

# CareManagement

JOURNAL OF THE COMMISSION FOR CASE MANAGER CERTIFICATION | THE CASE MANAGEMENT SOCIETY OF AMERICA | THE ACADEMY OF CERTIFIED CASE MANAGERS

2019/2020 ADVERTISING OPPORTUNITIES



CONNECT DIRECTLY WITH MORE  
THAN 50,000 CASE MANAGERS  
THE NATION'S LARGEST CASE MANAGER CIRCULATION



# OUR READERS LOOK TO US TO MAINTAIN THEIR CES



CareManagement



## 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 journal of the Commission for Case Manager Certification (CCMC), the Case Management Society of America (CMSA), and the Academy of Certified Case Managers (ACCM).** The journal is published 6 times a year, with a total circulation of more than 50,000. Each issue contains 2 primary articles pre-approved by CCMC, CDMS, and the California Board of Registered Nursing for a minimum of 4 CEUs per issue, including articles to meet the new ethics requirements.

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

## JOURNAL FEATURES:

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- **Topical Supplements:** Published between standard issues of the journal, educational *CareManagement* supplements go in-depth on specific topics of importance to case managers today and offer complimentary CCM, CDMS, and nursing CEUs throughout the year.
- **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 teamwork!
- **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, DC.
- **LitScan:** The editor reviews medical literature and reports abstracts that are of particular interest to case managers in an easy-to-read format.
- **PharmaFacts:** This department features 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.

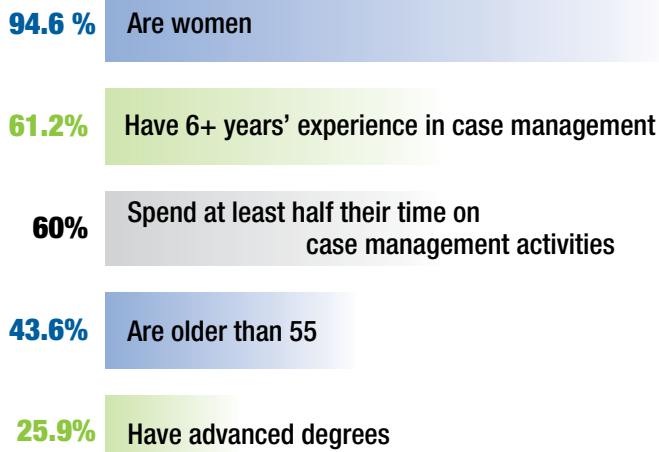
—M.H.S., Columbia, SC

”

# DELIVERING YOUR MESSAGE TO CASE MANAGERS—EMPOWERED DECISION MAKERS



## Who are today's professional case managers?



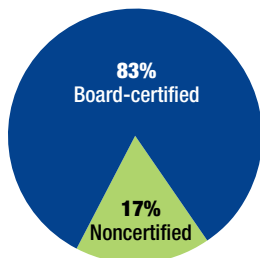
## Professional case managers are in a position to recommend the products and services you provide.

They...

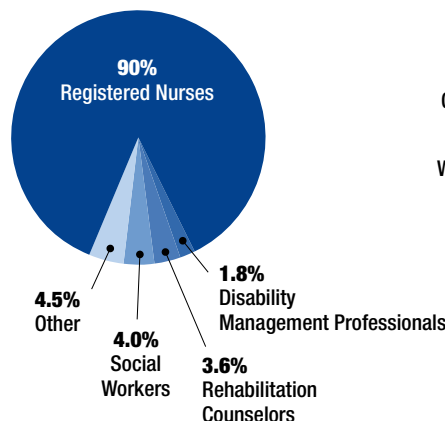
- are patient advocates and work to achieve successful outcomes
- interact with patients, physicians, families, allied medical personnel, and suppliers of health care goods, services, and equipment
- provide patient and family education relating to the patient's condition and therapies
- foster adherence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

