WWW.CMSA.ORG

CONNECT DIRECTLY WITH KEY DECISION MAKERS AND INFLUENTIAL BUYERS IN THE CASE MANAGEMENT INDUSTRY

CMSAtoday

THE OFFICIAL VOICE OF THE CASE MANAGEMENT SOCIETY OF AMERICA

Media Planner



CMSA®
CASE MANAGEMENT SOCIETY OF AMERICA

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Project Leader
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(352) 333-3356

NAYLOR
ASSOCIATION SOLUTIONS

Product Menu

When you participate in *CMSA Today* you connect directly with key decision makers and influential buyers in the case management industry. Brand your business with *CMSA Today*!



CMSA Today Magazine

Archives: www.cmsatoday.com

CMSA Today delivers important news and information direct from the Case Management Society of America. *CMSA Today* is published digitally eight times per year, with four issues available in print as well.

CMSA Today Educational Advertorial Email

Archives: www.naylornetwork.com/CMS-advertorial

Delivered to the email addresses of all subscribers, the educational advertorial emails allow advertisers to provide information about their products or services while discussing topics relevant to case managers. Available to Silver, Gold, Platinum, or Diamond Corporate Partners only.

CMSA Conference Daily eNewsletter

Archives: www.naylornetwork.com/cms-nwl

Prepared especially for CMSA's 2019 Conference and Expo, the *CMSA* Conference Daily eNewsletter will be emailed to subscribed attendees each morning of the conference to provide timely updates and news about the show.

CMSA Today Website

Visitors log on to www.cmsatoday.com to view the latest issues of *CMSA Today* and search the *CMSA Today* eNewsletter archives.

CMSA®
CASE MANAGEMENT SOCIETY OF AMERICA

CMSA Today eNewsletter

Archives: www.naylornetwork.com/cmsatoday

Delivered directly to more than 19,000 inboxes, our monthly interactive eNewsletter provides updates on association and industry news, events, and more.

CMSA Website

Archives: www.cmsa.org

Visitors visit www.cmsa.org to view the latest information about the case management industry.

About CMSA

The Case Management Society of America (CMSA) is the leading non-profit association dedicated to the support and development of the case management profession. CMSA serves its members and subscribers through educational forums, networking opportunities, legislative advocacy, and establishing standards to advance the profession.



CMSA Membership Spans Across the Healthcare Industry

- Healthcare professionals including case managers, nurses, physicians, pharmacists, social workers, LPNs, and military personnel
- Company members representing insurance companies, hospitals, health service providers, management companies, and rehabilitation services
- Corporate partners including MedImmune - Specialty Care Division of Amramp, Coram CVS/Specialty Infusion Services, GlaxoSmithKline, and Boehringer-Ingelheim Pharmaceuticals, Inc.
- International members that span across the world
- Students who are interested in learning more about case management

CMSA by the Numbers

- Nearly 25,000 subscribers including approximately 8,000 members
- 75 geographic chapters with international exposure
- 65% of CMSA members have been in the case management industry for more than 10 years
- 53% of CMSA members have been in the industry for over 30 years
- One of the largest LinkedIn case management communities with more than 16,500 members

Content Calendar**

ISSUE	COVER FEATURES	Space Deadline	Artwork Deadline
Issue 1* CMS-Q1418 *Ships December 2018*	CHAPTER, RESEARCH, PROCESS IMPROVEMENT	11/9/2018	11/14/2018
Issue 2 CMS-Q0418 *Ships February 2019*	INTEGRATED CASE MANAGEMENT	1/7/2019	1/9/2019
Issue 3* CMS-Q1119 *Ships March 2019*	HEART FAILURE	2/6/2019	2/8/2019
Issue 4 CMS-Q0119 *Ships May 2019*	CASE MANAGEMENT CAREERS	4/4/2019	4/8/2019
Issue 5* CMS-Q1219 *Ships June 2019*	END STAGE RENAL DISEASE	5/7/2019	5/9/2019
Issue 6 CMS-Q0219 *Ships August 2019*	OPIOD EPIDEMIC	7/3/2019	7/8/2019
Issue 7* CMS-Q1319 *Ships September 2019*	COMPLEX CASE MANAGEMENT (RESISTANCE, ADHERENCE)	8/8/2019	8/12/2019
Issue 8 CMS-Q0319 *Ships November 2019*	DVT/PT/BLOOD	10/3/2019	10/7/2019

