

California Orthopaedic Association

Advertising Options

COA Report

The COA Report is a weekly electronic publication of COA that is sent to approximately 4,500 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.

Static Box Ads (PDF or jpeg files)

	Single Run	Two or More Runs
Small Box Ad (4 15/16" x 4 15/16")	\$600	\$550 per run
Medium 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

Ad w/link Pre-recorded web or podcast \$1,500 \$1,000 per run

Ads must be copy ready and e-mailed to: admin@coa.org

COA Website

COA Website – www.coa.org - Banner Ad

Minimum run of 3 months

Banner – 6" wide and 1 1/2" height \$500 per month

Banner – 6" wide and 2" height \$650 per month

Ads must be copy ready and e-mailed to: admin@coa.org

Practice Management Resource List

\$2,500 Annual Fee (January – December) to have company listed in the Practice Management Resource Center.

Requires a letter of recommendation from a COA member.

COA Membership Directory

The membership directory is available on-line for the public and to over 3,500 orthopaedic surgeons and their practice managers throughout California.

Minimum run of 3 months

Top/Bottom Ads: 720px(w) by 90px(h) \$650 per month

Left/Right Ads: 160px(w) by 600px(h) \$500 per month

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](#)

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

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

- 4,500 + Orthopaedic Surgeons in California
- Practice Managers

User Statistics

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

Benefits

Marketing tool for:

- Assess to orthopaedic surgeons and their practice managers statewide
- Creating brand awareness
- Introducing a product or service
- Re-branding
- Differentiating one's products and/or services
- Maintaining a presence in the marketplace

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