

# 2020 Advertising Guide

**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 ensure healthcare quality and patient safety. 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 for immediate return on investment and long-term success

The success of any marketing plan relies on reaching your target audience. NAMSS represents 6,000 MSPs 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 quarterly online magazine; *NAMSS Gateway*, the online portal for member-created content and its accompanying 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.



4

issues of *SYNERGY* published per year



24

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



22,000

visitor hits on the NAMSS website and *Gateway* Portal each month



6,000

NAMSS members throughout the country

## SYNERGY

SYNERGY is the official online magazine of NAMSS and provides information that directly impacts today's MSP. Published four times a year, SYNERGY is the go-to source for MSPs 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	4x
Full Page	\$2,000	\$1,500
1/2 Page	\$1,700	\$1,400

## Cover Rates

(rates per issue, with frequency discounts)

	1x	4x
Inside Front	N/A	\$1,995
Inside Back	N/A	\$1,820
Back	N/A	\$2,095

## Deadlines

Synergy dates:	Ad close	Artwork Due
Quarter 1	N/A	N/A
Quarter 2	2/28/2020	3/13/2020
Quarter 3 – Includes Product Guide	5/22/2020	6/5/2020
Quarter 4	9/4/2020	9/18/2020



## Specifications

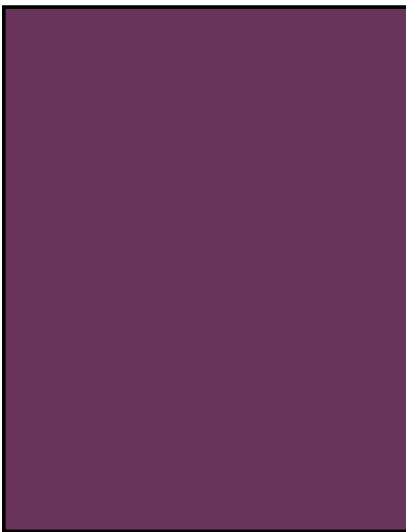
All artwork must be submitted electronically. Publisher is not responsible for quality of images submitted below 300 dpi.

Our preferred file format is a high-resolution 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) are acceptable but not preferred. If there is a problem with any materials, the advertiser will be notified and asked to provide corrected files.

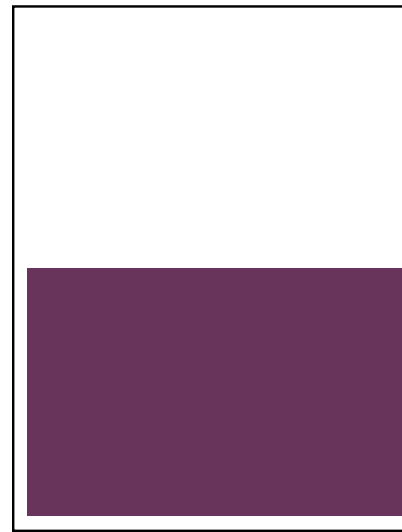
Include a company logo in a .eps file format. Any additional images (i.e., headshots) must be supplied as high-resolution .jpg file formats. Images in Word documents will not be accepted. If including links, please highlight them and send the web address so that they are properly linked.

### **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 (Quarter 3 Issue)

**Cost:** \$1,500 for full-color advertisement

**Materials Due:** June 5, 2020

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

**If your company has advertised in the past** and you have minimal edits, please provide a marked up copy of your last PDF. Please do not edit within the PDF, simply comment on top of the current text so that we can clearly and accurately define the changes.

If this is your first year advertising in *Synergy*, or you have new products to share, please provide a new Word document with the copy and proposed layout.