## Professional profile of CCMs

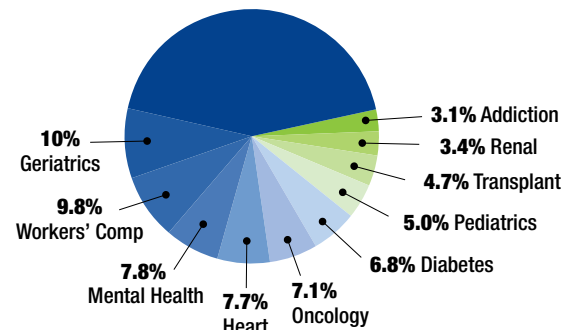
Total journal circulation—board-certified vs noncertified



The majority of board-certified CCMs have RN licensure/certification



More than 50% of CCMs have specialty training\*

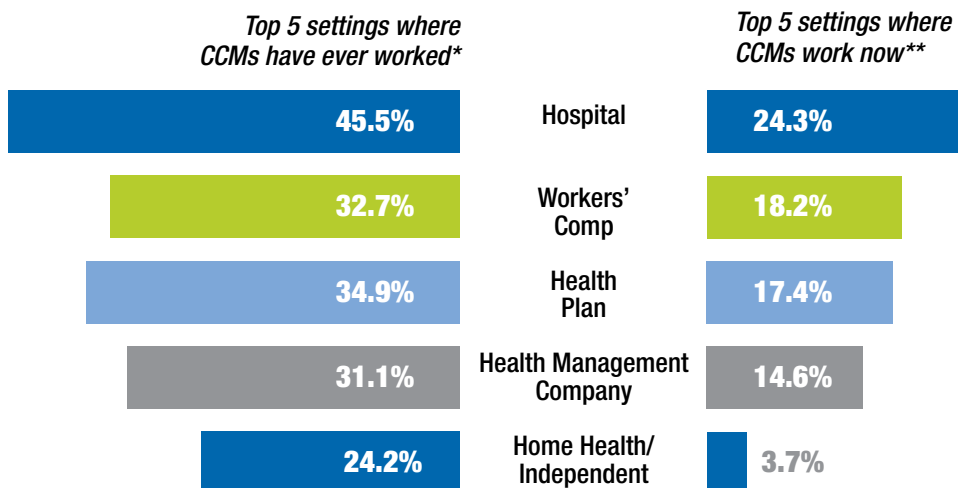


\*Pie charts do not equal 100% because of category overlap.

# CASE MANAGERS— YOUR ALLIES IN HEALTH CARE DELIVERY



## Board-certified case manager practice settings



\*Percentages do not add to 100 because individual case managers worked in multiple settings over the years.

\*\*Percentages do not add to 100 because these are only the top 5 settings.

“ Pharmaceutical company reps rarely visit us. The PharmaFacts department 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
- **70%** home care services
- **68%** durable medical equipment
- **65%** rehabilitation and subacute facilities
- **62%** home infusion/drugs

## What our readers tell us

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

# REACH MORE THAN 50,000 CASE MANAGERS 6× PER YEAR

## THE NATION'S LARGEST CASE MANAGER CIRCULATION

CareManagement



The journal is now available in 2 digital formats, giving us greater insight and access into readership metrics and advertiser performance!

Metrics include:

- Direct ad reads
- Ad impressions
- Issue/Ad "shares"
- Reads by geography
- Reads by device
- Metrics capture on archived past issue



### CAREMANAGEMENT 2019/2020 PRODUCTION CALENDAR

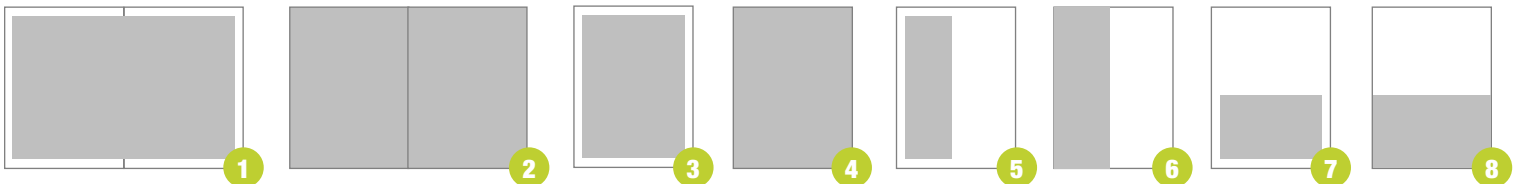
Issue Date	Feb/March 2019	April/May 2019	June/July 2019	Aug/Sept 2019	Oct/Nov 2019	Dec 2019 / Jan 2020
IO Deadline	January 28	March 27	May 24	July 29	September 26	November 27
Ad Materials Due	February 1	April 1	May 31	August 1	October 1	December 2
Issue Preview	February 14	April 12	June 14	August 15	October 14	December 13
Publication Date	February 15	April 15	June 17	August 16	October 15	December 16

Subject to change.

