

# CareManagement

OFFICIAL JOURNAL OF THE ACADEMY OF CERTIFIED CASE MANAGERS AND COMMISSION FOR CASE MANAGER CERTIFICATION

2017 ADVERTISING OPPORTUNITIES



CONNECT DIRECTLY WITH MORE  
THAN 42,000 CASE MANAGERS  
THE NATION'S LARGEST CASE MANAGER CIRCULATION

# OUR READERS LOOK TO US TO MAINTAIN THEIR CEs



## ABOUT ACCM AND CAREMANAGEMENT JOURNAL

The Academy of Certified Case Managers (ACCM) is the nation's largest membership organization exclusively for certified case managers and devoted entirely to improving case management practice through education.

**CareManagement is the official journal of the Academy of Certified Case Managers (ACCM) and Commission for Case Manager Certification (CCMC).**

The journal is published six times a year, with a total circulation of more than 42,000. Each issue contains two primary articles pre-approved by CCMC for a *minimum of four CEs per issue, including articles to meet the new ethics requirements.*

Board Certified Case Managers (CCMs) need 80 CEs every 5 years for re-certification. For the past 21 years, *CareManagement* has enabled our members to maintain their certification by offering a source of on-going education and home study.

## JOURNAL FEATURES:

- **From the Editor-in-Chief:** Editor-in-Chief, Gary S. Wolfe, champions case managers and calls on them to improve patient care through education, involvement, and team work!
- **Legal Update:** Relevant legal rulings that pertain to case management practice are provided by Elizabeth E. Hogue, a health care attorney and consultant in Washington, D.C.
- **LitScan:** The department reviews medical literature and reports abstracts that are of particular interest to case managers in an easy-to-read format.
- **PharmaFacts:** Read about new drugs just approved by the FDA. Indications, studies that led to approval, contraindications, and adverse effects are included to help case managers in their clinical practice.
- **Certified Case Manager News:** Brief synopses of medical and health news are provided to keep readers up-to-date on important health information that they can use in their practice.

“ A well-prepared case management workforce is essential to better care, lower cost, and healthier patient populations. Thanks for the CE opportunities. Maintaining my certification has become a valuable learning experience.

—M.H.S. Columbia, SC

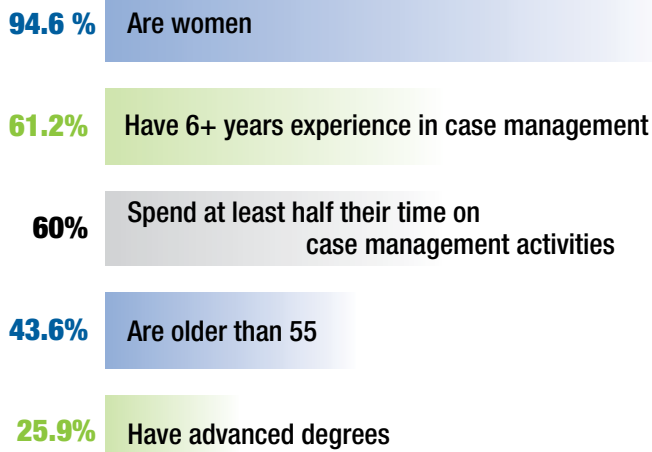


Contact: Sabina Gargiulo, Sr. Director of Industry Relations • 856-380-6831 • [sgargiulo@ccmcertification.org](mailto:sgargiulo@ccmcertification.org)

# DELIVERING YOUR MESSAGE TO CASE MANAGERS—EMPOWERED DECISION MAKERS



## Who is today's professional case manager?



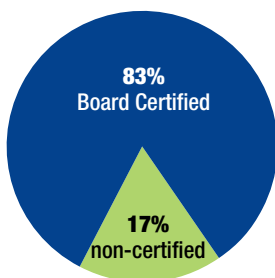
## Professional case managers are in a position to recommend the products and services you provide.

They...

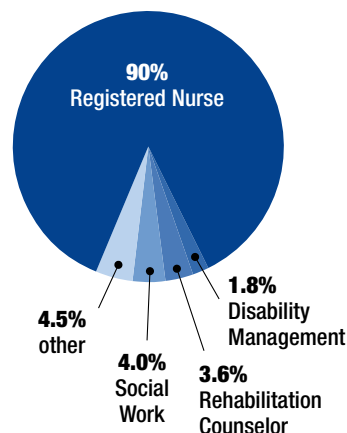
- ... are patient advocates and work to achieve successful outcomes
- interact with patients, physicians, families, allied medical personnel, and suppliers of health care goods, services, and equipment
- provide patient and family education relating to the patient's condition and therapies
- foster adherence to pharmaceutical and physical therapeutic plans
- answer questions relating to side effects, potential adverse reactions, and other patient/family concerns
- are involved in reimbursement processes

