

Provistas, Incorporated

**ADVERTISING
& MEDIA KIT**



Provistas provides software, consulting, and education to establish Medicare compliance programs and to improve medical billing accuracy and payments.

Our family of websites and newsletters provide advertisers with outstanding value, reaching audiences in the medical billing, coding, and compliance fields.

Our visitors and customers include

- Administrators
- Insurance payers
- Healthcare providers
- HIM professionals
- Government officials
- Software vendors
- Hospital and physician office staff
- Students
- Compliance officers
- Medical coding and billing service providers



Our Family of Sites and Newsletters

www.provistas.com

The Provistas corporate site describes our educational and consulting services and archives prior *Dr. Carter's Corner* articles, described below.

www.medical-coding.net

Provistas sells retail medical coding and compliance supplies through our Medical Coding .Net ecommerce site. This site draws thousands of visitors a day.

www.speedecoder.com

Our Internet medical coding and compliance application provides searches and subscription services. Visitors are actively seeking medical coding and compliance information.

[Medical Coding .Net News](#)

This bimonthly newsletter reaches 22,150 email subscribers. Each contains *Dr. Carter's Corner*, which addresses a timely subject of coding or compliance importance. Our content has been reprinted in several top industry newsletters.

Advertising Opportunities



Given the breadth of the medical coding, billing, and administration markets, visitors to our family of sites may be seeking other products or services. Some examples include

- ◆ Medical billing services
- ◆ Medical coding services
- ◆ Transcription services
- ◆ Software such as medical billing, coding, or practice management
- ◆ Medical coding and billing education
- ◆ Medical web portals
- ◆ Pharmaceutical manufacturers
- ◆ Medical coding and billing recruitment and job placement
- ◆ Specialty publishers
- ◆ Professional associations
- ◆ Conference and seminar planners

Statistics

Our sites rank exceptionally well in the major search engines. Advertisers are paying top pay-per-click dollars for the following keywords.

Rankings of all our sites (as of March 24, 2008)

Medical coding

#1 Yahoo
#2 MSN
#7 Google

Medical necessity software

#1 Google
#1 MSN
#7 Yahoo

Medical coding software

#1 MSN
#1 Yahoo
#1 Google

CMS 1500 Forms

#1 Yahoo
#3 Google

Medical coding books

#1 Yahoo
#3 Google
#5 MSN

Physician NPI Numbers

#6 Yahoo
#7 MSN
#11 Google

2008 CPT Changes

#1 Google
#6 Yahoo
#6 MSN

Medical billing forms

#2 Google
#4 MSN
#11 Yahoo

Traffic

Both new and repeat visitors reach our sites daily. We consistently serve over 53,000 page views to 20,950 unique visitors each month.

Medical Coding .Net

Top Banner (all pages)