IN EVERY ISSUE:

- President's Letter
- Index of Advertisers/Advertiser.com
- Cultural Diversity
- Association News
- CMSA Corporate Partners



BONUS DISTRIBTION: CMSA's 2019 Conference & Expo

*Denotes a digital-only issue.
**The editorial calendar is tentative and subject to change without notice.

CMSAtoday Magazine Rates



CMSA Today delivers important news and information direct from the Case Management Society of America. Each edition of the magazine will be archived in an online database for research and reference around the clock. *CMSA Today* is published digitally eight times per year, with four of the issues available in print as well.

FULL COLOR RATES	1-2 X	3-4 X
Double-Page Spread	$4,899.50	$3,919.50
Outside Back Cover	$3,769.50	$3,129.50
Inside Front or Inside Back Cover	$3,569.50	$2,929.50
Full Page	$3,219.50	$2,579.50
2/3 page	$2,789.50	$2,229.50
1/2 page	$2,049.50	$1,639.50
1/3 page	$1,529.50	$1,219.50
1/4 page	$1,169.50	$939.50

BLACK-AND-WHITE RATES	1-2 X	3-4 X
Full Page	$2,229.50	$1,779.50
2/3 page	$1,929.50	$1,539.50
1/2 page	$1,419.50	$1,139.50
1/3 page	$1,069.50	$859.50
1/4 page	$809.50	$649.50

- Reserve your space in all four print issues and receive free ads of equal of size in the four digital issues.
- All rates include a direct link from your company's ad to your website in the digital edition of *CMSA Today.*
- 5% discount for exhibitors.
- 10% discount for corporate partners.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of $35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

CMSAtoday digital edition

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

CMSA Today is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- **Include ads on an HTML5 and mobile responsive platform**
- **Link to the landing page of your choice, generating an immediate response from customers**
- **Maintain your ad presence on the digital issue for readers to reference at any time**



Mobile & Desktop Responsive HTML Reading View

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



❶ Leaderboard (all views) | $2,199.50

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

❷ Rectangle (all views) | $2,579.50

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

❸ **Top TOC Mobile Banner | $1,000**

❹ **2nd TOC Mobile Banner | $799.50**

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

In-Magazine Digital Options

(HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | $2,000

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | $2,299.50

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- **Insert | $1,250**

For the latest online specs, please visit:
www.naylor.com/onlinespecs

CMSAtoday Website

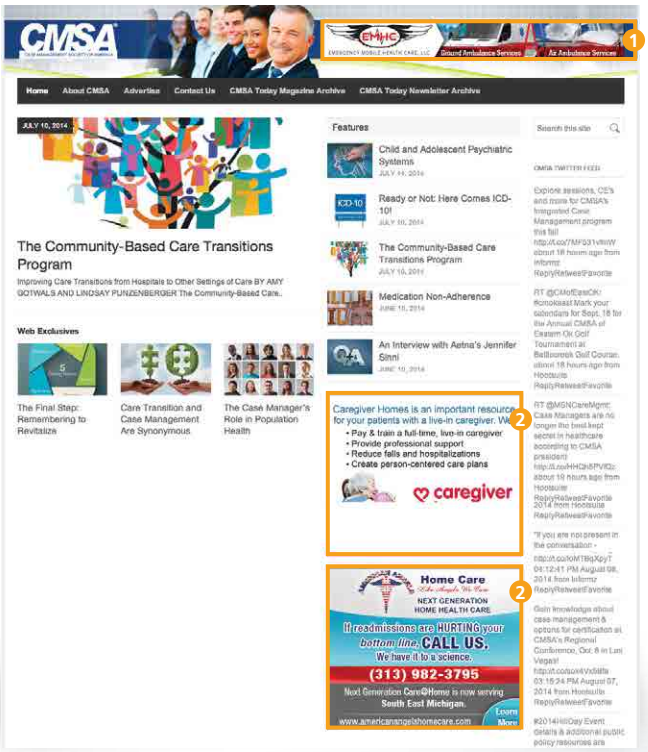
CMSATODAY.COM

Advertising on the *CMSA Today* website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.cmsatoday.com to view the latest issues of *CMSA Today*, and search the *CMSA Today* eNewsletter archives. Features of *CMSA Today* website advertising:

