

A FOCUSED VISION

SPONSOR · EXHIBIT · ADVERTISE



ABOUT COA

For more than a century, the California Optometric Association (COA) has been dedicated to making optometry a stronger, better, and more visible profession. As the largest state optometric association in the nation, COA has worked diligently on all fronts to ensure that those who have earned the title of doctor of optometry have the opportunity to practice their profession to the fullest extent possible.

Mission Statement: The mission of the California Optometric Association is to assure quality health care for the public by advancing all modes of optometry and by providing members with the resources and support to practice at the highest levels of ethics and professionalism.

Vision Statement: Guarantee all Californians use optometrists as the primary providers of quality eye and vision care.



LEGISLATIVE ACTION

COA aggressively represents the interests of all California doctors of optometry at the State Capitol, before regulatory agencies and in the courts, to take advantage of opportunities and to oppose threats to the practice of optometry and patient access to optometric services.

Thanks to our efforts last year, doctors of optometry are now able to conduct certain lab tests in their offices. This increases patient convenience and revenue opportunity.

This year, COA is sponsoring Senate Bill 492 - to redefine optometry and to dramatically expand the optometric scope-of-practice. The response continues to be significant and very positive.

Consider these “wins” for the field of optometry:

- Being paid for the treatment of strabismus
- Authorization to perform dilation and lacrimal irrigation
- Ability to use diagnostic pharmaceutical agents
- Optometrists’ ability to exercise independent judgment free from corporate influence
- Treatment of eye disease through therapeutic pharmaceutical agents
- Ability to treat glaucoma

Each of the above practice rights is a direct result of COA’s legislative, regulatory and litigation advocacy.



LOCAL SOCIETIES

COA is comprised of 25 local societies:

