

2022 MEDIA KIT

Engage with Healthcare Compliance Professionals
ADVERTISE TODAY!

About HCCA

Health Care Compliance Association® (HCCA) is a nonprofit, member-based association for compliance professionals working within a healthcare setting. Since 1996, HCCA has been dedicated to supporting the needs of practitioners across the globe, offering up to 50+ educational conferences a year, weekly webinars, publications, training resources, certification opportunities, and networking for career growth and program development. HCCA serves over 11,500+ members in 100+ countries, supporting a wide range of compliance professionals who help mitigate risk and develop and maintain comprehensive compliance programs within a healthcare setting.

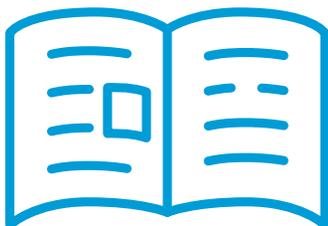
Our Audience

HCCA events, both in-person and virtual, see thousands of healthcare compliance professionals in attendance each year. Our website garners up to 224,718 monthly page views, with an average time of three minutes and 15 seconds spent on web pages that are visited by 38,700 active users. HCCA's overall audience of compliance professionals includes:

- Healthcare compliance professionals
- Risk managers
- Privacy officers and other professionals
- Coding and billing specialists
- Consultants and attorneys
- Healthcare regulators
- Government personnel
- Nurse managers and executives
- Staff educators and trainers
- Health information management specialists
- Institutional chief information officers
- Healthcare senior executives and leaders
- Members of the board of trustees
- Physicians and other healthcare professionals
- Healthcare journalists and researchers

Ways to Reach Our Audience

Magazine



Digital



Sponsorship/ Exhibiting



Editorial Calendar *(Issues will be delivered within the first 5–15 business days of the month.)*

		AD CLOSE	ART DUE
JANUARY	ESG and compliance: Environmental, social, and corporate governance	10/18/21	11/4/21
FEBRUARY	Antitrust enforcement and oversight and FCA, Stark/Anti-Kickback regulations and updates	11/22/21	12/3/21
MARCH	Auditing and monitoring, CARES Act audits, and compliance and the audit committee	12/20/21	1/4/22
APRIL	Conflicts of interest (COI) policies	1/24/22	2/4/22
MAY	Privacy, data and cyber security, state data breach laws, and enforcement updates	2/21/22	3/4/22
JUNE	Access, diversity, and racial equity issues in healthcare institutions/OIG Work Plan 2022	3/21/22	4/4/22
JULY	Telehealth/telemedicine, urgent care and retail clinics, and medical transportation	4/18/22	5/4/22
AUGUST	Establishing compliance oversight and implementing compliance programs for joint ventures; also, due diligence and compliance in mergers and acquisitions	5/23/22	6/3/22
SEPTEMBER	Sexual harassment and abuse compliance issues/emerging from COVID-19	6/20/22	7/5/22
OCTOBER	Behavioral health, alcohol/substance abuse, laboratory, and pharmacy	7/18/22	8/4/22
NOVEMBER	Post-acute care-LTC/SNFs, IRFs, hospice, and HHAs	8/22/22	9/2/22
DECEMBER	Vendor compliance concerns: Third-party compliance, first-tier downstream entity compliance, and delegated entities	9/19/22	10/4/22



About the Magazine

Publisher

Health Care Compliance Association

Editorial

Compliance Today® magazine is HCCA's peer-to-peer, monthly publication available to members. Each issue provides the latest insights and guidance on healthcare compliance issues and offers practical information for compliance professionals working within a healthcare setting. *Compliance Today* is available to members both in print and digitally on HCCA's online content platform, COSMOS®.

By the Numbers

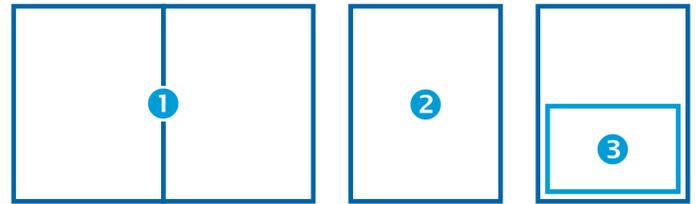
12 issues per year

12,000+ copies distributed monthly

65/35 editorial/advertising ratio

Ad Specifications

Sizes (width × height)



- ❶ 2-page spread, full bleed..... 17" × 11"
- ❷ 1 page, full bleed..... 8.5" × 11"
- ❸ ½ page (horizontal)..... 6.5" × 4.4375"

File Requirements

- Ads should be created on pages that match the ad size *exactly* (i.e., partial-page ads should *not* be created on 8.5" × 11" pages).
- Ads must be saved as “Press Quality” PDFs (300 ppi color/grayscale, 1200 ppi monochrome) with all fonts embedded.

