



MEDIA KIT ADVERTISING RATE CARD

WorkCompCentral
4081 Mission Oaks Blvd, Ste A
Camarillo, CA 93012
818-687-1665 direct
805-484-0333 office
805-484-9322 fax

We are an online publisher of news, current events, opinion, case law, research information, continuing-education training and workflow tools, created in 1999 to keep workers' compensation professionals and decision-makers informed.

We primarily deliver content to paid subscribers and trial subscribers in three ways: the Daily Newsletter emailed every business morning; on our web site at <https://www.workcompcentral.com>; and by email blasts.

WorkCompCentral also uses social media, i.e. Facebook, LinkedIn and Twitter.

WorkCompCentral is a subscription-based service with an audience that includes

- workers' comp attorneys
- judges
- paralegals
- hearing representatives
- regulators
- insurance executives
- claims professionals
- third-party administrators
- physicians, specialists
- medical directors
- medical evaluators
- employers
- risk managers
- self-insureds
- human resource directors
- program managers
- almost anyone involved with injured workers, claims and benefits.

Market Penetration

Our media reaches twice as many insurance, legal services, employers and medical professionals as our online competitors.

User Statistics

- **56,000 registered users**
Our audience is a defined target, not mindless search engines.
- **20,000 registered daily newsletter subscribers**
Nearly double the closest competitor in subscribers.
- **LESS than 4% bounce rate**
- **Top User Categories (Based on self-registration data)**

Insurance	14,971
Legal	15,730
Medical	6,958
Employers	5,958
Injured Workers	2,876
Vendor	2,685
Other	6,762
- **Nearly 6 million page views annually**
(Excludes the daily newsletters)
- **31% new visitors each month**
- **User engagement average: 7 minutes**

Online Advertising

Display advertising on WorkCompCentral media is dynamic and measurable. It is priced based on ad size and location.

Display ads (web-ready images) are measured two-dimensionally (height and width) in pixels. The file size of the web-ready ad image is measured in kilobytes.

Every advertiser on WorkCompCentral must have a web site or a landing page for their ad campaign. The objective of online advertising is to generate click-throughs to the advertiser web home page or a target URL (landing page).

At the beginning of each month, our advertising clients may request a monthly ad traffic report, detailing the number of ad impressions (views) and click-throughs their ads received from the previous month.

Advertising on WorkCompCentral is a proven marketing tool for creating brand awareness, generating sales leads, introducing a product or service, launching a company, expanding, re-branding, differentiating one's products or services from the competition, sponsoring or exhibiting at trade events and maintaining a presence in the marketplace.

Contact

Christina Childers
Director of Branding & Advertising
(818) 687-1665
christina@workcompcentral.com

Introducing Video Advertising

Call for details
(818) 687-1665

Ask about our seasonal promotions!

WorkCompCentral

4081 Mission Oaks Blvd, Ste A
Camarillo, CA 93012
818-687-1665 direct
805-484-0333 office
805-484-9322 fax

We are an online publisher of news, current events, opinion, case law, research information, continuing-education training and workflow tools, created in 1999 to keep workers' compensation professionals and decision-makers informed.

We primarily deliver content to paid subscribers and trial subscribers in three ways: the Daily Newsletter emailed every business morning; on our web site at <https://www.workcompcentral.com>; and by email blasts.

WorkCompCentral also uses social media, i.e. Facebook, LinkedIn and Twitter.

WorkCompCentral is a subscription-based service with an audience that includes

- workers' comp attorneys
- judges
- paralegals
- hearing representatives
- regulators
- insurance executives
- claims professionals
- third-party administrators
- physicians, specialists
- medical directors
- medical evaluators
- employers
- risk managers
- self-insureds
- human resource directors
- program managers
- almost anyone involved with injured workers, claims and

Advertising Pricing

All advertising is sold on a monthly basis only, and priced based upon a minimum three month campaign. A 10% discount is available on annual one-year agreements.

Newsletter Banner Ads

Small Banner Ad 185 x 200 p = \$125 per day
Large Banner Ad 580 x 180 p = \$200 per day
Weekend Review 150 x 600 p = \$150 per day (Saturdays)

Website Banner Ads

Small Box Ad 180 x 150 p = \$1400 per month
Large Box Ad 300 x 250 p = \$1800 per month
Splash Ad 650 x 500 p = \$300 per month
(Splash Ad may not be purchased separately)

Mechanical Specifications

- No banner ad may exceed 50kb file size.
- Newsletter and website banner ads have different requirements.
- Newsletter banner ads must be submitted as a gif, animated gif or jpeg. Our newsletters will not support Shockwave Flash (swf) files.
- Website banner ads may be submitted as a gif, animated gif, jpeg or a Shockwave Flash (swf) file.
- When submitting an ad built in swf, our ad server requires that you submit a backup file in either a jpeg or gif format.

Text Ads & Job Ads

One Week	\$75
Two Weeks	\$135
Three Weeks	\$160
Four Weeks	\$180

Comp Laude™ Awards & Gala

Call with questions or follow the link below for details on how you can attend, sponsor or exhibit at WorkCompCentral's Annual Comp Laude™ Awards & Gala. <https://www.workcompcentral.com/gala/sponsors>

For additional information about our branding & advertising services, or to see what some of our clients have to say, please visit: <https://www.workcompcentral.com/advertising>

Contact

Christina Childers
Director of Branding & Advertising
(818) 687-1665
christina@workcompcentral.com