- **Cross-promoted in other CMSA publications and communication pieces.**
- **Directs visitors to the landing page of your choice to expedite purchases.**
- **Year-round visibility reinforces brand recognition.**
- **Allows dynamic, time-sensitive promotion.**



On average, *CMSA Today* Website receives:
- More than 3,700 page views per month
**Traffic Statistics from 05/2018 - 11/2018*



1 Horizontal Banner

This highly visible spot located at the top of the page will be limited to three advertisers that will rotate throughout the website. Only three spots are available.

12 Months | $2,215
6 Months | $1,250

1 Rectangle Ad

Two rectangle ads will rotate with three ads on the home page and the sub pages, having complete run-of-site and expanding your exposure to site visitors. Six total spots available.

12 Months | $1,750
6 Months | $900

For more information, visit www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

CMSA Website

Advertising on the *CMSA* website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors visit www.cmsa.org to view the latest information about the case management industry. Features of *CMSA* website advertising:

- **Cross-promoted in other CMSA publications and communication pieces.**
- **Directs visitors to the landing page of your choice to expedite purchases.**
- **Year-round visibility reinforces brand recognition.**
- **Allows dynamic, time-sensitive promotion.**



On average, *CMSA* Website receives:

- More than 10,800 unique visitors per month
- More than 36,100 page views per month

**Traffic statistics from 05/2018 - 11/2018*



1 Square Tiles (200 x 200 pixels)

Two square ads will rotate with four ads per tile on the home page and the sub pages, having complete run-of-site and expanding your exposure to site visitors. Eight total spots available.

12 Months | $5,950

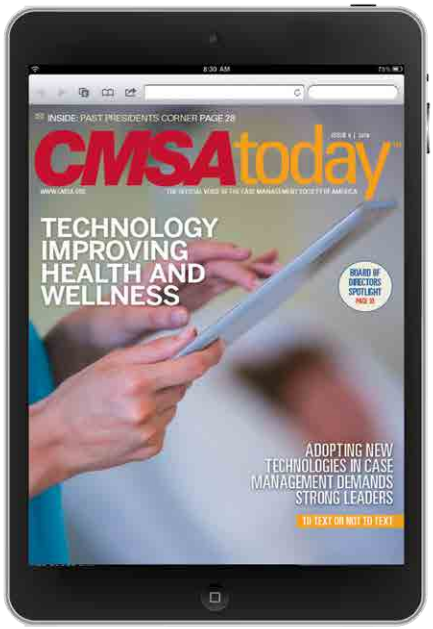
For more information, visit www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

CMSAtoday

CMSA CASE MANAGEMENT SOCIETY OF AMERICA

THOUGHT LEADERSHIP & CONTENT MARKETING OPPORTUNITIES



Position your company as a thought leader and solution provider in the industry!

By including your thought leadership piece in *CMSA Today* magazine, you can educate CMSA members regarding the benefits of using a product or service similar to what you provide, while also improving the credibility of your company with case management professionals professionals in the health care industry.

Draw attention to a recent research study, infographic, white paper or in-depth blog post by publishing its executive summary in *CMSA Today*.

Sponsorship Opportunities	1x
Two Page Spread Includes one full page of editorial and one full-page ad	**$4,899.50**
One Page Includes one full page of editorial	**$3,219.50**

Below are the guiding principles for your thought leadership piece.