### DIGITAL ADVERTISING RATES

Position	Size & Specifications	1x – 2x	3x – 4x	5x – 6x
Double-Page Spread	<ol style="list-style-type: none"> <li>1 Non-bleed: 15.125" x 9.3125"</li> <li>2 Bleed: 16.25" x 10.75"</li> </ol>	\$1500	\$1200	\$1000
Premium Position, Full Page	<ol style="list-style-type: none"> <li>3 Non-bleed: 7.125" x 9.3125"</li> <li>4 Bleed: 8.125" x 10.75"</li> </ol>	\$910	\$850	\$790
Full Page	<ol style="list-style-type: none"> <li>3 Non-bleed: 7.125" x 9.3125"</li> <li>4 Bleed: 8.125" x 10.75"</li> </ol>	\$860	\$800	\$740
Half Page, Vertical	<ol 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> </ol>	\$510	\$450	\$390
Half Page, Horizontal	<ol style="list-style-type: none"> <li>7 Non-bleed: 7.125" x 4.5"</li> <li>8 Bleed: 8.125" x 5.1875"</li> </ol>	\$510	\$450	\$390

Online PDF publication size: 8" x 10.5"



CALLING ALL ADVERTISERS!

# DON'T MISS THE NEW POST-CONFERENCE SPECIAL EDITION! APRIL/MAY 2019 ISSUE



This year the April/May issue doubles as the post-conference issue of 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
- Speaker and topic highlights
- Recaps of Symposium satellite sessions
- Trends and future best practices

CUSTOM ADVERTISING OPPORTUNITIES IN THIS SPECIAL ISSUE ARE AVAILABLE!

## CAREMANAGEMENT ADVERTORIAL

Showcase your thought leadership and share relevant content with the case management community! Your 450–700 word (depending on photos and graphics) advertorial, published in the journal, can be a great way to repurpose existing content or share custom content. **Pair your article with an ad to create a standout presence and call to action!**



### FAQS ABOUT ADVERTORIALS

- For *CareManagement*-designed advertorials, final content must be sent in a Word document and final photos/graphics in JPG, TIFF, PNG, EPS/PDF format. *CareManagement* editorial staff must review/approve content before it is published
- Clients who wish to provide final layout of advertorials, please see specs on last page
- *CareManagement* editorial staff will proof advertorials for grammar/consistency with journal style
- Content must be industry focused. It can promote a product as a solution to an industry-focused topic but cannot be entirely promotional
- If you prefer to have our editors write your content, please request a quote

### DIGITAL ADVERTISING RATES

Position	Size & Specifications	Price per insertion (advertiser supplies)	Price per insertion (CareManagement produces)
Full Page, 4-color	Non-bleed 7.125" x 9.3125"	\$3000	On request

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# CUSTOM DIGITAL SUPPLEMENTS



Industry-sponsored digital supplements are published on months between standard issues of the journal. These educational supplements provide in-depth information on specific topics of current importance to case managers. The supplements provide complimentary CCM, CDMS, and nursing CEs to readers.

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.

## \$5500–\$6000 per supplement

- CE opportunities available (CCM, CDMS, Nursing)
- Dedicated e-blast announcements to the entire circulation of 50,000+
- Up to 6 pages of content (including exam pages; 450–700 words per page depending on any photos/graphics)
- Company profile including a logo, 50-word organizational description, and website/URL hot links
- One (1) post-readership report on campaign metrics provided by *CareManagement*

## FAQs About Custom Digital Supplements

- *CareManagement* designs all digital supplements using a *CareManagement* co-branded design template
- Final content must be sent in a Word document along with any photos/graphics in JPG, TIFF, or PNG format
- *CareManagement* Editorial Board will review and vet content/topic before publishing
- *CareManagement* will proof for grammar, punctuation, consistency, and house style
- If you prefer to have our editors write your content, please request a quote
- Content must be industry-focused and educational and should not promote or endorse any specific product or service as a solution
- Supplements must be paid in full at time of contract.

