



contexo | media

2011 Media Planner

For over 20 years, thousands of coding and billing professionals have relied on Contexo Media for affordable, easy-to-use coding, reimbursement, and compliance materials.

Gain access to this dynamic group of buyers with positioning in one of our best-in-class coding books. Medical coding professionals access these books multiple times per day every day, making the number of impressions for your product or service much higher than a typical business book or even magazine.

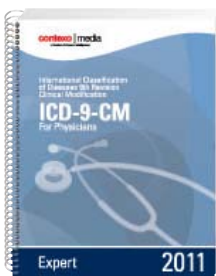
For more information or to submit an order for advertising, please contact us at 800.334.5724.
www.codingbooks.com

Reach thousands of professional coders and billers

Advertising in one or more of the products listed below ensures that your message will reach an educated, targeted group of medical coders and billers anxious to discover products and services that will help them do their jobs better.

Our books are all designed with input from medical professionals from across the nation and offer a trustworthy, independent source of information and insight.

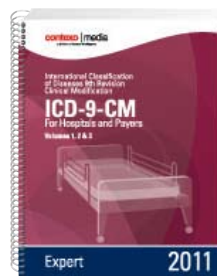
Advertising space is available in the following products:



2011 ICD-9-CM Volumes 1 & 2 Expert for Physicians

This incredibly useful resource helps customers locate the right code quickly, helping them code more accurately and efficiently. Hundreds of illustrations, color-coding,

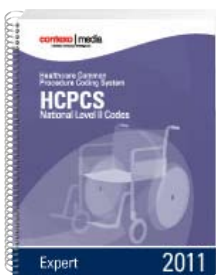
integrated CMS coding guidelines, age and sex edits, AHA *Coding Clinic* citations, and coding tips make this the best ICD-9-CM available. Spiral-bound.



2011 ICD-9-CM Volumes 1, 2 & 3 Expert for Hospitals and Payers

This product helps improve coding accuracy and efficiency with intuitive color coding and symbols

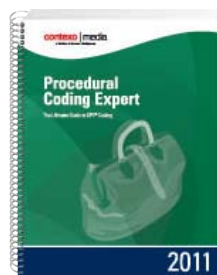
that alert the user to crucial coding and reimbursement issues. Hundreds of illustrations, integrated CMS coding guidelines, age and sex edits, AHA *Coding Clinic* citations, and coding tips make it an outstanding ICD-9-CM reference for hospitals and payers. Spiral-bound.



2011 HCPCS Level II Expert

This is the complete guide to Medicare's drugs, medical supplies and DME. It features illustrations throughout the book, Medicare Pub. 100 references, Table of Drugs Appendix, age and sex edit icons,

APC and ASC edits, references to AHA *Coding Clinic* for HCPCS, and full tabular and alphabetical code lists of all valid 2010 HCPCS Level II codes and modifiers to give the user multiple ways to find a drug, device, or supply quickly. Spiral-bound.



2011 Procedural Coding Expert

This book provides users with all CPT® codes and full descriptions. There are hundreds of illustrations, a comprehensive index, unique symbols to denote coding guidelines and AMA edits, quick-

reference E/M tables for selecting the appropriate level of service, CMS and Pub 100 references, and RVU information. Spiral bound.

CPT® is a registered trademark of the American Medical Association.

Advertising Opportunities

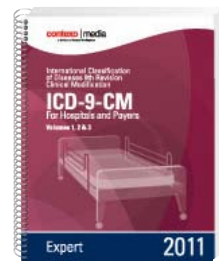


DISTRIBUTION:
17,000

2011 ICD-9-CM Volumes 1 & 2 Expert for Physicians

Display Advertising Rates

POSITION:	4-COLOR RATE:	AD DIMENSIONS:
Back Cover	\$6,000	Half Page: 8½"Width x 5½" Height
Inside Front Cover	\$11,500	Full Page: 8½"Width x 11" Height
Inside Back Cover	\$11,000	Full Page: 8½"Width" x 11" Height
Trim Size: 9"Width x 12" Height		