### 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 format is EPS (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 . . . . . \$1,500  
(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)

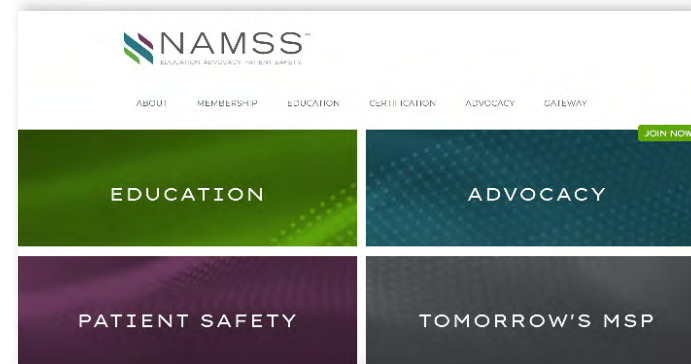
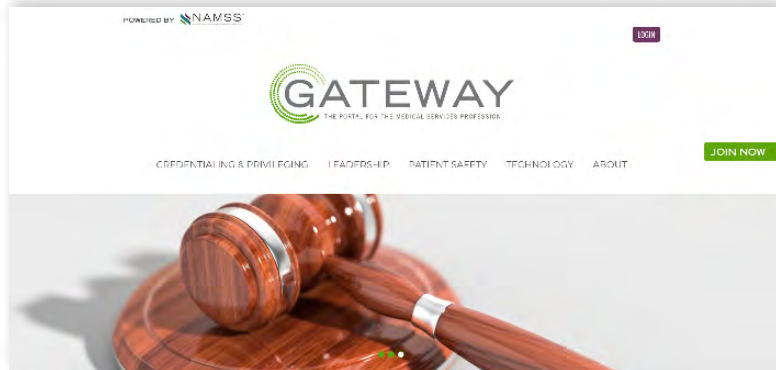
Zoomerang survey . . . . . \$500

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)

***The editorial team will edit your copy to align with NAMSS' style. Each Product Guide advertisement receives a one-page spread. If your copy exceeds the one-page limit, the editorial team will edit it. Your company will have the opportunity to review these changes prior to publication.***



## NAMSS Gateway

NAMSS sends a bi-monthly e-newsletter containing important association programming, events, and the most recent industry news and updates to its members. On average, more than **18,000 readers** receive NAMSS Gateway each month!

Banner Ad	Sizes/Pixels	1x	6x	12x	24x
<b>Top Horizontal Banner</b>					
	468x80	\$1,800	\$1,600	\$1,500	\$1,200
<b>Regular Horizontal Banner</b>					
	468x80	\$1,300	\$1,100	\$1,000	\$800
<b>Top Skyscraper Banner</b>					
	150x400	\$1,800	\$1,600	\$1,500	\$1,200
<b>Bottom Horizontal Banner</b>					
	150x400	\$1,300	\$1,100	\$1,000	\$800

## Deadlines

NAMSS Gateway is distributed the second and fourth week of every month.

## Specifications

Advertisements may include:

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

## NAMSS Website Advertising

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



## About Gateway

NAMSS proudly presents *Gateway*, the portal for the medical services profession — your go-to source for member-created content and industry updates. As we continue building the future of our profession, this content hub will be your outlet for educational content, certification information, and industry advancements.

## Sponsored Content

NAMSS is seeking those interested in contributing sponsored content for *Gateway* to enrich the breadth of topics and perspectives featured on the site. Sponsored content, as defined by NAMSS, is content which is supplied by the external company or organization and posted to *Gateway* for a fee. All sponsored content submitted to NAMSS will feature the sponsoring company's logo and verbiage to delineate it from original *Gateway* content. It can live in any section of the *Gateway* site and will be featured on the home page for a designated period of time. Currently, the umbrella content buckets are:

- Credentialing & Privileging
- Leadership
- Patient Safety
- Technology

## Advertise in Gateway

The cost to advertise is \$3500 per two week activation.

## Benefits

Sponsored content provides NAMSS partners the ability to:

- Directly engage the NAMSS membership
- Augment brand awareness among NAMSS members
- Convey your organization's subject matter authority
- Participate in and drive the conversation on timely, relevant topics

## Sponsored Content Rules

Sponsored content must adhere to a strict set of rules in order uphold the editorial integrity of *Gateway*. They are as follows:

Avoid the pitch: Sponsored content must be educational, not purely promotional. Your piece must be written in a fresh and thoughtful manner, providing commentary on issues relevant to the NAMSS audience. It should be written by someone who has unique expertise or experience, and in a manner that is accessible, compelling, and free of jargon.