Monthly page views 53,000

Homepage

Monthly page views 9,200

Data Files

Monthly page views 16,500

Books

Monthly page views 4,900

Software

Monthly page views 4,900

Claimforms

Monthly page views 6,700

Provistas

Top Banner

Monthly page views 2,000

Visitors 1,250

Medical Coding .Net News

Subscribers 22,150

Advertising Rates

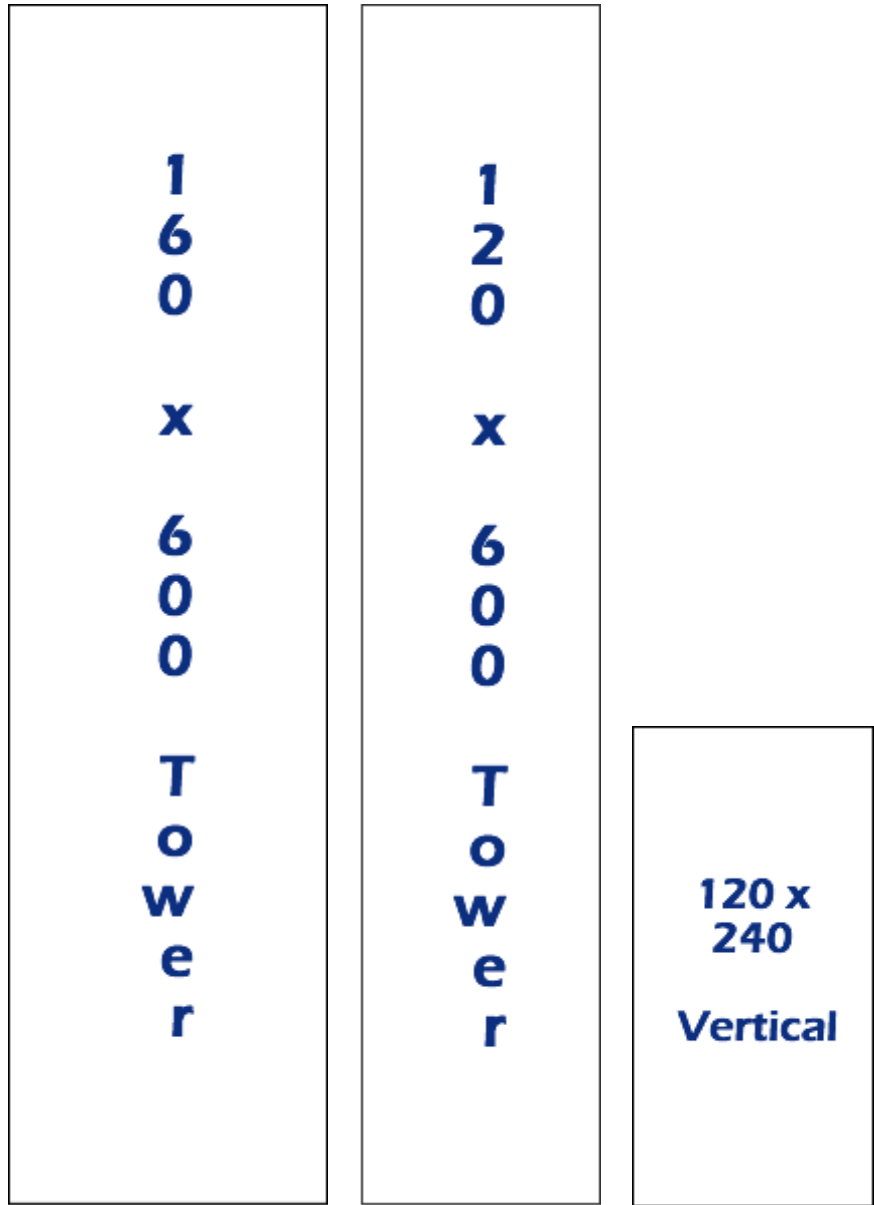
Ads on our sites produce click-through rates of 2-6% averaging 3.5%. While the effective cost per thousand impressions (CPM) based on ad performance averages about \$15, we offer even more competitive prices.

To take advantage of our well-positioned sites, high quality web traffic, and excellent click-through rates, we are offering banner ad placements on key web pages and in our newsletter.

Banners can be gifs, jpgs, or Flash files (swf). We can include any tracking codes in the URL linking to your site so that you can track success. There are several sizes of banner space available depending on the page.



The following are banner size references. The total number of ads appearing on each web page is limited.



234 x 60 Banner

120 x 60 Button

468 x 60 Banner

Medical Coding .Net Banner Sizes and Rates

Medical Coding .Net is our consistently top-ranked ecommerce site.

Top Banner

468 x 80 (limit one)

Monthly	3 Months	6 Months	12 Months
\$800.00	\$2,040.00	\$3,840.00	\$6,720.00

Homepage

120 x 600 Tower (limit one)

Monthly	3 Months	6 Months	Full Year
\$150.00	\$382.50	\$720.00	\$1,260.00

120 x 240 Vertical (limit two)

Monthly	3 Months	6 Months	Full Year
\$75.00	\$191.25	\$360.00	\$630.00

120 x 60 Button (limit five)

Monthly	3 Months	6 Months	Full Year
\$37.50	\$95.63	\$180.00	\$315.00

Data files home

160 x 600 Tower (limit one)

Monthly	3 Months	6 Months	Full Year
\$250.00	\$637.50	\$1,200.00	\$2,100.00

120 x 240 Vertical (limit two)

