FOR THE RecorD

COMMITTED TO ENHANCING THE HEALTH INFORMATION PROFESSION

2014 ICD-10 Spotlight

Special Spotlight • March Issue

October 1, 2014, is the deadline for the United States to begin using ICD-10 for diagnosis coding and inpatient hospital procedure coding.

Published in the **March issue** of the leading independent voice for HIM professionals, the **ICD-10 spotlight** is a powerful marketing opportunity certain to reach the hands of key decision makers and implementation teams.

For the cost-effective price of $1,795, placement in our ICD-10 spotlight includes year-round visibility across multiple media platforms, reaching **more than 40,000 subscribers in our print issue and more than 10,000 double opt-in recipients** in our mobile-ready digital companion. Included in this value offering is the ability to **add audio, video, or Flash animation to your digital ad**. You will simply need to send us the components to build in a news relase format.

Your spotlight will consist of a **70-word product description** with an **accompanying four-color image** and **contact information** for buyers to respond directly to you. **Materials due no later than 4 pm EST 3/7/14.**

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Contact sales at 800-278-4400 with any
questions or e-mail sales@gvpub.com.
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