



workcompcentral®

**2025**  
**MEDIA KIT**

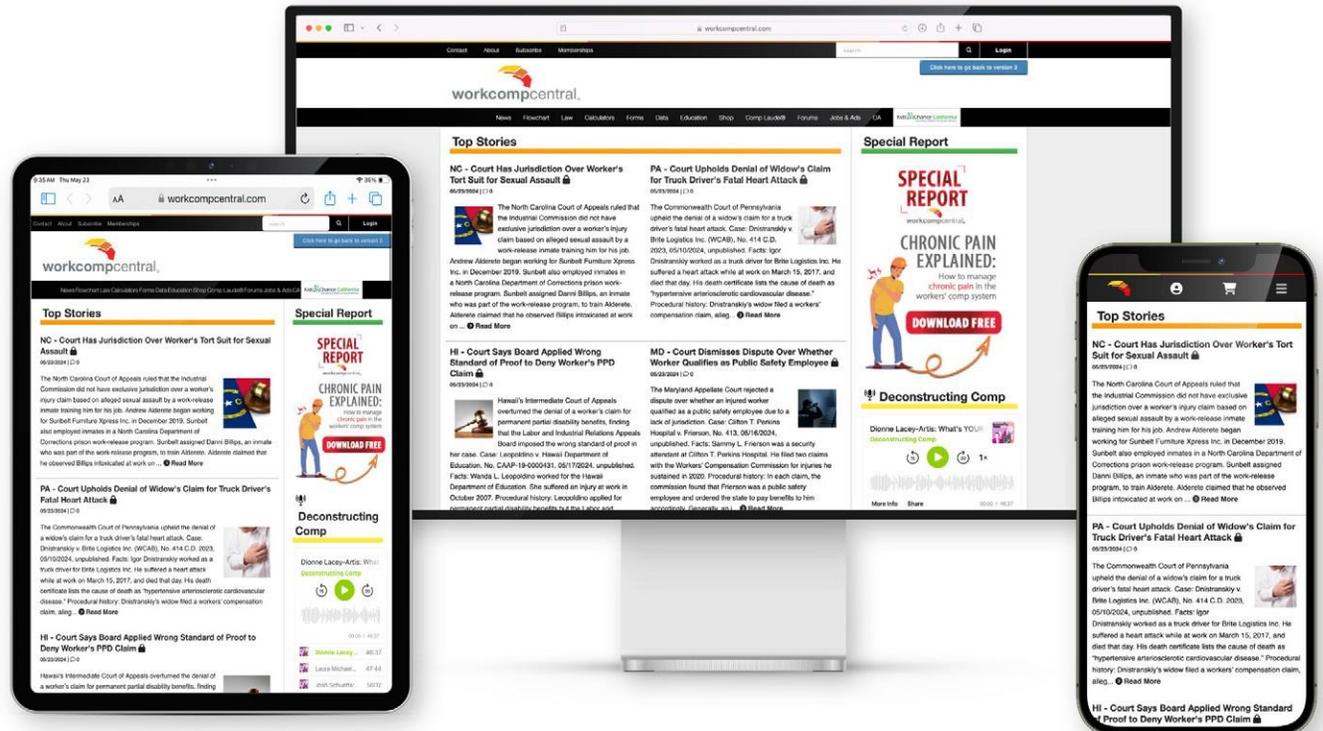
# ABOUT US

**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 every business morning, on our website and by timely email communications.

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!