Monthly	3 Months	6 Months	Full Year
\$125.00	\$318.75	\$600.00	\$1,050.00

120 x 60 Button (limit five)

3 Months	6 Months	Full Year
\$159.38	\$300.00	\$525.00

Books or Software home

160 x 600 Tower (limit one)

3 Months	6 Months	Full Year
\$191.25	\$360.00	\$630.00

120 x 240 Vertical (limit two)

3 Months	6 Months	Full Year
\$95.63	\$180.00	\$315.00

120 x 60 Button (limit five)

3 Months	6 Months	Full Year
\$47.81	\$90.00	\$157.50

Claim forms home

160 x 600 Tower (limit one)

Monthly	3 Months	6 Months	Full Year
\$100.00	\$255.00	\$480.00	\$840.00

120 x 240 Vertical (limit two)

Monthly	3 Months	6 Months	Full Year
\$50.00	\$127.50	\$240.00	\$420.00

120 x 60 Button (limit five)

3 Months	6 Months	Full Year
\$63.75	\$120.00	\$210.00

Medical Coding .Net News Banner Sizes and Rates

We reach 22,150 subscribers each month.

Subscriber Statistics

Interests

Professional Provider	32.2%
Consultant	15.8%
Hospital/Facility Provider	15.5%
Administrator	11.6%
HIM Professional	10.5%
Coding Information Vendor	5.0%
Payer	3.0%
Software Vendor	2.7%
Government Employee	2.6%
Student	1.0%

Titles (top 75% of subscribers)

Coder/Medical Coder/CPC
Office Manager/Practice Manager
Owner/CEO/President
MD/Physician
Manager/Administrator
Biller/Medical Biller/Billing Specialist
Consultant
Director
Billing Manager/CFO
Instructor

Banner Rates

Two 468 x 60 banner ads are featured per newsletter. The top-fold ad, visible on first view in HTML-enabled email clients, is \$350 per mailing. The bottom-fold ad is \$200 per mailing.

	Month	3 Months	6 Months	Full Year
Top-fold	\$350.00	\$892.50	\$1,680.00	\$2,940.00
Bottom-fold	\$200.00	\$510.00	\$960.00	\$1,680.00

To reach our entire email list, advertisers need to produce a text version of their ad in addition to the banner. Many companies do not permit employees to receive HTML emails so we send both HTML and TEXT formats.

We follow industry standard email practices and comply with Federal laws. We verify subscriptions and unsubscriptions and maintain blacklists to prevent email to former subscribers. Our unsubscribe rate is incredibly small, 0.25%. Unsubscribers are replaced by twice as many new subscribers each month.

Sample newsletter (abbreviated)



May 2005
Volume 2

a division of PROVISTAS

**FREE ICD9, NDC
& UPIN Search**

[SpeedECoder](#) is a free search tool for ICD-9 diagnosis codes, Unique Physician Identification Numbers (UPIN), & National Drug Codes (NDCs).

MC .Net NEWS

[Tell your friends and colleagues about us!](#)
[Forward this newsletter](#) to your friends!

Announcements *(Dr Carter's Corner is below)*

468 x 60 Banner

Specialty Books on Sale

Save 15% off the publisher's price *in the month of May* on [Coding Companions and Coding and Payment Guides](#). These comprehensive guides link coding and clinical information for greater ease and accuracy. They contain HCPCS Level II ICD-9-CM diagnostic crosswalks, corresponding illustrations, appendices for E/M, radiology, and path/lab and more.



Dr. Carter's Corner

Darren Carter, MD, founder and President of Provistas, has a personal commitment to alleviating uncertainties in the new health compliance environment. He has authored dozens of articles, presents to professional and hospital associations, and serves on several editorial boards.

National Provider Identifier Process Begins This Month

One of the final key processes for the full implementation of HIPAA is starting in the next week. In a letter addressed to all health care providers, Centers for Medicare and Medicaid Services (CMS) head, Mark McClellan, MD, PhD, announced that providers can start applying for a National Provider Identifier (NPI) on May 23rd, 2005.

468 x 60 Banner

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Realize a new advertising potential by contacting us today!



Advertising

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