- Company/product logo (.jpeg or animated .gif file 90 DPI)



NAMSS Website Advertising

The NAMSS website is accessible to members. On average, the NAMSS website receives nearly 22,000 visitor hits each month. Marketing your company on the website is a cost-effective approach to drive traffic to your own site.

Deadlines

All website advertising expires December 31 of each year—regardless of the date of purchase. Yield the highest return-on-investment and secure your spot on the NAMSS website as early in the year as possible!

Specifications and Rates

	Yearly fee NAMSS members	Yearly fee non-members
Graphic link (company logo) to your company's website (on one page of NAMSS site)	\$2,400	\$2,800
Primary-placement banner ad (JPEG or animated GIF file) at 175W x 175H pixels that appears in one navigation section of the website. (on 90% of the site – The Certification Pages will remain ad free)	\$3,500	\$4,500

NAMSS Career Center

Do you have a job you're trying to fill? Looking to find qualified MSPs? The [NAMSS Career Center](#) receives 12,000 hits per month! As part of the National Healthcare Career Network (NHCN), posting a job on the NAMSS Career Center promotes open positions to thousands of individuals in the healthcare industry across the country. Opt to post your open position to just NAMSS members, or to the entire network at-large. NAMSS members receive discounts on job postings. Contact NAMSS at (202) 367-1196 or email info@namss.org for more information.



Membership Mailing List

NAMSS may sell its membership list for one-time-use to certain organizations that offer products and services of interest to the NAMSS audience.

Rates and Deadlines

Not-for-profit organizations: \$850

For-profit organizations: \$1,250

Partial lists may be purchased for \$0.65 per label.

Once NAMSS receives the following items, the turnaround time is 10-15 business days:

- Signed agreement
- Payment
- A copy of the piece being mailed to NAMSS members

For more information, contact NAMSS at (202) 367-1196 or email info@namss.org.

**NAMSS reserves the right to deny mailings.*

NAMSS Mobile App

In 2015, NAMSS launched a mobile app that connects members of our community with news and valuable resources from the organization. This new tool makes NAMSS more accessible than ever, and is also the gateway for the event app that provides attendees of the annual meeting with important updates. Get your company in front of app users with a banner posting.

One year posting: \$10,000

Size requirements and recommendations

The banners have “click-thru” action, so a small arrow or indicator encouraging the user to tap is suggested. We will need the following artwork sizes for optimal viewing across all devices:

- 640 x 88
- 320 x 44
- 1030 x 142
- 515 x 71
- 150 x 685

NAMSS Email Blast Services: \$2,500

If you are looking to reach over 18,000 people looking for your products and services or looking to drive traffic to your website or webinar, then look no further! Allow NAMSS to send out an HTML email on your behalf to our distribution list. It's that easy.