- Content should be educational in nature and solution-based, geared to solving a common problem or need a case management professional would experience. The educational content should not promote the company's product or service but rather communicate best practices that would allow case management professionals to be more effective and efficient in their roles.
- Content should include practical, useful information in which the case management professional would find value, and should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.
- Separately from the educational content, editorial advertisers are encouraged to also include information about their company, testimonials and other helpful resources, but these mentions should be separate from the main messaging.
- CMSA reserves the right to edit or alter content or deny the ad as it deems necessary to meet the above requirements and provide maximum value for its members.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

CMSAtoday eNewsletter

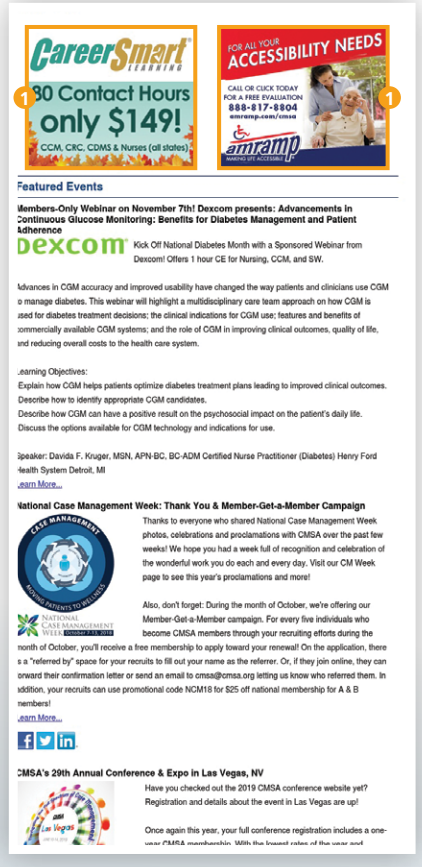
CMSA® CASE MANAGEMENT SOCIETY OF AMERICA

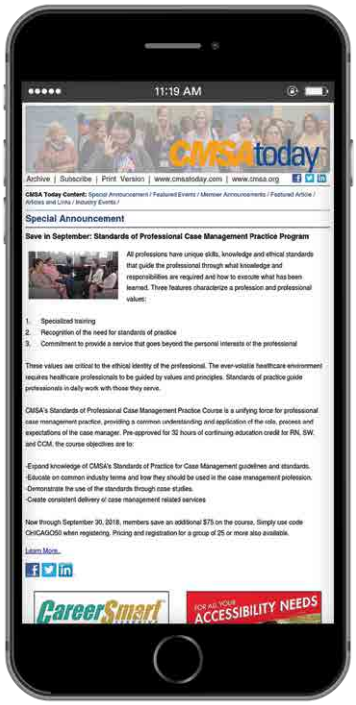
Distributed monthly to more than 17,000 members and subscribers, the *CMSA Today* eNewsletter covers the most up-to-date topics, news highlights, and issues affecting case managers. Features include current events, professional development opportunities, member news, commentaries, and short articles of interest to case management professionals.

A limited number of advertisers in each issue ensures maximum exposure to CMSA members. Your ad can be linked directly to your company's website, online product information, or any other landing page of your choice.

Benefits of Advertising:

- **Frequently forwarded to others.**
- **Generate an immediate response from viewers.**
- **Direct clients to the landing page of your choice — readers can buy any time.**
- **Great way to promote time-sensitive offers or events — artwork can be switched out each issue.**





Average Total Opens per Issue: 5,486

**traffic numbers as of October 2018*

1 Rectangles (300 x 250 pixels)

Maximum six rectangle ads per issue in rows of two (only one advertiser per position).

12 Months | $5,950

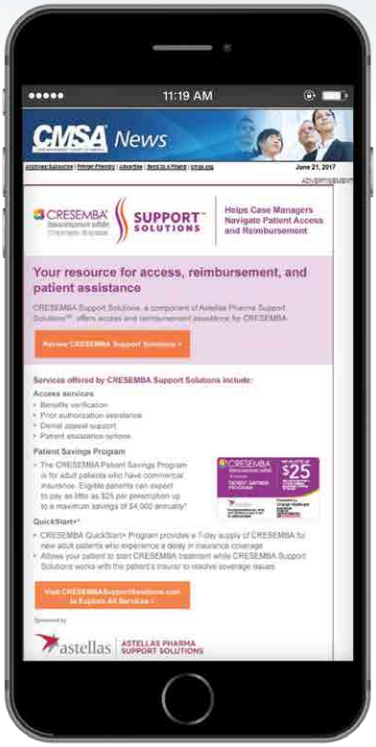
Top Sponsored Content (180 x 150 pixels)