Alameda/Contra Costa Optometric Society

Cahuilla Optometric Society

Central California Optometric Society

Golden Empire Optometric Society

Humboldt-Del Norte Optometric Society

Imperial County Optometric Society

Inland Empire Optometric Society

Kern County Optometric Society

Los Angeles County Optometric Society

Mojave Desert Optometric Society

Monterey Bay Optometric Society

Orange County Optometric Society

Redwood Empire Optometric Society

Rio Hondo Optometric Society

Sacramento Valley Optometric Society

San Diego County Optometric Society

San Fernando Valley Optometric Society

San Francisco Optometric Society

San Gabriel Valley Optometric Society

San Joaquin Optometric Society

San Mateo County Optometric Society

Santa Clara County Optometric Society

South Bay Optometric Society

Tri-County Optometric Society

Tulare-Kings Counties Optometric Society



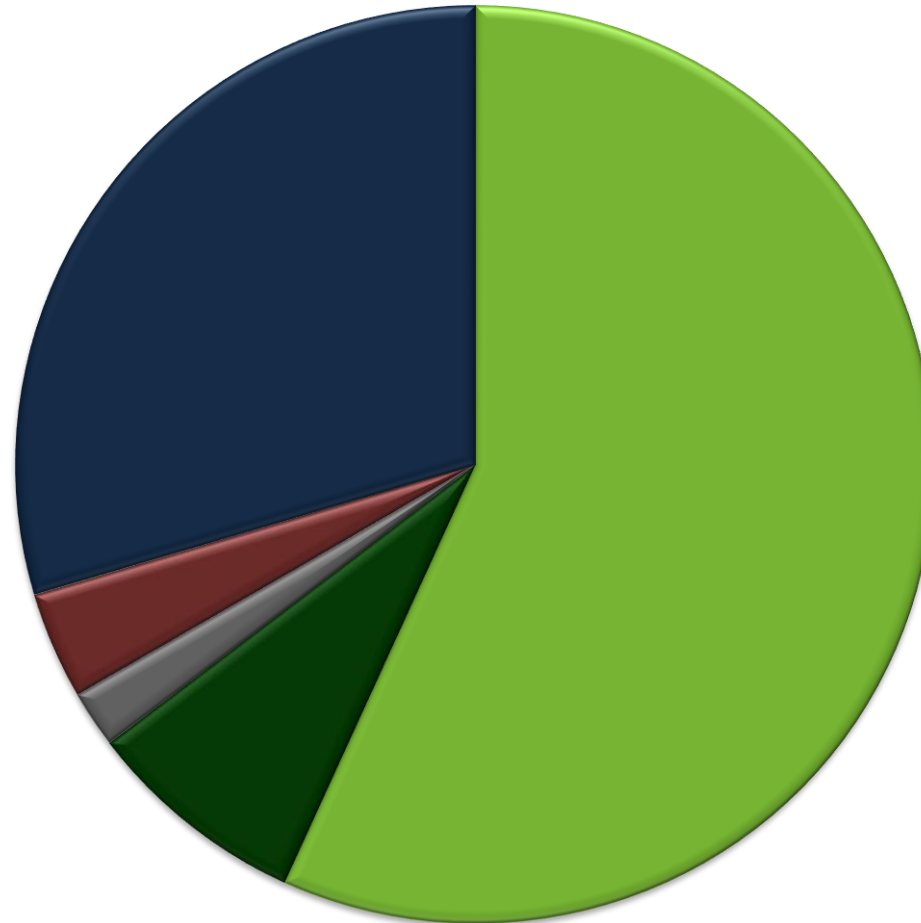
THE DEMOGRAPHICS



COA MEMBERSHIP

COA membership is comprised of 3,181 members, of which 2,227 are California licensed doctors of optometry and 954 are students.

Membership is tripartite; COA Members are also members of the American Optometric Association and their local society.