Additional File Requirements for Full-Bleed Ads

- Ensure that any essential text and graphics are inset at least 0.5" from all four sides of the ad.
- Add 0.125" bleed on all four sides of the ad.
- Include crop marks on the final PDF.

Restrictions

- All creative must be approved by HCCA for both the creative content and the offer delivered.
- Ads for surveys or webinars are not permitted.
- HCCA may reject a message if the offer is competitive with HCCA's offerings (including live conferences or publications).
- Third-party discounts specifically directed to HCCA members (e.g., “HCCA members save 10% on this program”) are not permitted.



Order Information

Today's Date _____

Organization Placing the Advertisement(s) _____

Issue(s) in Which Ad(s) Should Be Placed _____

Contact Information

Invoices:

Contact Person (*first and last name*) _____

Organization (*name of employer*) _____

Street Address _____

City/Town _____

State/Province _____

Postal Code _____

Country _____

Phone _____

Email (*invoices sent via email*) _____

Tear Sheet(s):

Same contact person as above

Contact Person (*first and last name*) _____

Organization (*name of employer*) _____

Street Address _____

City/Town _____

State/Province _____

Postal Code _____

Country _____

Email _____

Ad Options (*Check the appropriate boxes below.*)
PLEASE NOTE: Ad placement is determined on a first-come, first-served basis. 2022 prices subject to change.

Inside Front Cover / Inside Back Cover

	1x	3x (each)	6-12x (each)
1 page, full bleed	<input type="checkbox"/> \$2,300	<input type="checkbox"/> \$2,185	<input type="checkbox"/> \$2,070

Interior Page

	1x	3x (each)	6-12x (each)
2-page spread, full bleed	<input type="checkbox"/> \$4,200	<input type="checkbox"/> \$3,990	<input type="checkbox"/> \$3,780
1 page, full bleed	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$1,805	<input type="checkbox"/> \$1,710
½ page	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,425	<input type="checkbox"/> \$1,350

TOTAL \$ _____

Terms

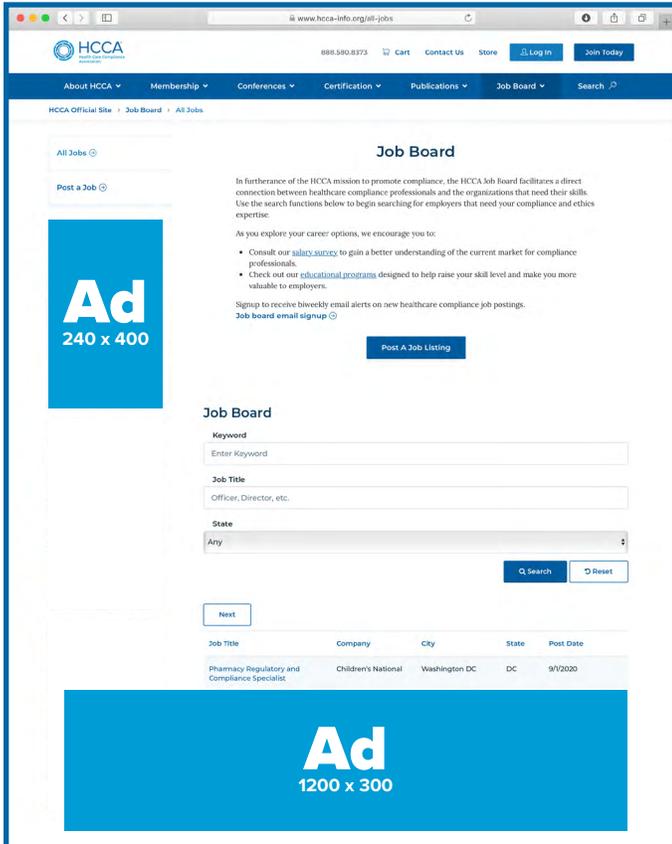
- Insertion order form and ad must be submitted together.
- An additional charge of \$525 will be assessed if we need to rework or reformat your ad(s) to meet our specifications.
- Claims made about products or services must be valid. It is not necessary that claims be validated in the ad copy, but claims and facts need to be substantiated if requested by HCCA.
- All direct competitors' advertising is prohibited.
- Advertisements are subject to approval by publisher.
- Payment is due upon receipt of invoice.