12 Months | $6,250

Bottom Sponsored Content (180 x 150 pixels)

12 Months | $5,750

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



CMSAtoday
Educational Advertorial Email

The sponsored email blast is a highly visible, exclusive opportunity for you to educate CMSA readers regarding the benefits of using a product or service similar to what you provide. Its intent is to position your company as a thought leader and solution provider in the industry—solving common needs of case managers.

CMSA will send the email out to all recipients in its database on behalf of the Corporate Partner. Below are the guiding principles for the email.

Design Specifications:

- The width of the graphic should be 610 x 1024 pixels
- HTML & JPG are accepted formats. For HTML formats, hyperlinks can be used in your content. For JPG formats, entire email links to only one URL.
- Content area is approximately 600 pixels wide and will be surrounded by a CMSA-branded header/footer
- Color Format RGB (CMYK may cause errors when viewing the email)

One-time email | $4,120

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Step 1: Develop educational content as outlined above (should consume the majority of your messaging)

- FAQs and answers, and myth-busting
- Newsworthy articles related to case management
- Conveying the usefulness/need for products or services in an independent manner
- Continuing education opportunities
- Checklists, reference guides

Step 2: Include or outline helpful resources/tools available from your company

- About your company and its products or services
- Whitepapers
- Downloadable patient brochures and case studies
- Informational DVDs or mailings
- User testimonials

Step 3: Consider including CMSA-specific offers or benefits

- Price or percentage discount off services and/or products
- Free sample

Messaging:

- Content should be educational in nature and solution-based, geared to solving a common problem or need a case manager would experience. The educational content should not promote the company's product or service but rather communicate best practices that would allow case managers to be more effective and efficient in their roles.
- Content should include practical, useful information in which the case manager would find value, which should be independent of the particular Corporate Partner. The overall message and tone should not be promotional in nature.
- Separately from the educational content, Corporate Partners are encouraged to also include information about their company, testimonials and other helpful resources, but these mentions should be separate from the main messaging.
- CMSA reserves the right to edit or alter content as it deems necessary to meet the above requirements and provide maximum value for its members.

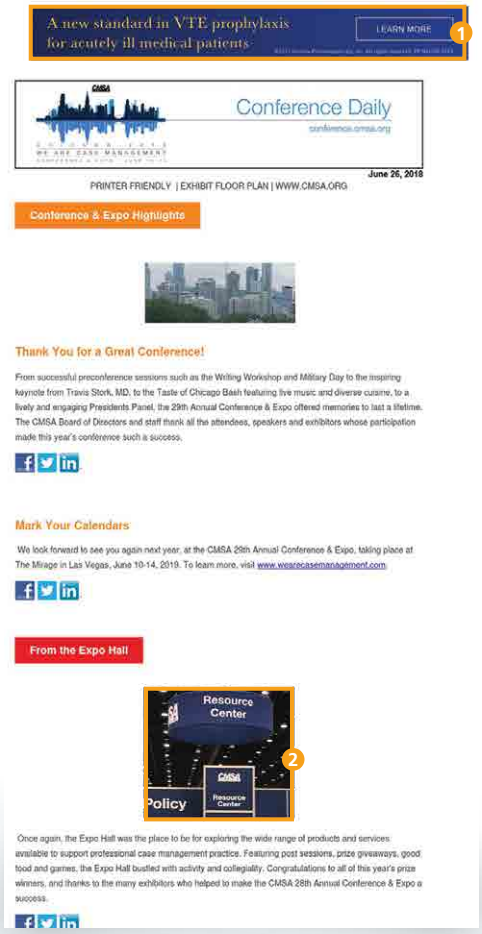
CMSA Conference Daily eNewsletter

Prepared especially for CMSA's 2019 Conference and Expo, the *CMSA Conference Daily* eNewsletter will be emailed each morning of the conference to provide timely updates and news to over 2,000 attendees. This opportunity allows you to promote your exhibitor booth and get in front of the members and conference attendees who make purchasing decisions on behalf of their companies.