## Professional profile of CCMs

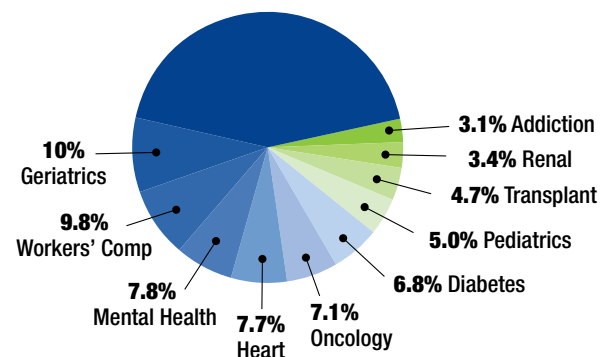
Total journal circulation—board certified vs. non-certified



Majority of board certified CCMs have RNs licensure/certification



More than 50% of CCMs have specialty training

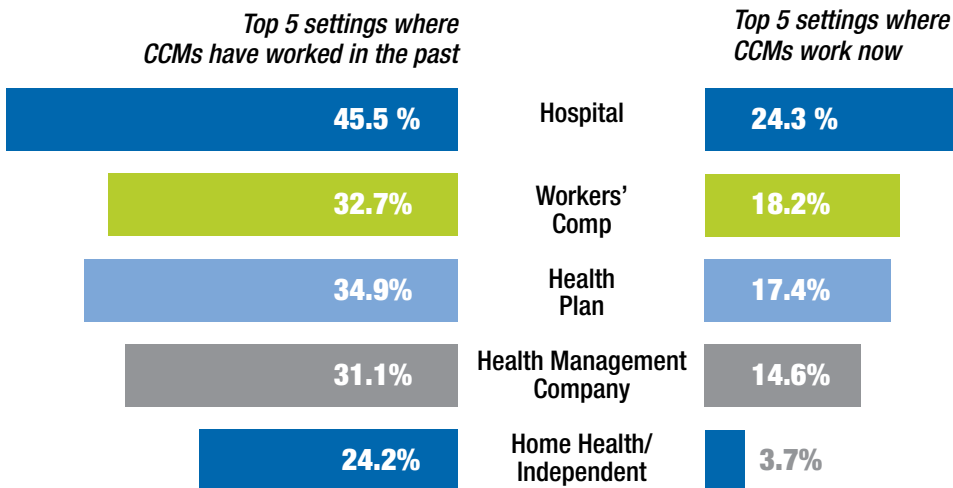


\*pie charts do not equal 100% due to category overlap

# CASE MANAGERS— YOUR ALLIES IN HEALTH CARE DELIVERY



## Board-certified case manager practice settings:



“ Pharmaceutical company reps rarely visit us. The *PharmaFacts* supplement in *CareManagement* helps keep us up-to-date. I think the pharmaceutical companies are missing a significant opportunity.  
—A.J. Los Angeles, CA

## Purchasing power and influencing authority:

*CareManagement* readers authorize and/or recommend the purchase of a wide range of health care products and services:

- 85% all prescribing decisions
- 62% home infusion/drugs
- 70% home care services
- 68% durable medical equipment
- 65% rehabilitation and sub acute facilities

## What our readers tell us:

- 83%+ report that it is important that they learn about new health care technologies
- 85% report that it is imperative that they stay current about pharmaceutical products
- 72% report a need for information about medical rehabilitation facilities, services, and equipment

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# REACH MORE THAN 42,000 CASE MANAGERS, 6X PER YEAR

THE NATION'S LARGEST CASE MANAGER CIRCULATION



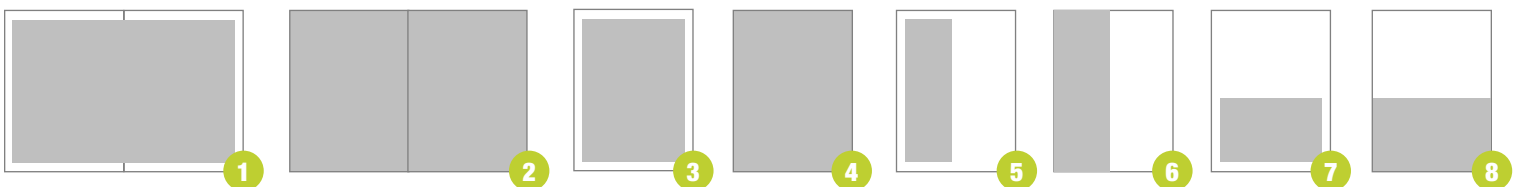
The Journal is now available in two digital formats, giving us greater insight and access into readership metrics and advertiser performance!

