

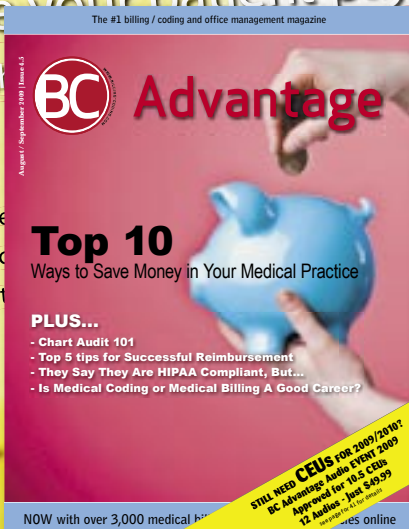


MEDIA INFORMATION

www.billing-coding.com

2010

[PRINT | ONLINE | E-NEWS ALERTS]



Welcome to BC Advantage Magazine

BC Advantage Magazine was launched in 2005 by Billing-Coding Inc. To service the needs of the medical office environment staff and enable companies an affordable, yet targeted advertising opportunity to brand their products and services direct to these industry professionals at an affordable rate.

Since launching in 2005, BC Advantage magazine has grown to 48 full color pages. BC Advantage provides our paid readers in-depth articles on topics that are affecting the entire office and their associates.

We offer the most affordable, targeted marketing opportunities within the industry.

“ As a paid circulation magazine we offer a unique opportunity of 35% advertising to 65% editorial page ratio for our advertisers to obtain maximum exposure... Compare these numbers to any other industry magazine! ”

Billing-Coding, Inc Product List

BC Advantage Magazine

BC Advantage Magazine contains 48 full color pages of the industries hottest topics and issues. Written by the leading industry professionals, with regular sections including billing/coding, legal issues, marketing, business building, career advantage, coders 20/20, news, reviews and much more...

Online CEU Center

Login to your own personal online account and earn up to 12* CEUs per year. Best of all if you have multiple certifications, take just 1 online quiz and print your CEU certificate for all your associations listed below. CEUs available for: AAPC, AHIMA, ARHCP, PMI, PAHCS, PHIA, POMAA, MAB, MED-C, NEBA, PAHCOM, AHCAE, PMBA

Weekly E-Newsletter

Our FREE weekly online e-newsletter offers our members the latest news, event listings, job postings and more. Sent to over 35,000 industry professionals each week.

Forums

Need to find the answer to any industry topic? Then use our FREE online forums. Now with over 14,000 postings and growing.

Audio Event

Launched in March 2009, BC Advantage is the biggest Audio CD Event within this industry. Offering 12 audio presentations and 10.5 CEUs on 1 CD.

Other products: e-books, Jobs center, Event listings, Business directory listings

Editorial Board

We are pleased to showcase our award winning editorial board.

Peter Keohane, JD, MPH, CPC Consultants Corner
Sean M. Weiss, CPC, CPC-P, CCP-P
Todd A. Rodriguez, Associate, Corporate
Tammy Harlan, President/CEO
Mindi L. Rothans, CPC, CDPMA
Kathy Young, CEO CPC
Marge McQuade, CMSCS, CMM
Kathy M. Terry, Ph.D.
David T. Womack, Executive Vice President
Douglas W. O'Dell, President and CEO
Suzanne Lappen, Director of Corporate Development,
Medlearn
Randy Wiitala, BS, MT (ASCP), Senior Healthcare
Consultant
Jeff Majchrzak, RCC, BA, RT (R), CNMT, Vice President,
Radiology Services
Steven M. Verno, CMMC, CMMB, NREMT-P
Rhonda J. Sewell, CPC, CCP, Department Administrator
Emergency Medicine
Kerri A. Galvin, D.C
Jari Davis, President and CEO
Jackie Fowler, President and CEO
Darren Carter, MD
David F. Jakielo, CHBME

