



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 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 workcompcentral.com and by email blasts.

WorkCompCentral also utilizes 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

- 58,000 registered users
- 22,000 registered daily newsletter subscribers
- LESS than 4% bounce rate
- Top User Categories (Based on self-registration data)
 - Insurance 15,930
 - Legal 17,640
 - Medical 7,150
 - Employers 6,110
 - Injured Workers 2,924
 - Vendor 2,727
 - Other 5,510
- Nearly 6 million page views annually (Excludes the daily newsletters)
- 31% new visitors each month
- Average user engagement: 7 minutes

Online Advertising

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.

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.

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

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.

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

Contact

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

Bundle & Save Options Available

Enjoy huge savings by bundling your favorite WCC services: Advertising, Comp Laude®, Education, Subscriptions, Flowcharts, and much more!



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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 one-year agreements.

e-Newsletter Banner Ads

Small Banner Ad 185 x 200 p = \$75 per day
Large Banner Ad 580 x 180 p = \$125 per day
Weekend Review 150 x 600 p = \$100 per day (Saturdays)

Website Banner Ads

Small Box Ad 180 x 150 p = \$1000 per month
Large Box Ad 300 x 250 p = \$1200 per month
Horizontal Ad 800 x 100 p = \$1000 per month
Splash Page Ad 650 x 500 p = \$200 per month (not sold separately)

Mechanical Specifications

- All website & newsletter banner ads must be submitted in jpeg or gif format only.
- All ads may be animated EXCEPT for the splash banner ad. The splash ad must be static.
- All banner ads must be created EXACT to the pixel, and must NOT exceed 250kb in size.

CA Work Comp Flowchart

Get your company in front of our customers! Secure your space on our annual one-of-a-kind work comp flowchart. 2 sizes available:
3x1 in. print ad = \$1600 | 6x2.5 in. print ad = \$2500

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.
workcompcentral.com/gala/sponsors

Education Events

\$1500 to partner with WCC for a webinar.
\$1000 to sponsor a live seminar.

Job Ads

One Week \$80
Two Weeks \$140
Three Weeks \$165
Four Weeks \$185

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Ask about our seasonal promotions!