Send insertion order forms, ads, instructions, and questions to:

HCCA Advertising

Email: advertising@corporatecompliance.org

HCCA will contact you within 3 business days of receiving your insertion order.



About the Website

Publisher

Health Care Compliance Association

Editorial

Our website provides resources to help healthcare compliance professionals, including education opportunities, certification, networking, and products.

Circulation

Rates are based on average monthly statistics: 224,718 total monthly page views, with an average time of 3:15 spent on web pages by 38,700 active users.

Webpages Available for Advertising

- Job Board
- Store
- Healthcare Compliance Guides

Ad Specifications

File Requirements

- **Dimensions** = SIDE: 240 px wide x 400 px high
BOTTOM: 1200 px wide x 300 px high
- **File Type** = JPG, GIF, or PNG
- **File Size** = less than 100 KB
- **Resolution** = 72 ppi
- **Animation** = limited to 3 frames

Due Dates

Ads are due on the 25th of the month prior to advertising start date.

Run Dates

Ads run from the first day of the month to the last. Ads can run for fewer days, but the full monthly price will still be charged.

Restrictions

- All creative must be approved by HCCA for both the creative content and the offer delivered.
- Ads for surveys or webinars are not permitted.
- HCCA may reject a message if the offer is competitive with HCCA's offerings (including conferences, webinars, or publications).
- Third-party discounts specifically directed to HCCA members (e.g., "HCCA members save 10% on this program") are not permitted.

Order Information

Today's Date

Organization Placing the Advertisement(s)

Contact Information

Invoices:

Contact Person (first and last name)

Organization (name of employer)

Street Address

City/Town

State/Province

Postal Code

Country

Phone

Email (invoices sent via email)

Artwork:

Contact Person (first and last name)

Organization (name of employer)

Phone

Email

Ad Options (Check the appropriate boxes below.)

PLEASE NOTE: HCCA does not offer outside advertising on the home page. Ad placement is determined on a first-come, first-served basis. 2022 prices subject to change.

Side Banner (240 x 400; left side of page)

How Many Months? 1-3 (\$1,500/mo) 4-7 (\$1,425/mo) 8-12 (\$1,350/mo)

Which Months? JAN FEB MAR APR MAY JUN
 JUL AUG SEP OCT NOV DEC

Which Pages? Job Board Store
 Healthcare Compliance Guides

Bottom Banner (1200 x 300; bottom of page)

How Many Months? 1-3 (\$1,500/mo) 4-7 (\$1,425/mo) 8-12 (\$1,350/mo)

Which Months? JAN FEB MAR APR MAY JUN
 JUL AUG SEP OCT NOV DEC

Which Pages? Job Board Store
 Healthcare Compliance Guides

TOTAL \$ _____

Terms

- An additional charge of \$250 will be assessed if we need to rework or reformat your ad(s) to meet our specifications.
- Claims made about products or services must be valid. It is not necessary that claims be validated in the ad copy, but claims and facts need to be substantiated if requested by HCCA.
- All direct competitors' advertising is prohibited.
- Ads must not specifically address "HCCA members."
- Advertisements are subject to approval by publisher.
- Payment is due upon receipt of invoice.

Send insertion order forms, ads, instructions, and questions to:

HCCA Advertising

Email: advertising@corporatecompliance.org

HCCA will contact you within 3 business days of receiving your insertion order.

August 31 - Great for healthcare and law professionals working with entities that use electronic health records.



HCCA WEBINARS

Stay up-to-date on compliance topics and earn LIVE CCB CEUs without travel



Learn more

The Future of Healthcare Technology and Cybersecurity Enforcement

August 31, 2021 | 12:00 PM CDT | Earn up to 1.5 CCB CEUs*

Learning Objectives:

- Overview of the latest developments in healthcare technology, particularly as related to EHR and telehealth and related federal enforcement activities
- Discussion of the cybersecurity risks for organizations using this latest technology or other technology that hosts/creates patient data and how organizations can protect themselves against these risks
- Discussion of the expected increase in False Claims Act enforcement with respect to government contracts requiring (explicitly or implicitly) compliance with cybersecurity standards

Speakers:

