



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

- **58,000 registered users**
Our audience is a defined target, not mindless search engines.
- **22,000 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 | 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**
- **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 website 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!

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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 annual one-year agreements.

e-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
 Horizontal Ad 800 x 100 p = \$2000 per month
 Splash Ad 650 x 500 p = \$300 per month
 (Splash Ad may not be purchased separately)

Mechanical Specifications

- All website & newsletter banner ads may be submitted in jpeg or gif format only (no SWF files accepted).
- 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 60kb in size.

Job Ads

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

Press Releases

| | |
|-------------|-------|
| One Week | \$45 |
| Two Weeks | \$80 |
| Three Weeks | \$105 |
| Four Weeks | \$130 |

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>

Education Events

\$3000 to partner with WCC for a Webinar, \$1000 to sponsor on a live seminar.
 Call for details.

Contact

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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>

Ask about our seasonal promotions!