- **Delivers your message directly to the inbox of decision makers on a timely basis.**
- **Frequently forwarded to others for additional exposure.**
- **Cross-promoted in other CMSA publications and communications pieces.**
- **Directs visitors to the landing page of your choice to facilitate the purchasing process.**
- **Limited available ad space makes each position exclusive.**

On average, *CMSA Today Conference Daily* is delivered to all CMSA member and attendees before and after the show. The eNewsletter has nearly a 40% open rate above industry standard.

**traffic numbers from April 2018*





1 Leaderboard

- Exclusive position – NO ROTATION
- Located above the eNewsletter content for high visibility

All Issues | $3,000

2 Rectangles

- Only four spots available

All Issues | $2,000

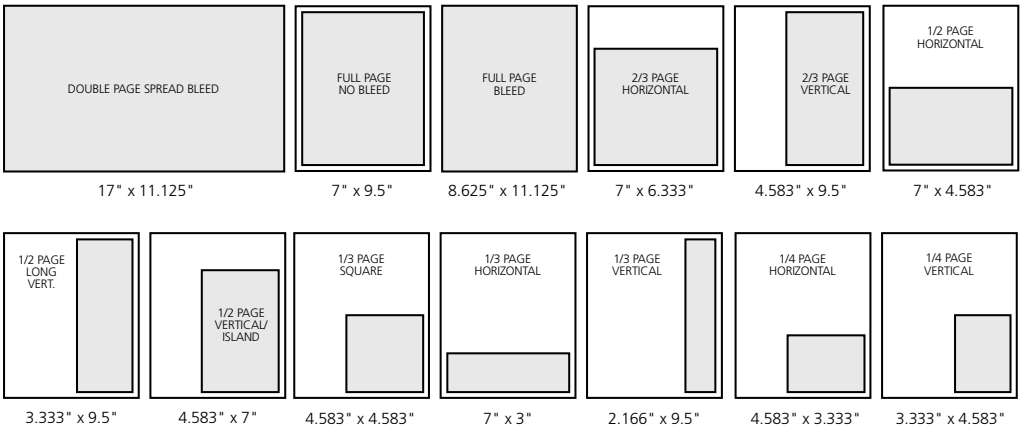
For more information, visit www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Print Advertising Specifications

CMSA TODAY

Magazine Trim Size: 8.375" x 10.875"



DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"
Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Production Services, Proofs and Revisions

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF, and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or Bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com.

Digital Edition

For the latest online specs, please visit:
www.naylor.com/onlinespecs



Online Specifications

For more information, visit www.naylor.com/onlinespecs

DIGITAL EDITION

For the latest digital edition specifications please visit www.naylor.com/gtxcelspecs

CONFERENCE DAILY ENEWSLETTER

Leaderboard

- 728 x 90 pixels
- JPG only (no animation)
- Max file size 100KB

Rectangle Ads

- 300 x 250 pixels
- JPG or GIF
- File size no greater than 100KB
- Animation and video must be no longer than 25 seconds (this includes multiple loops)

CMSA TODAY ENEWSLETTER

Rectangle Ads

- 300 x 250 pixels
- JPG or GIF
- File size no greater than 100KB
- Animation and video must be no longer than 25 seconds (this includes multiple loops)

Sponsored Content

- Image/Logo must be 180 x 150 px
- Image/Logo format must be JPEG or .PNG file, @72 dpi, RGB
- No animation
- No contact info included
- Image cannot be treated as a regular banner ad
- Headline: Advertiser supplies 5-7 words
- Summary text: Advertiser supplies 50-70 words
- Headline/Summary text must be plain text and cannot contain HTML or odd characters.
- Call to Action text: Advertiser supplies text (e.g. Click Here, Read More)
- Advertiser supplies URL ad should link to.