**23,300**

Daily newsletter subscribers

**5 Minutes**

Average user engagement

**69,400**

Registered users

**3+ Million**

Page views annually

### SOCIAL MEDIA ENGAGEMENT



**7.0K**  
LinkedIn  
followers

**13.2K**  
Group  
members



**4.6K**  
X followers



**2.2K**  
Facebook  
followers



**1.2K**  
Instagram  
followers

### USER STATISTICS

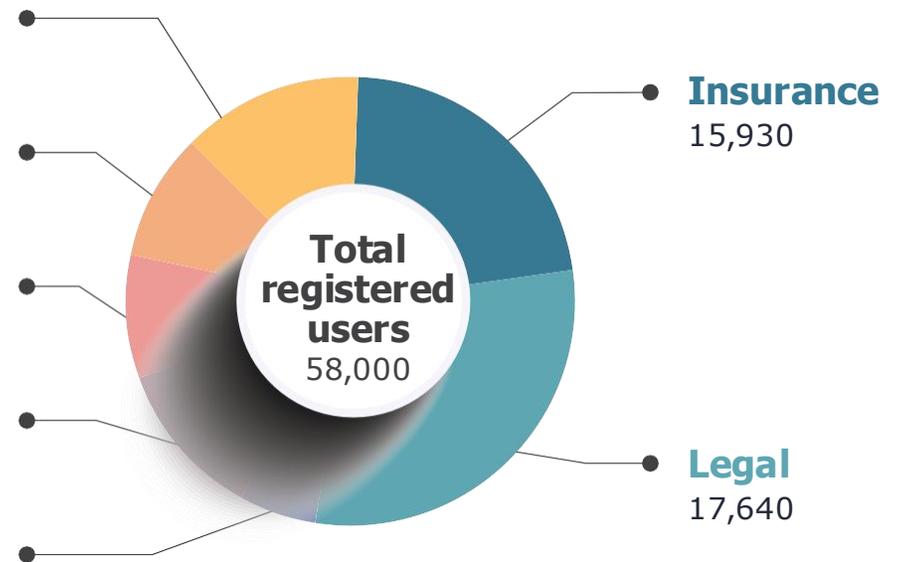
**Medical**  
7,150

**Employers**  
6,110

**Injured Workers**  
2,924

**Vendor**  
2,727

**Others**  
5,510



## 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.

Choose from run of site banners, channel takeovers (home page, news, event, job, law and education pages), and daily newsletters.



Your daily workers' compensation news headlines  
brought to you by:



Top Headline

### S.C. Supreme Court Reissues Decision Questioning Its Own Precedent

The South Carolina Supreme Court reissued its decision upholding an injured worker's award but questioned the continued viability of its case law allowing an employer to base its defense on a...

[Read more >>](#)



## ADVERTISING OPPORTUNITIES

### Email List Rental

Tap the WorkCompCentral database via single-sponsored email outreach to 28,000 engaged readers. Email can be used to:

- Drive traffic to a website
- Announce or launch a new product
- Educate readers or draw attention to a time-sensitive offer

### MATERIAL SPECIFICATIONS

#### CLIENT PROVIDES:

- Email file in html format, 600px wide x 1000-2000px deep
- Subject title (up to 40 characters)

If for any reason you cannot supply the HTML File, we can build one. For that we require The subject title and copy, a URL link and an Image size 560x294.

#### WCC WILL ADD VERBIAGE FOR:

- Email will deploy from WCC email database and from WCC domain server
- WCC address as a "sender" and "reply to" + unsubscribe links

**Email content is subject to WCC approval. Please allow up to 5 business days for approval and scheduling.**



**Broadspire**  
BY CRAWFORD & COMPANY

**Experience the  
Broadspire Difference**

Tailored solutions. Personalized touch.

+ + +  
+ + +

With over 80 years of success and a strong record of delivering results for clients across all industries, **Broadspire stands out as the TPA** with both the personalized touch and the industry-leading capabilities to effectively manage your risk program. From the simplest leave claim to the most complex catastrophic workers' compensation claim, we have the resources and the professionals to quickly and compassionately take care of your people.

## 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. 2023 was our **19th consecutive edition**.

Our flowchart is an exclusive print 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. Although a handful of

out of state TPAs & carriers

6 purchase/use our chart, most sales



## ADVERTISING OPPORTUNITIES



### Sponsored Webinars/Seminars

#### WEBINARS

The WCC webinar package is \$3,500 and includes the following:

- 1) WCC offers up to 2 webinars per month (accommodating your preferred dates as feasible).
- 2) WCC uses the Go-To-Webinar platform.
- 3) Host (you) select the topic and speakers. Topics must be educational and relevant to the industry. No marketing topics are permitted.
- 4) Presentation should be ~50 minutes, followed by Q&A. Questions are asked through the Go-To-Webinar 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 host provides content, PowerPoints, a 3-5 sentence overview, 2-3 learning objectives, and host/moderator's photo, business/company logo, bio, contact information, brief intro about yourself, and context around your coverage of this subject area.
- 6) All live webinar attendees will receive one (1) CE Credit (if applicable). If registered attendees choose to view the webinar AFTER the live event, there are no CEs available.
- 7) WCC handles all customer service, enrollment, and promotion. Host(s) are welcome to promote the webinar through their own channels as well. WCC will create a page for the webinar on our education site and promote the webinar via email blasts to our list of registered users and through our social media pages.



- 8) WCC will conduct a dry-run with host or host's team one (1) week beforehand, at which time host can also supply us with handouts. WCC will provide the handouts to the attendees in advance and will make them downloadable through the webinar platform as well. WCC will also provide host with the contact information for registered attendees.