Bethany Rupert,
Senior Associate, King & Spalding

Michael Sullivan,
Partner, FinchMcCranie, LLP

Joseph Burby,
Attorney, Alston

Learn more and register >

Can't attend live?
No problem! [Purchase the recording.](#)



Your logo here

The HCCA webinar is sponsored by Your Company Name Here, a global provider of compliance solutions. [yourcompanyurlhere.com](#)

About Webinars

Publisher

Health Care Compliance Association

Editorial

HCCA offers an average of three webinars per week focused on topics specific to the healthcare compliance industry. Topics include: HIPAA compliance, cybersecurity, auditing and monitoring, quality of care, physician compliance, billing and coding, and behavior health. Learn more about HCCA's webinar offerings hcca-info.org/webinars

Circulation

Rate is based on weekly emails to 14,800+ HCCA members and subscribers

Webinar Graphics

At the bottom of the weekly webinar marketing emails, we provide a dedicated space to the sponsor's logo, name, and a short (10 words or less) description of its products or services, as well as a clickable URL to its home page. Example: The HCCA webinar is sponsored by YourCompanyNameHere, a global provider of compliance solutions. [yourcompanyurlhere.com](#)")

Ad Specifications

Vector file of the sponsors logo.

Short (10 words or less) description of its products/ services, and a clickable URL to its home page.

Example: The HCCA webinar is sponsored by YourCompanyNameHere, a global provider of compliance solutions. [yourcompanyurlhere.com](#)")

Due Dates

The sponsor logo and copy are due two weeks prior to the promotional start date. If content is not received on time, HCCA will not be held responsible.

Restrictions

- The message cannot contain an active call to action, only describe the sponsor's products/services.
- The URL must be for the home page of the sponsor.

Order Information

Today's Date

Organization Placing the Advertisement(s)

Contact Information

Invoices:

Contact Person *(first and last name)*

Organization *(name of employer)*

Street Address

City/Town

State/Province

Postal Code

Country

Phone

Email *(invoices sent via email)*

Ad Copy:

Contact Person *(first and last name)*

Organization *(name of employer)*

Phone

Email

Sponsorship Options *(Check the appropriate boxes below.) PLEASE NOTE: Sponsorship is determined on a first-come, first-served basis. 2022 prices subject to change. \$1,250 per month.*

Which Months? JAN FEB MAR APR MAY JUN
 JUL AUG SEP OCT NOV DEC

TOTAL \$ _____

Terms

- All direct competitors are prohibited from sponsoring.
- Sponsorship message copy is subject to approval by HCCA.
- Once the sponsorship message has been added to a podcast and accompanying blog post graphic, it cannot be revised or deleted.
- HCCA will invoice sponsor monthly.
- Payment is due upon receipt of invoice.

Send insertion order forms, copy, instructions, and questions to:

HCCA Advertising

Email: advertising@corporatecompliance.org

HCCA will contact you within 3 business days of receiving your insertion order.

Compliance Weekly News

HCCA <subscriptions@hcca-info.org>



COMPLIANCE WEEKLY NEWS

Find out what HCCA can do for you.

HCCA Featured Article



Report on Patient Privacy
Want to do business in California? Time to fully understand the CCPA

To learn more about *Report on Patient Privacy* and for subscription information, contact [Scott Moe](#).

Ad

300 x 150

Latest News Headlines

WYMT
Floyd County dentist pleads guilty to health care fraud

"A McDowell man pleaded guilty to health care fraud Tuesday, according to a release from the U.S. Attorney General's Office for the Eastern District of Kentucky."

[Read more >](#)

About the E-Newsletter

Publisher

Health Care Compliance Association

Editorial

Compliance Weekly News is HCCA's free e-newsletter — for members and non-members alike — that delivers the latest healthcare compliance news affecting professionals in the industry.

Issuance

Frequency: Weekly (*every Friday*)

Established: 1999

Subscription Data

Subscription Rate: Free and open to the public

Circulation

Rates are based on 14,000+ emails to HCCA members and subscribers per issue average

Coverage and Market

National circulation; readers are healthcare institutions, professionals, and companies working in compliance and related functions.

Ad Specifications

File Requirements

- **Dimensions** = 300 px wide x 150 px high
- **File Type** = JPG, GIF, or PNG
- **File Size** = less than 50 KB
- **Resolution** = 72 ppi

Due Dates

Ads are due on the Monday preceding the Friday email date.