Darlene Boschert, RHIA, CPC, CPC-H, CMT, CHP
Liz Jones, CMBSI, CMBS-CA, CMBS-H, CDBSI
Betty A. Johnson, CPC, CCS-P, RMC, CCP, CIC, CPC-H
President/CEO
Susan RoAne, Keynote Speaker/Best-Selling Author
Sue Campbell
Chris Christensen, CMBSI
Dr. Zhou
Jay Berkowitz
Diana Newhouse, Account Manager
James Summerlin, Information Systems Management
and Software Development
Annette Grady, CPC, CPC-H, CPC-P, CCS-P, OS, CEO
Ken Engel, Vice President, Corporate Compliance Of-
ficer,
Karen A. Zupko, President
Merrilee Severino, Notary, CPC, CMM
Tina L. Cressman, MALS, CPC, CPC-H, CPC-P, CCS-P,
MCS-P, MCS-I, CMC
Susan Fuller
Thomas E. Comcowich III, R.Ph., MBA
John F. Aforismo, B.Sc. Pharm., R.Ph
Michelle M. Rimmer, CHI

Any questions? Call (702) 360 9538

What's inside every issue:

- GENERAL FEATURES
 - OFFICE TALK
 - BC LEGAL
 - CODERS 20/20
 - CONSULTANTS CORNER
 - PART B/D NEWS AND UPDATES
 - PRODUCT REVIEW
 - 5 MINUTES WITH...
 - NEWS
 - BC TIPS
- and much much more...

CMS Makes Further Tweaks to the Medicare Anti-Markup Rule in the 2009 Proposed Medicare Physician Fee Schedule
Proposed Medicare Physician Fee Schedule
By Victoria H

The ASC Medicare Payment System: Billing Quandaries and Words of Wisdom
Annette Grady, CPC, et al.

Snap of these Items are...

16 October / November 2008

28 October / November 2008

BC Advantage

Circulation Figures

BC Advantage Magazine:

- Type	Paid subscription
- Total Subscriber	14,000 per issue
- Comps	6,000 per issue
- Distribution	Nationwide
- Frequency	Bi-monthly

Website: (www.billing-coding.com)

- Total monthly visitors	88,000 plus
- Unique monthly visitors	30,000 plus

Weekly E-Newsletter:

- Total emails	35,000 plus
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Events, Workshops & Local Chapters:

Each year BC Advantage visits and distributes magazine copies at annual conferences, workshops and local chapters.

- Average annual distribution	28,000
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E-Books & Downloads:

- 2009 Modifiers	6,500
- 2008 Appeals	11,500
- 2008 E-risa appeals	4,000
- 2008 Compliance program	3,300

More e-books and downloads coming in 2010

“ 71% are involved in the decision making process and 51% of our readers site themselves as their company’s final decision maker for purchasing products and services ”







Demographic Data

Readership:

Medical Billers & Coders	42%
Office Managers	32%
Physicians	11%
Other*	15%

*Other Industry professionals including: Auditors, Compliance Officers, Analysts, Account & Reimbursement Managers, HIM Professionals, Consultants and more...

By Location:

East:	34%	
Central:	28%	
Central:	17%	
West:	19%	
Alaska	1%	
Hawaii:	1%	



Certified subscribers:

76% of our readership stated they were certified with an approved industry association

Survey results:

* BC Advantage 2008 readership survey was held mid 2008 with over 9,000 participants.

88% read all articles in each issue

73% have purchased a product from our advertisers

54% have visited our advertisers web sites more than 3 times

93% would recommend us to a colleague

86% said our affordability was: Awesome

Advertising Rates

Basic flat rates. See next page for 12 month packages.

FULL COLOR	1 issue	6 issues
Full page	\$1,500	\$1,300
1/2 page	\$1,000	\$900
1/3 page	\$900	\$750
1/4 page	\$750	\$550
1/6 page	\$550	\$400
Insert card:		
Double sided	\$2,000	\$1,600
Premium positions:		
Inside Front cover	15%	
Back cover	10%	
Page 5	5%	

“compare our dedicated **PAID** readership & advertising rates to any other industry magazine and see the difference...”