WEBSITE

www.cmsatoday.com

Horizontal Banner

- 468 x 60 pixels
- JPG or GIF
- File size no greater than100KB
- Animation and video must be no longer than 25 seconds (this includes multiple loops)

Rectangle Ads

- 300 x 250 pixels
- JPG or GIF
- File size no greater than 100KB
- Animation and video must be no longer than 25 seconds (this includes multiple loops)

www.cmsa.org

Square Tiles

- 200 x 200 pixels
- JPG or GIF
- File size no greater than 100KB
- Animation and video must be no longer than 25 seconds (this includes multiple loops)

Bundled Package Options



Reserved for current CMSA Corporate Members, CMSA offers bundled packages to fit your marketing needs. Whether you need to connect with CMSA members in print or online, our packages offer repeat advertising opportunities throughout the year while saving on your marketing costs. Please select from the following options and return the completed billing form to your Naylor account executive. Ask your account executive about complimentary guaranteed positioning.

Package A

Silver, Gold, Platinum, or Diamond Corporate Partners | $15,500
(Total Savings: $4,100)

Includes:

- FP/FC Ad in *CMSA Today* Magazine (4 print issues total)
- FP/FC Ad in *CMSA Today* Magazine (4 digital-only issues total)
- CMSA Today Website Top Rectangle Ad (12 months)
- CMSA Today Conference Daily eNewsletter Rectangle
- CMSA Today Educational Advertorial email (one-time opportunity)

Package B

Silver, Gold, Platinum, or Diamond Corporate Partners | $10,000
(Total Savings: $3,500)

Includes:

- 1/2 pg Ad in *CMSA Today* Magazine (4 print issues total)
- 1/2 pg Ad in *CMSA Today* Magazine (4 digital-only issues total)
- CMSA Today Website Rectangle Ad (12 months)
- CMSA Today Advertorial email (one-time opportunity)

*Subject to available inventory for website and eNewsletter availably.

Package C

Silver, Gold, Platinum, or Diamond Corporate Partners | $5,500
(Total savings: $4,300)

Includes:

- 1/4 pg Ad in *CMSA Today* Magazine (4 print issues total)
- 1/4 pg Ad in *CMSA Today* Magazine (4 digital-only issues total)
- CMSA Today Advertorial email

*For more information on Corporate Partnerships with CMSA, contact Lindsay Harp at (501) 673-1117 or lharp@cm-innovators.com.

For the latest online specs, please visit:**www.naylor.com/onlinespecs**

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

CMSA
CASE MANAGEMENT SOCIETY OF AMERICA

Non-Corporate Bundled Package Options



CMSA offers bundled packages to fit your marketing needs. Whether you need to connect with CMSA members in print or online, our packages offer repeat advertising opportunities throughout the year while saving on your marketing costs. Please select from the following options and return the completed billing form to your NAYLOR account executive. Ask your account executive about complimentary guaranteed positioning.

Package 1

Non-Corporate Sponsors | $16,500
(Total Savings: more than $2,600)

Includes:
- FP/FC Ad in *CMSA Today* Magazine (4 print issues total)
- FP/FC Ad in *CMSA Today* Magazine (4 digital-only issues total)
- CMSA Today Website Rectangle Banner (12 months)
- CMSA.org (12 months) Rectangle

Package 2

Non-Corporate Sponsors | $13,000
(Total Savings: more than $1,750)

Includes:
- 1/2 pg Ad in *CMSA Today* Magazine (4 print issues total)
- 1/2 pg Ad in *CMSA Today* Magazine (4 digital-only issues total)
- CMSA Today Website Rectangle Banner (12 months)
- CMSA.org (12 months) Rectangle

*Subject to available inventory for website and eNewsletter availably.

Package 3

Non-Corporate Sponsors | $5,250
(Total Savings: $3,233)

Includes:
- 1/4 pg Ad in *CMSA Today* Magazine (4 print issues total)
- 1/4 pg Ad in *CMSA Today* Magazine (4 digital-only issues total)
- CMSA.org Rectangle Banner (12 months)

*For more information on Corporate Partnerships with CMSA, contact Lindsay Harp at (501) 673-1117 or lharp@cm-innovators.com.

For the latest online specs, please visit:**www.naylor.com/onlinespecs**

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.