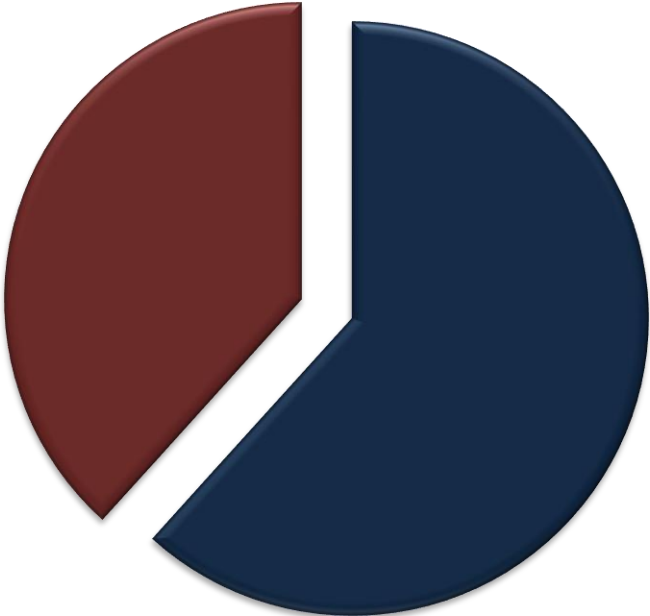


- Full Members
- Partial Practice
- Educator/Faculty
- Retired
- Students

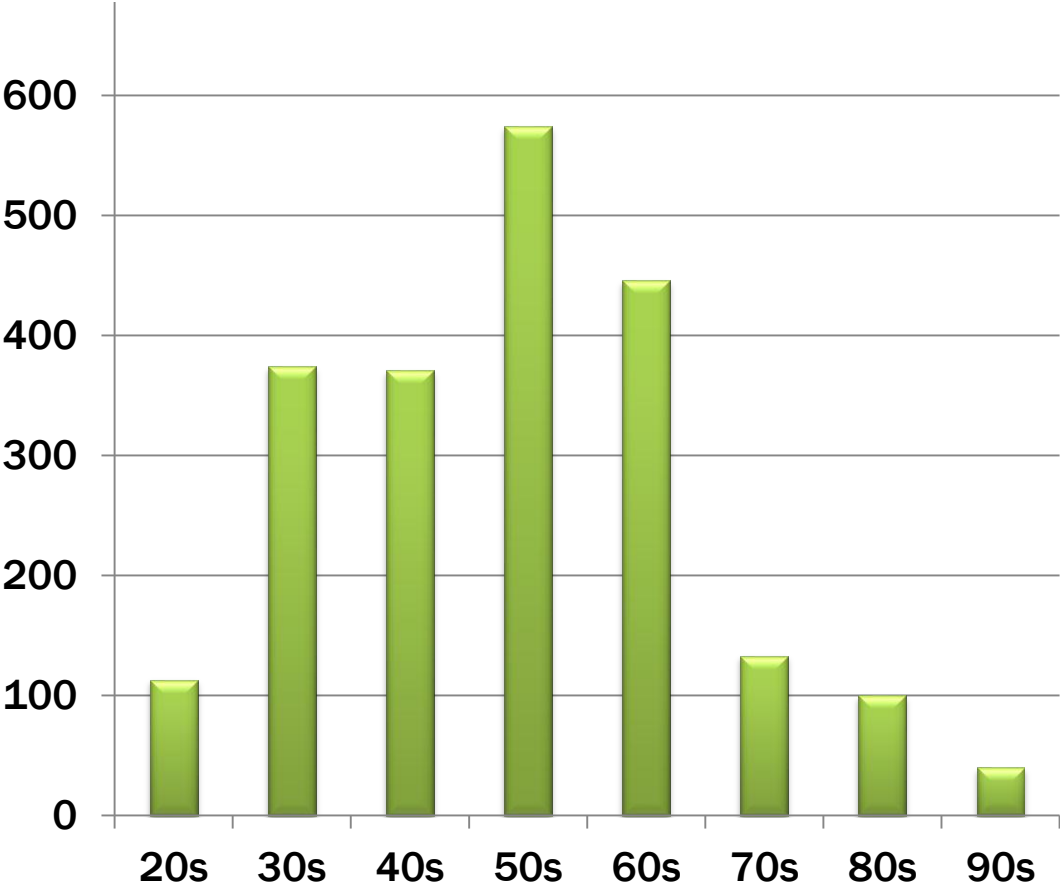


*COA membership as of May, 2013.