Restrictions

- All creative must be approved by HCCA for both the creative content and the offer delivered.
- Ads for surveys or webinars are not permitted.
- HCCA may reject a message if the offer is competitive with HCCA's offerings (including live conferences, webinars, or publications).
- Third-party discounts specifically directed to HCCA members (e.g., "HCCA members save 10% on this program") are not permitted.

Order Information

Today's Date _____

Organization Placing the Advertisement(s) _____

Date(s) of Insertion _____

Number of Times to Insert _____

Contact Information

Invoices:

Contact Person *(first and last name)* _____

Organization *(name of employer)* _____

Street Address _____

City/Town _____

State/Province _____

Postal Code _____

Country _____

Phone _____

Email *(invoices sent via email)* _____

Artwork:

Contact Person *(first and last name)* _____

Organization *(name of employer)* _____

Phone _____

Email _____

Ad Options *(Check the appropriate boxes below.)*
PLEASE NOTE: Ad placement is determined on a first-come, first-served basis. 2022 prices subject to change.

1-4 issues

\$825/issue

5-7 issues

\$785/issue

8+ issues

\$745/issue

TOTAL \$ _____

Terms

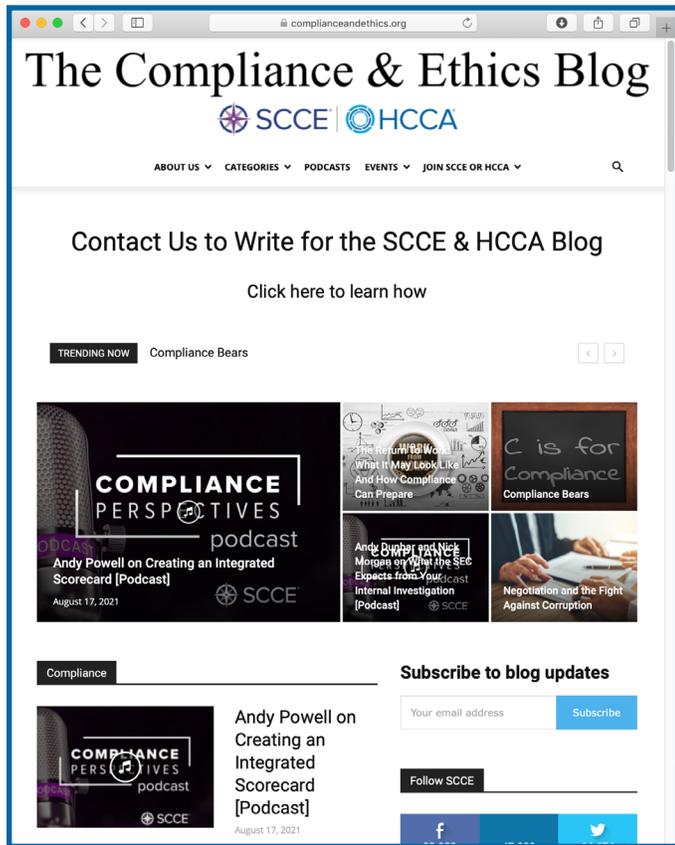
- Insertion order form and ad must be submitted together.
- An additional charge of \$250 will be assessed if we need to rework or reformat your ad(s) to meet our specifications.
- Claims made about products or services must be valid. It is not necessary that claims be validated in the ad copy, but claims and facts need to be substantiated if requested by HCCA.
- All direct competitors' advertising is prohibited.
- Advertisements are subject to approval by publisher.
- HCCA will invoice ads monthly.
- Payment is due upon receipt of invoice.

Send insertion order forms, ads, instructions, and questions to:

HCCA Advertising

Email: advertising@corporatecompliance.org

HCCA will contact you within 3 business days of receiving your insertion order.



About the Podcast

Publisher

Society of Corporate Compliance and Ethics & Health Care Compliance Association

Editorial

Each podcast (typically 10–15 minutes) covers an ethics or compliance-related topic. Podcasts address issues ranging from FCPA to HIPAA to helplines. Typically, 7–8 new podcasts are published each month.

Circulation

Rate is based on a new podcast receiving 400–600 listens in the first month that the podcast airs and on a platform that averages 10,000 downloads per month.

Sponsorship

A brief message is included in the audio of each new podcast published to the site during the sponsored month. The sponsor is also included in the graphic for each new podcast published that month. This is an exclusive sponsorship; only the message of one sponsor will appear in the podcast and blog post.