- Direct ad reads
- Ad impressions
- Issue/Ad “shares”
- Reads by geography
- Reads by device
- Metrics capture on archived past issues

## DIGITAL ADVERTISING RATES

Position	Size & Specifications	1 – 2X	3 – 4X	5 - 6X
Double-Page Spread	<ul style="list-style-type: none"> <li>① Non-bleed: 15.125" x 9.3125"</li> <li>② Bleed: 16.25" x 10.75"</li> </ul>	\$1,500	\$1,200	\$1,000
Premium Position, Full Page	<ul style="list-style-type: none"> <li>③ Non-bleed: 7.125" x 9.3125"</li> <li>④ Bleed: 8.125" x 10.75"</li> </ul>	\$910	\$850	\$790
Full Page	<ul style="list-style-type: none"> <li>③ Non-bleed: 7.125" x 9.3125"</li> <li>④ Bleed: 8.125" x 10.75"</li> </ul>	\$860	\$800	\$740
Half Page, Vertical	<ul style="list-style-type: none"> <li>⑤ Non-bleed: 3.4375" x 9.3125"</li> <li>⑥ Bleed: 4.125 in" x 10.75"</li> </ul>	\$510	\$450	\$390
Half Page, Horizontal	<ul style="list-style-type: none"> <li>⑦ Non-bleed: 7.125" x 4.5"</li> <li>⑧ Bleed: 8.125" x 5.1875"</li> </ul>	\$510	\$450	\$390

Online PDF publication size: 8" x 10.5"



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# CHECK OUT THE NEW POST-CONFERENCE SPECIAL EDITION! FEB/MARCH 2017 ISSUE

Each year the February/March issue will double as the post-conference issue to the CCMC national conference, the New World Symposium. **Become an advertiser in this special edition and get your message directly into the hands of the standard circulation PLUS all conference attendees!**

## Special features in this issue:

- Directory listing of participating industry partners
- Session recaps for additional CE opportunities
- Speaker and topic highlights
- Trends and future best practices

CUSTOM ADVERTISING OPPORTUNITIES IN THIS SPECIAL ISSUE ARE AVAILABLE!

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## SPONSOR AN EXCLUSIVE CUSTOM DIGITAL SUPPLEMENT

A great way for sponsors to showcase content and thought leadership in a fun and engaging way, while leveraging the marketing power of the Journal. Work with the editorial team at *CareManagement* to get your educational content out to the case management audience with this custom, standalone piece.

Our team will work with you to develop a topic or subject matter of high importance to our readers.

### \$5,500 per supplement

- CE opportunities available (accreditation fees not included)
- Dedicated e-blast announcements to the entire circulation of 42,000+
- Up to 6 pages of content (500–750 words per page depending on any photos/graphics)
- Company profile including a logo, 50-word organizational description, and website/URL hot links
- Post-readership report

### FAQS ABOUT CUSTOM DIGITAL SUPPLEMENTS:

- ACCM designs all digital supplements using an ACCM co-branded design template
- Final content must be sent in a Word document along with any photos/graphics in JPG, TIFF, or PNG format
- ACCM Editorial Board will review and vet content/topic prior to publishing
- ACCM will proof for grammar, punctuation, consistency, and house style
- Content must be industry-focused and educational and should not promote or endorse any specific product or service as a solution

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# ACCM ADVERTORIAL

Showcase your thought leadership and share relevant content with the case management community! Your article of about 500–750 words (depending on photos and graphics) can be a great way to re-purpose existing content or share custom content. **Pair your article with an ad to create a standout presence and call to action!**

Position	Size & Specifications	Price per insertion (advertiser supplies)	Price per insertion (ACCM produces)
Full Page, 4-color	7.125" x 9.3125"	\$3,000	price upon request

## FAQS ABOUT ADVERTORIALS

- For ACCM-designed advertorials, final content must be sent in a Word document and final photos/graphics in JPG, TIFF, PNG, EPS/PDF format. It will be proofed for grammar/consistency and ACCM will need to approve the content topic before being published
- Need ACCM approval before publication
- Content must be industry focused. It can promote a product as a solution to an industry-focused topic but cannot be entirely promotional



## 2017 PRODUCTION CALENDAR

	Feb/March 2017	April/May 2017	June/July 2017	Aug/Sept 2017	Oct/Nov 2017	Dec/Jan 2018
IO Deadline	February 1	April 3	June 1	August 1	October 2	December 1
Artwork Due	February 6	April 7	June 6	August 6	October 6	December 8
Issue Preview	February 15	April 14	June 13	August 11	October 13	December 15
Publication Date	February 17	April 17	June 15	August 15	October 16	December 18

*Subject to change.*

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# CareManagement

## DIGITAL ADVERTISING INSERTION ORDER

Please complete this insertion order and send to Sabina Gargiulo, via email [sgargiulo@ccmcertification.org](mailto:sgargiulo@ccmcertification.org) or via fax 856-439-0525.