## CUSTOM DIGITAL SUPPLEMENTS 2019/2020 PRODUCTION CALENDAR

Issue Date	January 2019	March 2019	May 2019	July 2019	September 2019	November 2019	January 2020
IO Deadline	November 1	January 1	March 1	May 1	June 1	September 1	November 1
Internally Approved Manuscript and Artwork Due	November 16	January 18	January 18	May 17	July 12	September 13	November 16
Copyediting/CE Questions/ Layout Complete	December 4	February 4	April 8	June 7	August 6	October 8	December 4
Final Approval From Client	December 8	February 9	April 13	June 13	August 10	October 12	December 9
Issue Preview	January 15	March 15	May 15	July 15	September 16	November 15	January 16
Publication Date	January 16	March 18	May 16	July 16	September 17	November 18	January 17

*Subject to change.*

## DIGITAL ADVERTISING INSERTION ORDER

Please complete this insertion order and send to Jeannine Carr via email [jcarr@ccmcertification.org](mailto:jcarr@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	1x - 2x	3x - 4x	5x - 6x
Double-Page Spread	\$1500	\$1200	\$1000
Premium Position, Full Page	\$910	\$850	\$790
Full Page	\$860	\$800	\$740
Half Page, Vertical	\$510	\$450	\$390
Half Page, Horizontal	\$510	\$450	\$390
Select issue date(s):	Feb/Mar 2019 Aug/Sep 2019	Apr/May 2019 Oct/Nov 2019	Jun/Jul 2019 Dec 2019/Jan 2020

### Custom Digital Supplements & Advertorials

**Custom Digital Supplement:** \$5500-\$6000  
**Designed by CareManagement:** Price on request  
**Select supplement date(s):**  
 Mar 2019      May 2019      Jul 2019  
 Sep 2019      Nov 2019      Jan 2020

**Advertorial:**  
 Designed by Advertiser: \$3000 per issue  
 Designed by CareManagement: Price on request  
**Select issue date(s):**  
 Feb/Mar 2019      Apr/May 2019      Jun/Jul 2019  
 Aug/Sep 2019      Oct/Nov 2019      Dec 2019/Jan 2020

### Accepted by:

▶ Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**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      MasterCard      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 2 weeks before each publication date.

Supplements must be paid in full at time of contract.



# 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 emailed if they are less than 3 MB when compressed or stuffed. All compressed or stuffed files must be self-extracting. If larger than 3 MB, please contact Maria Catalano at [mcatalano@ahredchair.com](mailto:mcatalano@ahredchair.com).

## EMAIL ELECTRONIC FILES TO:

Maria Catalano, [mcatalano@ahredchair.com](mailto:mcatalano@ahredchair.com),  
Senior Industry Relations Administrator

## PAYMENT POLICIES AND ADVERTISING REQUIREMENTS

1. Payment for ad space is due in full with the completed insertion order. Ads not prepaid in full will not run.
2. Only U.S. Currency is accepted.
3. Rates are subject to change without notice.
4. Advertisers are responsible for ensuring the accuracy of all advertising content. *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 *CareManagement* resulting from their advertising.
6. *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 *CareManagement* in writing up to 10 business days before the publication date. The date of receipt of advertiser's written notice of cancellation will be the official cancellation date. Cancellation of advertising agreements before completion will result in a penalty fee of 15% of the total agreement cost. No refunds will be given for cancellations with less than 10 business days' notice given to *CareManagement*.

## ADVERTISING CONTACT:

**Jeannine Carr**  
Industry Relations Associate  
856-380-6914  
[jcarr@ccmcertification.org](mailto:jcarr@ccmcertification.org)

## EDITORIAL CONTACT:

**Jennifer Maybin, MA, ELS**  
Executive Editor  
908-581-2272  
[jmaybin@academyccm.org](mailto:jmaybin@academyccm.org)

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