OD MEMBER SNAPSHOT



■ 62% Male
■ 38% Female

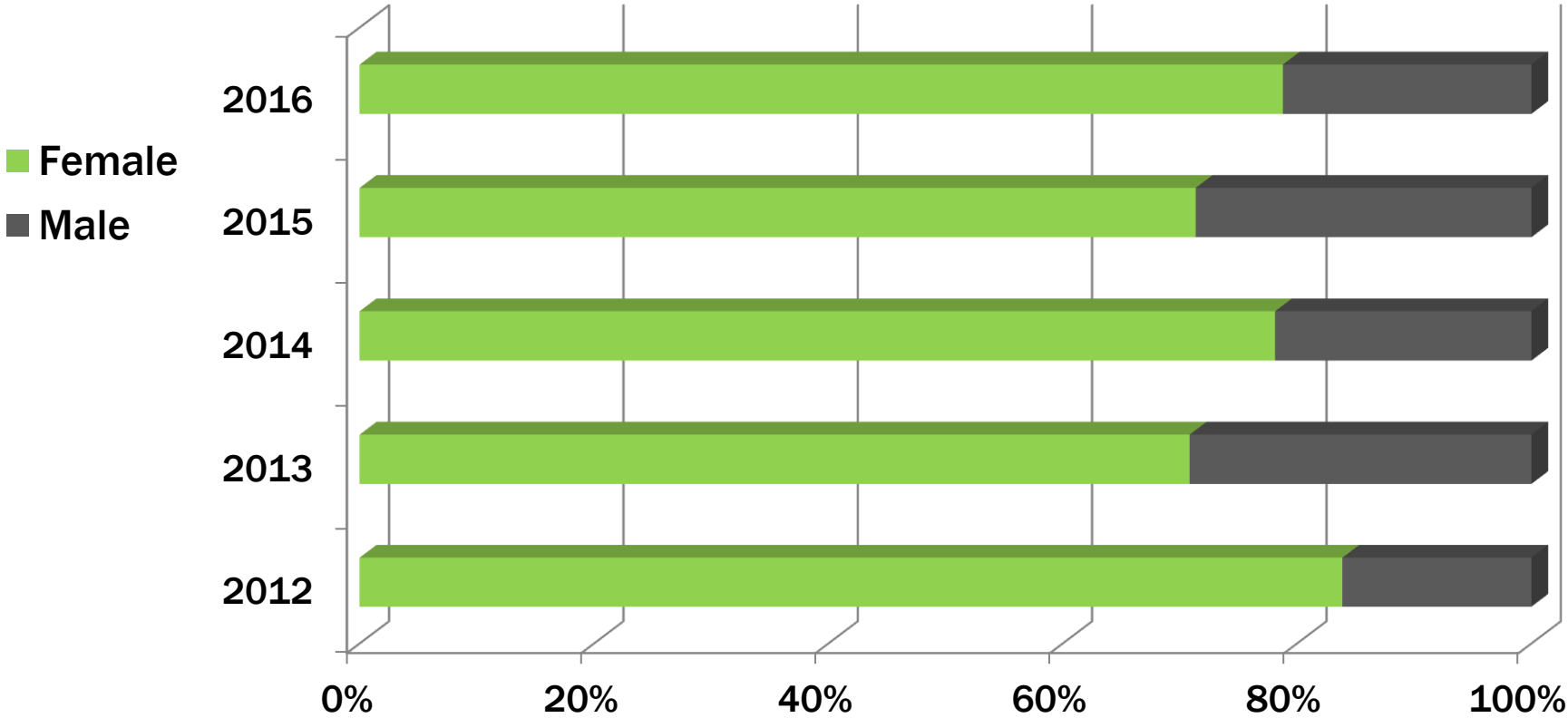


Membership by Age



*COA membership data as of May, 2013.

STUDENT MEMBERS



Students by Gender and Graduation Year
954 Current Student Members

*COA membership data as of May, 2013.



ENGAGING EVENTS



MONTEREY SYMPOSIUM

COA will host its 2013 Monterey Symposium November 7-10, 2013 at the Monterey Marriott Hotel and Conference Center.

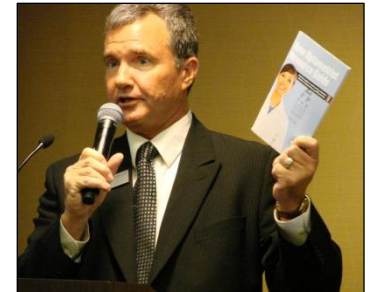
Over 600 ODs annually converge in Monterey to take part in world-class education, networking with colleagues, and an exhibit hall filled with optometry's latest products and services! Monterey Symposium 2013 is the place to share new tools and techniques and market your products and services directly to doctors of optometry and their staff.



PRESIDENTS' COUNCIL

The COA Presidents' Council meeting brings together the leadership of the 25 local optometric societies and students from the California colleges of optometry to discuss current issues facing local societies, COA and the optometric profession, concluding with the development of relevant recommendations for the COA Board of Trustees.

COA will host the 2013 Presidents' Council will take place November 8 in Monterey, CA.



OPTOWEST

COA, in conjunction with our affiliate partners — the Arizona, Hawaii, Montana, Nevada, Utah and Washington Optometric Associations — invite you to attend OptoWest, April 3-6, 2104, at the Renaissance Esmeralda Resort and Spa, in Indian Wells, CA. OptoWest is the premier regional conference created by eye care professionals for eye care professionals.

OptoWest provides quality education for optometrists and their professional staff — offering four days of continuing education courses – and an exhibit hall that features the leading vendors in the industry where ODs will find the newest ophthalmic innovations for their business.



opto**west**

HOUSE OF DELEGATES

COA is governed by a 10-member board of trustees and the House of Delegates (HOD). As COA's official policymaking body, the HOD consists of COA members from each of the local optometric societies, California optometry schools and colleges, and COA sections. Delegates meet at this annual meeting to:

- Debate and vote on COA policy resolutions and bylaws amendments
- Adopt the COA budget
- Elect COA's officers and trustees



The 2014 COA House of Delegates will meet April 4-5, at the Renaissance Esmeralda Resort in Indian Wells, CA.



LEGISLATIVE DAY

COA's Legislative Day 2013 was a huge success. More than 200 optometrists from around the state rallied in Sacramento behind a single cause – to provide Californians with the best possible eye health and vision care.