DISTRIBUTION: 2,500

2011 ICD-9-CM Volumes 1, 2 & 3 Expert for Hospitals & Payers

Display Advertising Rates

POSITION:	4-COLOR RATE:	AD DIMENSIONS:
Back Cover	\$1,000	Half Page: 8½"Width x 5½" Height
Inside Front Cover	\$2,000	Full Page: 8½"Width x 11" Height
Inside Back Cover	\$1,800	Full Page: 8½"Width x 11" Height
Trim Size: 9"Width x 12" Height		



DISTRIBUTION: 7,100

2011 HCPCS Level II Expert

Display Advertising Rates

POSITION:	4-COLOR RATE:	AD DIMENSIONS:
Back Cover	\$2,750	Half Page: 8½"Width x 5½" Height
Inside Front Cover	\$5,250	Full Page: 8½"Width x 11" Height
Inside Back Cover	\$4,900	Full Page: 8½"Width x 11" Height
Trim Size: 9"Width x 12" Height		



DISTRIBUTION: 4,100

2011 Procedural Coding Expert

Display Advertising Rates

POSITION:	4-COLOR RATE:	AD DIMENSIONS:
Back Cover	\$1,500	Half Page: 8½"Width x 5½" Height
Inside Front Cover	\$2,800	Full Page: 8½"Width x 11" Height
Inside Back Cover	\$2,600	Full Page: 8½"Width x 11" Height
Trim Size: 9"Width x 12" Height		

Artwork Requirements

All ads must be submitted in electronic format. Please include a list of the software used (and the version). Preferred file format is Adobe PDF or postscript file. Other accepted electronic formats include InDesign, QuarkXPress, or Illustrator.

Ads with bleeds must include a minimum of 1/8" (.025) for each side. Ad files must include all high-res images and fonts. Images must be converted to either TIF or EPS format prior to placement in ad, and to CMYK (not RGB).

Image resolution must be 150 LPI; scanned images 300 dpi minimum. A printed laser copy of ad must accompany files. If size varies from laser proof, please note final size of ad.

All electronic files must be accompanied with the type fonts used to create the ad. Ads will be verified; however, ads will not be edited or altered. Ad will be returned if not in acceptable format. An FTP site is available for transferring larger files - please contact Greg Kemp for FTP transfer information.

PLEASE SEND ALL SUBMISSIONS TO:

Greg Kemp
Contexo Media
7440 S. Creek Rd #401
Sandy, UT 84093
(801) 365-2310/gkemp@contexomedia.com

Terms and Conditions

IN GENERAL

This agreement sets out the terms and conditions whereby Contexo Media ("Publisher") will publish advertisements ("ads") printed in Contexo Media products as requested by the undersigned Advertiser.

The Advertiser may choose to be represented by an Agency.

Unless Advertiser gives Publisher written direction limiting the authority of Agency, any communication that Publisher may receive from Agency will be deemed to be given on behalf of, and binding on, Advertiser, and any communication given by Publisher to Agency will be deemed to have been given to, and will be binding on, Advertiser.

Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.

PAYMENT TERMS

Payment by Advertisers is due in full 30 days from invoice date.

If not paid within 30 days, a late charge equal to the greater of \$5.00 or 1.5% of the unpaid invoice will be automatically added to the invoice amount per month.

Failure to pay as agreed may result in the placement of the account with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser, any collection costs and expenses, including court costs and reasonable attorney's fees, in addition to all invoiced amounts, late charges and interest.

Any invoice submitted to the Advertiser will be deemed conclusive as to its correctness unless Advertiser provides a

written, detailed objection to Publisher within 30 days of the invoice date.

If Advertiser in good faith disputes any invoice, Advertiser must promptly pay all amounts not subject to dispute.

Advertiser will be liable for paying all amounts owed to Publisher pursuant to this agreement.

LIABILITY LIMITATIONS

Publisher will not be responsible for any claims made in ads. Advertiser agrees to indemnify and hold Publisher harmless from any loss, liability, damage, claim or expense, including reasonable attorney's fees and all other costs or litigation or settlement, arising out of or attributable to the publication of Advertiser's ads. Publisher's right of indemnification extends, without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.

Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher's failure to correct errors clearly and unambiguously marked by Advertiser and received by Publisher before the closing deadline.

Liability of Publisher for the omission of any portion of any ad from any publication will be limited to a partial reduction in the amount charged by Publisher for such ad based on Publisher's rate card.

In no event will Publisher's liability for any ad exceed the amount charged by Publisher for such ad.