Company Name

Key Contact Name

Job Title

Address

City

State

Zip

Phone

Fax

E-mail

Website

### CareManagement Journal Advertising

Position	1 – 2X	3 – 4X	5 - 6X
Double-Page Spread	\$1,500	\$1,200	\$1,000
Premium Position, Full Page	\$910	\$850	\$790
Full Page	\$860	\$800	\$740
Half Page, Vertical	\$510	\$450	\$390
Half Page, Horizontal	\$510	\$450	\$390

**Custom Digital Supplement** \$5,500 per issue

#### Advertorial

Designed by Advertiser \$3,000 per issue

Designed by ACCM Price upon request

Accepted by: \_\_\_\_\_ (print name)

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**REMIT PAYMENT TO:** ACCM Business Office, ATTN: J. Abel,  
2740 SW Martin Downs Blvd. #330, Palm City, FL 34990

**PAYMENT INFORMATION:**  
ACCM Tax ID Number: 06-1591990

Check in the amount of \$\_\_\_\_\_ payable to ACCM, is enclosed.

Please charge my:  Visa  Master Card  American Express

Name on Card

Signature

Account Number

Exp. Date

Security Code

Credit Card Billing Address

City

State

Zip

Bill me per issue: ACCM will invoice per issue. Payment in full must be received by ACCM two weeks prior to each publication date.

#### FOR ACCM USE ONLY:

Ad Size: \_\_\_\_\_ Frequency: \_\_\_\_\_

Ad Specifications: \_\_\_\_\_

Issue Date: \_\_\_\_\_ Feb/Mar \_\_\_\_\_ Apr/May \_\_\_\_\_ Jun/Jul  
\_\_\_\_\_ Aug/Sep \_\_\_\_\_ Oct/Nov \_\_\_\_\_ Dec/Jan

Total Cost: \$ \_\_\_\_\_



# DIGITAL ADVERTISING REQUIREMENTS

## ACCEPTABLE DIGITAL FORMATS:

Advertisements must be created and submitted in either Adobe InDesign (include fonts and images), Adobe Photoshop (save file in TIF format), Adobe Illustrator (save file in EPS format), or high-resolution PDF (fonts embedded). Ads created in other programs, such as Microsoft Word or PowerPoint, will not be accepted.

## FILE SUBMISSION:

Ads can be e-mailed if they are less than 3MB when compressed or stuffed. All compressed or stuffed files must be self-extracting. If larger than 3MB please contact Jalyn Johnson at [jjohnson@ahint.com](mailto:jjohnson@ahint.com).

## E-mail Electronic Files to:

Jalyn Johnson, Industry Relations Coordinator at [jjohnson@ahint.com](mailto:jjohnson@ahint.com)

## ACCM PAYMENT POLICIES AND ADVERTISING REQUIREMENTS:

1. Payment for ad space is due in full with the completed insertion order. Ads will not run without up-front payment in full.
2. All advertisers must make payment upfront to ACCM in U.S. currency. Payment in foreign currency is not accepted.
3. Rates are subject to change without notice.
4. Advertisers are responsible for ensuring the accuracy of all advertising content. ACCM/*CareManagement* is not responsible for grammatical, spelling, or other errors appearing in the content of published advertising.
5. Advertisers assume liability for all content of published advertising and assume responsibility for all claims against ACCM/*CareManagement* resulting from their advertising.
6. ACCM/*CareManagement* reserves the right to change credit and payment terms as necessary without prior notice.
7. Requests for specific positions are not guaranteed unless a position premium has been selected in the advertising agreement.
8. Verbal advertising agreements are not recognized.
9. Cancellations must be submitted to ACCM/*CareManagement* in writing up to ten business days prior to the publication date. The date of receipt of advertiser's written notice of cancellation will be the official cancellation date. Cancellation of advertising agreements prior to completion will result in a penalty fee of 15% of the total agreement cost. No refunds will be given for cancellations with less than ten business days' notice given to ACCM/*CareManagement*.

## CONTACT:

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