COA's collective voice made an impact in Sacramento, where decisions made this year will redefine optometry for decades to come. COA-sponsored legislation will redefine optometry and expand the scope-of-practice for California optometrists, allowing ODs to use all FDA-approved ocular medications that are appropriate for the patient's condition. It will also eliminate the current treatment rules that specify how certain conditions must be treated and when referrals must be made.



INVEST IN OPTOMETRY



STANDARD BENEFITS

Let COA help maximize your return on investment as an annual sponsor. Gone are the days of simply popping up a booth and waiting for the sales to come to you. Working as a team, COA helps our partners achieve their goals for building traffic, leads, brand awareness and sales. Make your mark at COA's two annual conferences – Monterey Symposium and OptoWest.

All COA sponsors receive these **standard benefits**:

- Guaranteed exhibit booth to showcase your product/service and company
- Participation in exhibitor passport program to drive traffic to your booth
- Inclusion of your company-provided printed brochure, flyer or small item in attendee registration bags
- Website recognition with logo & link to your company website
- Inclusion in all pre-event advertising (printed and digital) to highlight your company's participation and support
- Your company logo on all event signage showing support and increasing visibility
- Pre & post attendee lists with full contact information to promote your company's products and services and to thank attendees
- Inclusion in COA 'thank you' advertising in *California Optometry* magazine following event
- 'Thank You' mention during exhibit hall to raise awareness of your support



CHAMPION SUPPORTER

The **Champion Supporter** receives:

- **Standard** benefits
- **Category** exclusivity
- **Check presentation** at COA's House of Delegates
- **A second, optional adjacent exhibit booth** with premium positioning at Monterey Symposium and OptoWest
- **Exhibit opportunities and sponsor recognition** at all annual COA events, including Presidents' Council, Legislative Day and House of Delegates
- **3-minute presentation** at a COA Board Meeting, Presidents' Council and House of Delegates
- **Opportunity to introduce hot-topic class lecturer** at Monterey Symposium and OptoWest
- **Prominently placed, rotating banner ad** on COA's website, coavision.org, for one year
- **Full page, full color ad** with premium placement in Monterey Symposium and OptoWest registration brochures and on-site guides
- **4 complimentary conference registrations** each for Monterey Symposium and OptoWest
- **California Optometry** magazine advertising, including 6 full page, full color ads



\$75,000+ ANNUAL INVESTMENT

PLATINUM SPONSOR

The Platinum Sponsor receives:

- **Standard benefits**
- **A second, optional adjacent exhibit booth at Monterey Symposium and OptoWest**
- **Exhibit opportunities and sponsor recognition at all annual COA events, including Presidents' Council, Legislative Day and House of Delegates**
- **Opportunity to introduce hot-topic class lecturer at Monterey Symposium and OptoWest**
- **Prominently placed, rotating tile ad on COA's website, coavision.org, for one year**
- **Full-page, full-color ad in Monterey Symposium and OptoWest registration brochures**
- **Full-page, full-color ad in Monterey Symposium and OptoWest on-site guides**
- **2 complimentary conference registrations for Monterey Symposium and OptoWest**
- **California Optometry magazine advertising, including 2 full-page, full-color and 2 half-page, full-color ads**



\$50,000 ANNUAL INVESTMENT or \$30,000 PER CONFERENCE



GOLD SPONSOR

The Gold Sponsor receives:

- **Standard benefits**
- **A premium position/corner exhibit booth at Monterey Symposium and OptoWest**
- **Exhibit opportunities and sponsor recognition at all annual COA events, including Presidents' Council, Legislative Day and House of Delegates**
- **Opportunity to introduce hot-topic class lecturer at Monterey Symposium and OptoWest**
- **Prominently placed, rotating tile ad on COA's website, coavision.org, for six months**
- **Full-page, full-color ad in Monterey Symposium and OptoWest registration brochures**
- **Half-page, full-color ad in Monterey Symposium and OptoWest on-site guides**
- **1 complimentary conference registration for Monterey Symposium and OptoWest**
- **California Optometry magazine advertising, including 2 half-page, full-color and 2 quarter-page, full-color ads**



