



workcompcentral®

2021

MEDIA KIT

ABOUT US

WorkCompCentral is an online publisher of news, case law, workflow tools and continuing-education, 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 website at workcompcentral.com and by email blasts.

WorkCompCentral is a **National subscription-based service** with an audience comprised of:

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



OUR AUDIENCE

WorkCompCentral is the leading media resource for workers' compensation professionals nationwide!


22,000
daily newsletter subscribers


5 minutes
Average user engagement:

58,000
registered users

3.5 million
page views annually

Social Media Engagement

 6,303 followers

 197 Subscribers

 2,267 followers

 955 followers

Medical
7,150

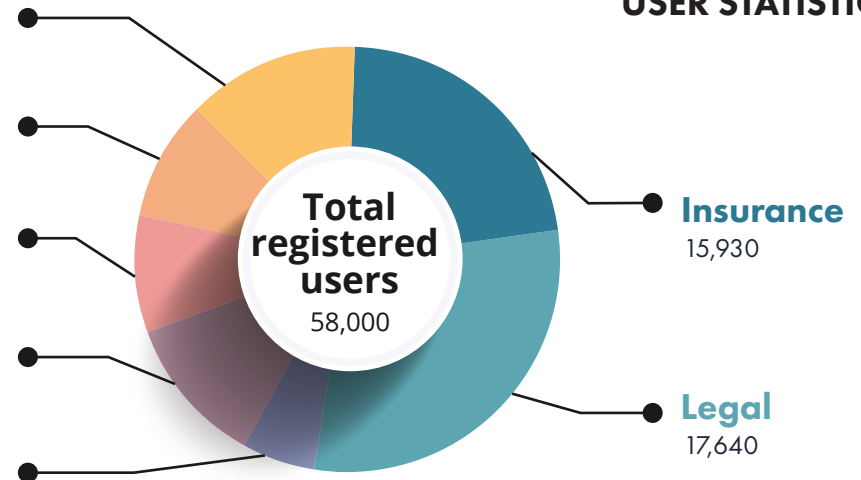
Employers
6,110

Injured Workers
2,924

Vendor
2,727

Others
5,510

USER STATISTICS



ADVERTISING OPPORTUNITIES



Digital 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.

Digital advertising on WCC media is **dynamic and measurable**. It is priced based on ad size and location, and all advertising is sold on a one month minimum term. At the beginning of each month, our advertising clients may request a monthly statistics report, detailing the number of ad impressions (views) and click-thrus each of their ads received from the previous month.

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



For additional information about our branding & advertising services, or to see what some of our clients have to say, please visit our [advertising page here](#).

ADVERTISING OPPORTUNITIES



Print Advertising:

The WCC **California Workers' Compensation Claims Flowchart** is a unique, visual digest of the many regulations and procedures for prosecuting or defending a workers' comp claim in California. Each year WCC puts out an updated flowchart reflecting all of the new regulations. 2021 will be our **17th consecutive edition**.

Our flowchart is an exclusive print ad opportunity for **only 14 advertisers each year**, to associate YOUR brand with one of the industry's most sought after work comp tools. The flowchart comes in 2 formats; a huge 4'x3' wall poster, and an 8.5"x11" booklet, and the demand for our chart grows exponentially each year!

WCC will sell 500+ of these flowcharts next year to insurance carriers, claims departments, TPAs and law firms, for about \$60 each. Although a handful of out of state TPAs & carriers purchase/use our chart, almost all sales are CA based, or to companies that do business in CA. Plus, we give out **over 200 charts to our flowchart advertisers** each year to distribute how they wish.

Additionally, WCC also heavily promotes our flowchart throughout the year on our website and newsletter, social media, mass media mailings and at industry events. It is literally **seen by countless eyeballs each year!**

There are 2 ad sizes on each flowchart: 6x2.5 and 3x1 inch ads. The ad spaces are located on the top corners and bottom of the poster, and on the first couple of pages of the booklet. **The flowchart ad rates are \$2,000 for a top spot, and \$1,000 for a bottom (standard) spot.**



ADVERTISING OPPORTUNITIES



Sponsored Seminars/Webinars

Sponsored seminar:

Seminar sponsorship rates vary. Please contact us for a listing of all of our upcoming live education events, to discuss which seminar would be the best fit for your company.

Sponsored webinar:

The cost of the WCC webinar package is \$1,500, details outlined below:

- 1)** Due to this unique "stay home" situation, and the high demand for online webinars, we now offer up to 4 webinars per month. Let us know your preferred date as soon as you are able, so we can confirm availability.
- 2)** We use go-to webinar platform.
- 3)** Host (you) would select the topic and speakers. It must be an educational topic relevant to the industry. No marketing topics allowed.
- 4)** Presentation should be 50-55 minutes, followed Q&A. Questions are asked through the go-to chat. The WCC facilitator will ask the instructor the questions at the end of the webinar. Host will not personally interact with the attendees.