Ad Specifications

Podcasts

In the introduction of each new podcast published during the month, a message will list the sponsor's name, a brief (10 words or less) description of its products/services, and the URL of its home page. (SAMPLE AD COPY: "The Compliance Perspectives Podcast is sponsored by YourCompanyNameHere, a global provider of compliance solutions. yourcompanyurlhere.com")

Blog Post Graphics

On the blog post for each new podcast published during the month, a graphic will include the sponsor's name, a short (10 words or less) description of its products/services, and a clickable URL to its home page.

Due Dates

Copy is due on the 25th of the month prior to sponsorship start date.

Run Dates

The sponsorship message will remain on the podcast and blog post as long as they appear on *The Compliance & Ethics Blog*. (NOTE: Only new podcasts added during a month will have the sponsor's information included; previously recorded podcasts and accompanying blog posts will not.)

Restrictions

- The message cannot contain an active call to action, only describe the sponsor's products/services.
- The URL must be for the home page of the sponsor.

Order Information

Today's Date

Organization Placing the Advertisement(s)

Contact Information

Invoices:

Contact Person (*first and last name*)

Organization (*name of employer*)

Street Address

City/Town

State/Province

Postal Code

Country

Phone

Email (*invoices sent via email*)

Ad Copy:

Contact Person (*first and last name*)

Organization (*name of employer*)

Phone

Email

Sponsorship Options (*Check the appropriate boxes below.*) **PLEASE NOTE:** Sponsorship is determined on a first-come, first-served basis. 2022 prices subject to change. \$1,250 per month.

Which Months? JAN FEB MAR APR MAY JUN
 JUL AUG SEP OCT NOV DEC

TOTAL \$ _____

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- Once the sponsorship message has been added to a podcast and accompanying blog post graphic, it cannot be revised or deleted.
- HCCA will invoice sponsor monthly.
- Payment is due upon receipt of invoice.

Send insertion order forms, copy, instructions, and questions to:

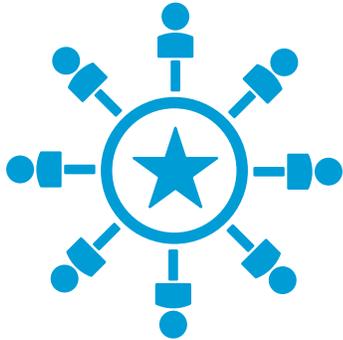
HCCA Advertising

Email: advertising@corporatecompliance.org

HCCA will contact you within 3 business days of receiving your insertion order.

HCCA holds up to 50+ educational conferences and networking events each year! Join us as a sponsor or exhibitor to help promote your organization's products or services to a highly targeted and qualified audience of healthcare compliance professionals.

Why Sponsor with HCCA?



Gain visibility and build brand awareness with influential professionals



Develop relationships with new prospects and strengthen ties with existing clients



Heighten your credibility through close association with the largest organization of its kind

See upcoming events and sponsorship opportunities
hcca-info.org/conferences/sponsoring-and-exhibiting

Write for HCCA

Boost your brand's visibility and cement your credibility among healthcare compliance professionals by contributing to one of HCCA's publications. Write an article of interest for our monthly magazine, ethics newsletter, or compliance blog.

An article or blog post cannot be a platform for marketing any products or services.

Compliance Today

Compliance Today® magazine is HCCA's monthly, peer-to-peer magazine that allows compliance professionals a place to share their compliance knowledge, strategies, and program effectiveness with other practitioners who are navigating the complexities of healthcare compliance work.

Article topics may address compliance concerns on:

- Health systems
- Hospitals and clinics
- Physician practices
- Pharmacy
- Behavioral health
- Enforcement actions
- Changing regulations
- Compliance program management
- And much more!

Learn more

hcca-info.org/write-ct-magazine

Ethikos

Ethikos® is SCCE & HCCA's member-exclusive quarterly newsletter that explores the ethics issues and trends that are shaping today's workplace cultures and businesses. It features general articles, reflections on surveys, interviews with passionate thought leaders, and case studies of ethical dilemmas faced in business.

For more information

hcca-info.org/write-ethikos

The Compliance and Ethics Blog

The Compliance and Ethics Blog helps compliance professionals stay up to date on the latest in legal and regulatory compliance issues and business ethics. It's a great way to share your take on compliance and ethics issues as they happen.

Get more information

complianceandethics.org/contact-us



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