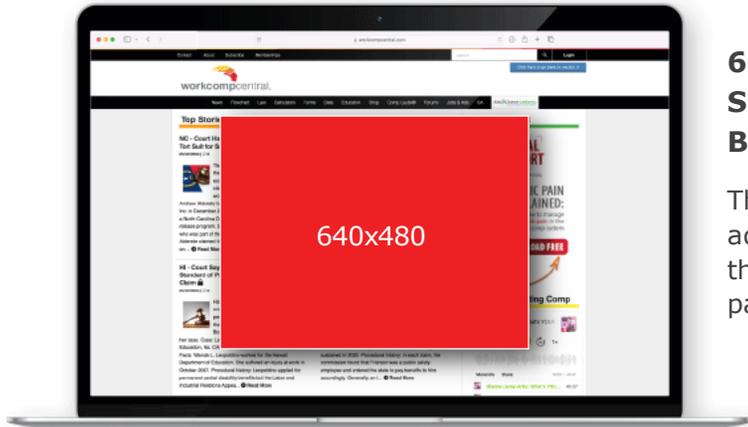
The \$3,500 net investment includes all the above benefits. If you are only interested in having us administer the credits for your webinar, please contact us for pricing at [education@workcompcentral.com](mailto:education@workcompcentral.com).

#### SEMINARS

Seminar sponsorship rates vary. For a current list of all upcoming live education events and to discuss which seminar would be the best fit for your company, please contact us at [education@workcompcentral.com](mailto:education@workcompcentral.com).

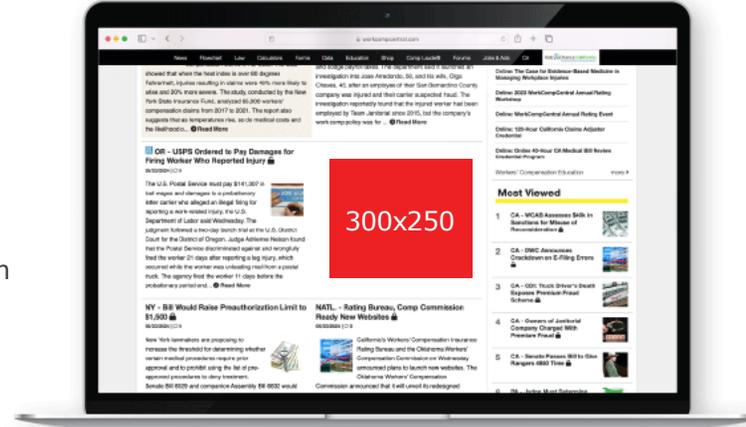
# BANNER AD SIZE & LOCATION EXAMPLES

## WorkCompCentral Website



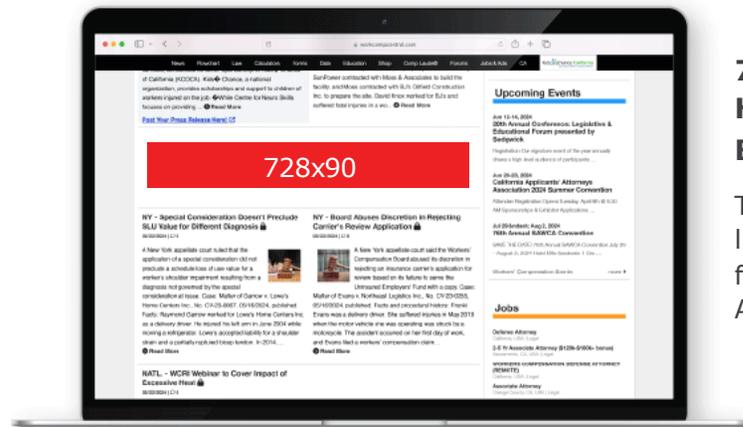
**640x480  
Splash Page  
Banner Ad**

The 640x480 ad displays on the WCC splash page at login.



**300x250  
Medium Rectangle  
Banner Ad**

There are multiple medium rectangle ads located on all WCC webpages. Ads rotate evenly in all zones.