- 5)** WCC will require that you provide us with your content, power points, an overview of about 3-5 sentences, 2-3 learning objectives, and your photo & business logo, along with a bio including contact info, intro about yourself, background, why you are covering this topic, etc..
- 6)** All of those who attend the live webinar will receive 1 CE (if applicable). If they choose to view the webinar AFTER the live event, there are no CEs available. We also will provide you with the attendee contact information.
- 7)** WCC handles all customer service, enrollment, and promotion (you are welcome to promote the webinar yourself as well). We will create a page for the webinar on our education site, and promote the webinar via 2 mass emails to our subscriber base, and also through our social media sites.
- 8)** WCC will conduct a dry run with you or your team a week beforehand, at which time you can also supply us with handouts. We will provide the handouts to the attendees in advance, and will make them downloadable through the webinar platform as well.

The \$1,500 includes all of above. If you are only interested in having us administer the credits for your webinar, let us know and we will get you a rate for that.

ADVERTISING OPPORTUNITIES



Comp Laude® Gala:

What is Comp Laude® Awards & Gala?

The Comp Laude® Awards & Gala is an annual event hosted by WorkCompCentral and designed for all stakeholders in the workers' compensation industry. The event is put together by the industry, for the industry. The event includes a day and a half of educational sessions, an awards ceremony and several networking events. The event was the vision of WorkCompCentral's founder, David J. DePaolo.

When did the Comp Laude® Awards & Gala begin?

The event as it is today, including the awards component and combined with educational and networking sessions was launched in December, 2014.

What is the goal or purpose of Comp Laude® Awards & Gala?

The mission of the event is to change the narrative of the workers' compensation industry to a more positive one, including all industry stakeholders.

Where is the Comp Laude® Awards & Gala event held?

The event is currently held in Southern California. In 2014 the event was in Los Angeles. In 2015 - 2016 it was in Burbank, CA. In 2017 - 2018 the event was in San Diego, CA. In 2019, the event was in Huntington Beach, and in 2020 we shifted to a virtual platform.

[Check here often for details of our upcoming 2021 Comp Laude® Awards & Gala event.](#)



ADVERTISING RATE CARD

Advertising Pricing

All advertising is sold on a monthly basis. A **10% discount** is available on one-year agreements.

Newsletter Banner Ads

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

Website Banner Ads

Small Box Ad	180 x 150 px	\$1,000 per month
Large Box Ad	300 x 250 px	\$1,200 per month
Horizontal Ad	800 x 100 px	\$1,000 per month
Splash Page Ad	650 x 500 px	\$200 per month (not sold separately)

Technical Requirements

- Acceptable formats: JPG or Gif.
- Each banner must NOT exceed 250kb in size.
- All ad sizes may be animated **EXCEPT** for the splash ad.

California Workers' Compensation Claims Flowchart

Get your company in front of our customers, on our annual one-of-a-kind California work comp flowchart. **2 ad sizes available:**

Large 6x2.5 inch: \$2,000 **Small** 3x1 inch: \$1,000

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.
www.complaude.com

Education Events

\$3,000 to partner with WCC for an educational webinar. Includes hosting and tech support, CE Accreditation, 2x branded emails and 1 educational article posted. Discounts for multiple events.

Job Ads

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

Contact

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

Ask about our seasonal promotions and bundle & save opportunities.



BANNER AD SIZE & LOCATION EXAMPLES

WCC WEBSITE

650x500 px
Splash page
banner ad



There are multiple large box ad zones located on all WCC webpages. Ads rotate evenly in all zones.

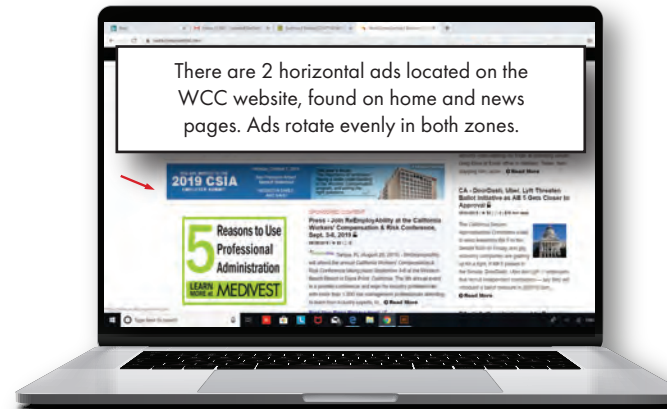


300x250 px
Large box website
banner ad

180x150 px
Small box website
banner ad



There are 2 horizontal ads located on the WCC website, found on home and news pages. Ads rotate evenly in both zones.



800x100 px
Horizontal website
banner ad

BANNER AD SIZE & LOCATION EXAMPLES

WCC NEWSLETTER AND SATURDAY WEEKLY REVIEW



580x180 px Large & 185x200 px Small newsletter banner ads

150x600 px Weekend review newsletter banner ad