



# California Orthopaedic Association Advertising Options

**The California Orthopaedic Association is the largest statewide association representing orthopaedic surgeons.**

1246 P Street  
Sacramento, CA 95814  
Tel: (916) 454-9884  
Fax: (916) 454-9882  
Email: [admin@coa.org](mailto:admin@coa.org)

COA represents more than 70% of orthopaedic surgeons in California. COA keeps orthopaedic surgeons updated with issues affecting their practices, develops educational tools to assist members in their continuing medical education. It's the only orthopaedic voice at the State Capitol.

## Market

- 4,000 + Orthopaedic Surgeons in California
- Practice Managers

## User Statistics

- 1,184 page views per month (Google analytics)
- 73% of the page views are new visitors

## COA Report/ Cal Ortho On-Line

The *COA Report* and the Cal Ortho On-Line Report are quarterly publications of COA that are sent electronically to approximately 3,500 orthopaedic surgeons, their practice managers, and orthopaedic residents and fellows throughout California who rely on its content to stay informed on important legislative, regulatory, and practice issues.

### Display Box Ads

	Single Run	Two or More Runs
Small Box Ad (3 5/8" x 4 5/8")	\$500	\$460 per run
Medium Box Ad (4 15/16" x 4 15/16")	\$600	\$550 per run
Large Box Ad (7 1/2" x 4 5/8")	\$700	\$650 per run
Full Page Ad (8 1/2" x 11")	\$1,500	\$1,400 per run

### Banner ad at the bottom of the publication

\$1,000	\$1,000 per run
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## COA Website

### Health Career Job Placement Ads – (PDF or jpeg files)

Minimum run of 3 months

Small Box Ad (3 5/8" x 4 5/8")	\$240.00 per month
Medium Box Ad (4 15/16" x 4 15/16")	\$300.00 per month
Large Box Ad (7 1/2" x 4 5/8")	\$350.00 per month

Ads must be copy ready and e-mailed to: [coa1@pacbell.net](mailto:coa1@pacbell.net)

There will be an additional charge if set-up and layout are required.

### Practice Management Resource List

\$2,500 Annual Fee (January – December) to have company listed.

Requires a letter of recommendation from a COA member.

## COA Membership Directory -

The online membership directory is published every 2 years and sent to over 3,500 orthopaedic surgeons throughout California.

Small Box Ad (3 5/8" x 4 5/8")	\$ 750
Large Box Ad (7 1/2" x 4 5/8")	\$1,500
Full Page (8 1/2" x 11")	\$3,000

## Mailing List Rental

Rent the COA mailing list to send out a mailing to our members. For a one time use only. You can send to all the orthopaedic surgeons in the state or by specialty or city.

Please see the Agreement form for more details and pricing. [Form](#)



## Benefits

Online advertising generates sales leads when a visitor to your web site is asked for follow-up contact information. Marketing tool for:

- Creating brand awareness
- Introducing a product or service
- Re-branding
- Differentiating one's products and/or services
- Maintaining a presence in the market place

**COA reserves the right to decline advertisements at its sole discretion.**