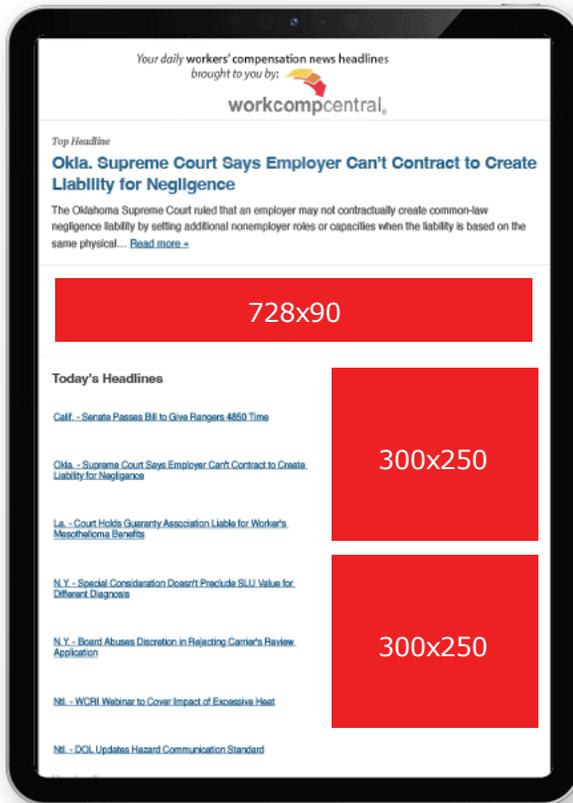


**728x90  
Horizontal  
Banner Ad**

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

# BANNER AD SIZE & LOCATION EXAMPLES

## WorkCompCentral Newsletter & Saturday Review

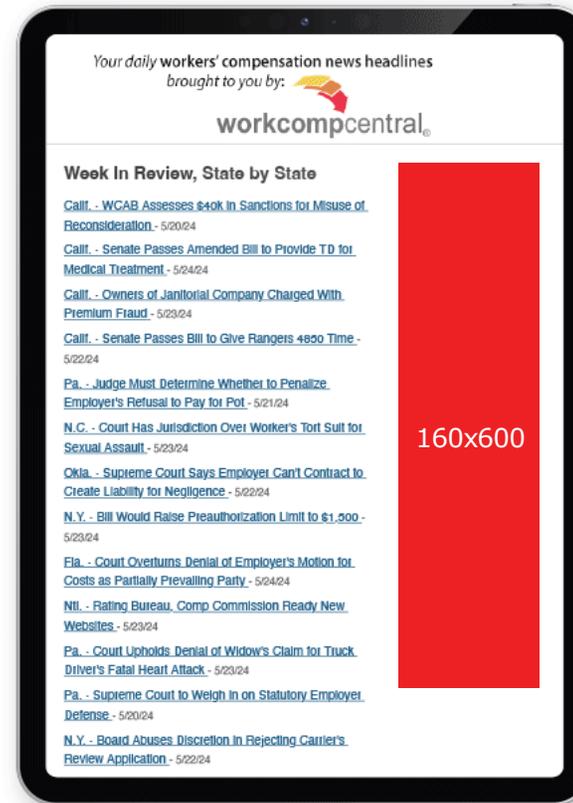


**WorkCompCentral  
Daily Newsletter**

**728x90  
Horizontal  
Banner Ad**

**300x250  
Medium Rectangle  
Banner Ad**

There are 2 horizontal banner ads and up to 3 medium rectangle displayed on each WCC daily newsletter, Monday-Saturday.



**WorkCompCentral  
Newsletter  
Takeover**

**160x600  
Vertical  
Banner Ad**

100% SOV as the sole advertiser in WCC's Monday-Friday newsletter via this skyscraper unit.

# ADVERTISING RATE CARD

## WEBSITE BANNER ADS

AD UNIT	SIZE	PRICE
Medium Rectangle Ad	300x250	\$1,500 per month
Horizontal Banner Ad	728x90	\$1,300 per month
Splash Page Ad	640x480	\$500 per month (not sold separately)

## NEWSLETTER BANNER ADS

AD UNIT	SIZE	PRICE
Medium Rectangle Ad	300x250	\$150 per day
Horizontal Banner Ad	728x90	\$200 per day
Skyscraper Takeover	160X600	\$500 per day
Saturday Review	300X250	\$125 per day
	728X90	\$150 per day

### 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

## EMAIL LIST RENTAL

28,000 opt-in subscribers at \$1,500. List can be broken into a series of 2 or 4 executions.

Minimum spend \$750

## EDUCATIONAL EVENTS

\$3,500 to partner with WCC for an educational webinar. Includes hosting and tech support, CE Accreditation, 2x branded emails and one (1) educational article posted. Discounts for multiple events.

## 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 Ad 6x2.5 inch: \$2,500
- Small Ad 3x1 inch: \$1,500

## JOB ADS

1 WEEK	2 WEEKS	3 WEEKS	4 WEEKS
\$100	\$160	\$185	\$200

## WORKCOMP CENTRAL TEAM

### ADVERTISING & OPERATIONS

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