Ad Closing Dates

Dec/Jan issue	Oct 15th
Feb/March	Dec 15th
April/May	Feb 15th
June/July	April 15th
Aug/Sept	June 15th
Oct/Nov	Aug 15th

Print ad specifications

Full page: 8.5 width x 11 height | Inches
 1/2 page: 7.5 width x 5 height | Inches
 1/3 page: 2.5 width x 10 height | Inches
 1/4 page: 3.75 width x 5 height | Inches
 1/6 page: 2.5 width x 5 height | Inches

Artwork specifications

- PDF, TIFF, EPS
- All fonts embedded
- CMYK color only
- 300dpi resolution
- 1/4 inch bleed for full pages

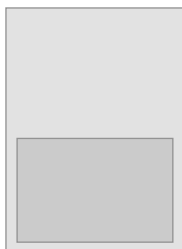
Yearly Marketing Packages

We understand the need for companies to be in front of potential clients 2/4/7. That is why we have created 5 unique packages so that you can have your products in front of your direct targeted market for 12 months at an affordable rate over all marketing mediums.



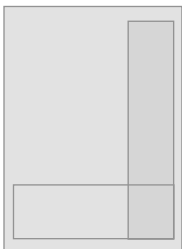
Package 1: Total: \$9,000

- 6 x 1 page full color ads in BC Advantage
- 1 banner on our BC Advantage web site
- 5 banners on our forums web site
- 1 banner on 52 weekly e-newsletters
- Online business directory listing
- Unlimited press releases *



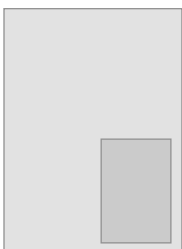
Package 2: Total: \$6,000

- 6 x 1/2 page full color ads in BC Advantage
- 1 banner on our BC Advantage web site
- 4 banners on our forums web site
- 1 banner on 52 weekly e-newsletters
- Online business directory listing
- Unlimited press releases *



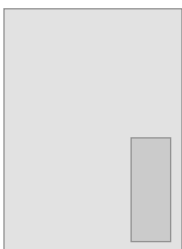
Package 3: Total: \$5,000

- 6 x 1/3 page full color ads in BC Advantage
- 1 banner on our BC Advantage web site
- 3 banners on our forums web site
- 1 banner on 52 weekly e-newsletters
- Online business directory listing
- Unlimited press releases *



Package 4: Total: \$4,000

- 6 x 1/4 page full color ads in BC Advantage
- 1 banner on our BC Advantage web site
- 2 banners on our forums web site
- 1 banner on 52 weekly e-newsletters
- Online business directory listing
- Unlimited press releases *



Package 5: Total: \$3,000

- 6 x 1/6 page full color ads in BC Advantage
- 1 banner on our BC Advantage web site
- 1 banner on our forums web site
- 1 banner on 26 weekly e-newsletters
- Online business directory listing
- Unlimited press releases *

Contact Details

BC ADVANTAGE

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Fax: 1888 573 7210

Billing-Coding Inc

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Sales and advertising

Merrilee Severino

(727) 408 0225

merrilee@billing-coding.com

Contribute articles

If you are interested in contributing an article to BC Advantage magazine, please email us at editorial@billing-coding.com with your interest.

CEU Center

ceu@billing-coding.com

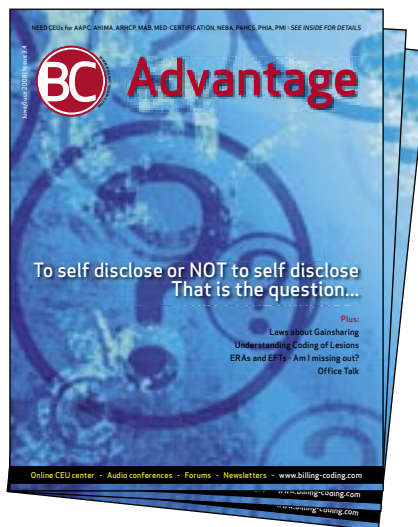
Audio Center

If you are interested in being a speaker for one of our audio events, please email us at audio@billing-coding.com with your interest.

Websites

www.billing-coding.com

www.bcadvantageaudio.com



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