1. Speak in broad terms: Your piece should not be centered solely on your company or product. Instead, it should speak in broader industry terms. Presenting a challenge, along with a solution — without mentioning your company or product name — will go a long way in providing an authentic and impactful voice to our audience. In addition, content should be written from the third-party perspective, unless it is a case study of something specific to your company or organization.
2. Be a compelling storyteller: Whenever possible, base your story on real people solving real challenges. Speaking in particulars rather than the hypothetical paints a more compelling story for the reader.



## Content Guidelines

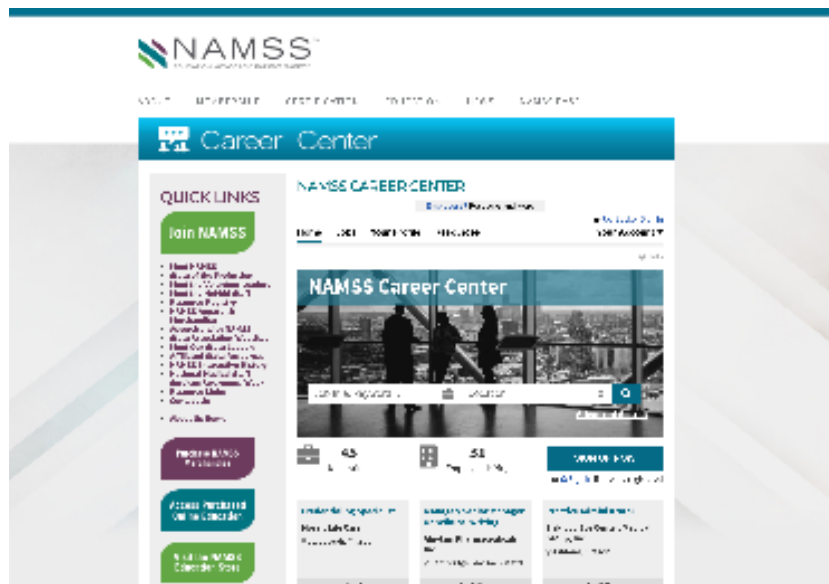
These guidelines have been created for NAMSS' *Gateway* in order to generate a relevant, consistent experience for our professional community. External companies and organizations providing thought leadership to our audience must abide by these as part of a Sponsored Content agreement. All final submissions should be made to the *Gateway* editors at [lliacouras@namss.org](mailto:lliacouras@namss.org).

1. Create the article in a Microsoft Word document.
2. Provide a suggested title or headline that is catchy and is 10-15 words or less.
3. Articles should be 500–700 words. If your thoughts extend beyond 700 words, please consider doing a series of posts on the subject.
4. Content should be original and any references to other work, research, or copyrighted material should be properly cited.
5. Please ensure that your opening paragraph is impactful and distills the thought leadership contained within the full post.
6. Identify all hyperlinks within your article. Links must be useful and relevant. Irrelevant or excessive links may be removed at the editor's discretion. If you have a list of resource links, please include them at the end of the submitted document.
7. *Gateway* editors reserve the right to revise to fit the NAMSS style and voice.
8. The final submission must include:
  - A byline that details full name, title, and company as you want it to appear.
  - An author headshot and bio. (Headshot should be the highest resolution possible.)
  - A PNG logo file for the sponsoring company.
  - An executed author agreement.



## NAMSS Career Center

Do you have a job you're trying to fill? Looking to find qualified MSPs? The [NAMSS Career Center](https://careers.namss.org) 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. Visit <https://careers.namss.org> to post your job opening today!



## 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 3-5 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](mailto:info@namss.org).

*\*NAMSS reserves the right to deny mailings.*

## NAMSS Email Blast Services: \$3,500

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.

### Deadline

Email blasts must be scheduled a minimum of two weeks in advance and are first come first serve.