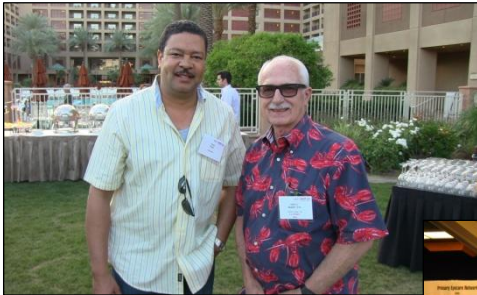
\$25,000 ANNUAL INVESTMENT or \$15,000 PER CONFERENCE



SILVER SPONSOR

The Silver Sponsor receives:

- **Standard benefits**
- Opportunity to introduce hot-topic class lecturer at Monterey Symposium and OptoWest
- Half-page, black & white ad in Monterey Symposium and OptoWest registration brochures
- Half-page, full-color ad in Monterey Symposium and OptoWest on-site guides
- *California Optometry* magazine advertising, including 4 quarter-page, full-color ads



\$15,000 ANNUAL INVESTMENT or \$10,000 PER CONFERENCE

BRONZE SPONSOR

The Bronze Sponsor receives:

- **Standard benefits**
- Half-page, full-color ad in Monterey Symposium and OptoWest on-site guides
- *California Optometry* magazine advertising, including 4 products & services ads



\$10,000 ANNUAL INVESTMENT or \$6,000 PER CONFERENCE

PREMIUM BRANDING



MOBILE APP

Sponsor the official COA conference apps, featuring maps of the hotel and conference centers, location updates, course schedule, speaker bios, exhibitor details and hall map, sponsor and attendee lists, things to do, alerts and more!

The Conference Mobile App Sponsor receives:

- **Standard benefits**
- Company-dedicated homepage every time the mobile app is downloaded and opened
- Rotating banner ad throughout mobile app pages with link to company website
- Recognition in all pre-event advertising (printed and digital) to promote the conference mobile app and to highlight your company's sponsorship
- Half-page, full-color ad promoting the conference app in the Monterey Symposium and OptoWest on-site guides
- Additional conference bag insert promoting the mobile app and your company's sponsorship
- Branded signage throughout conference sites



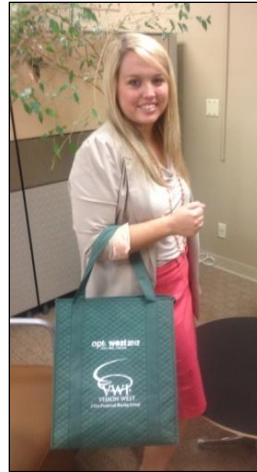
\$18,000 ANNUAL INVESTMENT or \$10,000 PER CONFERENCE

CONFERENCE BAGS

These practical tote bags are presented to all attendees and are the perfect size to carry brochures, documents and notebooks. Previous attendees report using their bags years after attending the events, extending your visibility well beyond the days of the conference.

The Conference Tote Bag Sponsor receives:

- Standard benefits
- Your company logo, phone number and website printed on each bag



**\$9,000 ANNUAL INVESTMENT or \$5,000 PER CONFERENCE
\$2,500 PER CONFERENCE AS A PARTNER ENHANCEMENT**

NAME BADGE LANYARDS

An effective and low-cost way to raise the profile of your company during the conference, sponsorship of the name badge lanyards provides the opportunity for all attendees to showcase your company.

The Name Badge Lanyard Sponsor receives:

- **Standard benefits**
- Your company logo, phone number and website printed on each name badge lanyard



\$9,000 ANNUAL INVESTMENT or \$5,000 PER CONFERENCE
\$2,500 PER CONFERENCE AS A PARTNER ENHANCEMENT



AISLE SIGNAGE

Everyone has to look at the aisle signs to navigate around the exhibit hall. Make sure your company logo and message is there along with it! Exclusive opportunity.

The Aisle Sign Sponsor receives:

- **Standard** benefits
- Your company design and logo on each exhibit hall aisle sign



**\$9,000 ANNUAL INVESTMENT or \$5,000 PER CONFERENCE
\$2,500 PER CONFERENCE AS A PARTNER ENHANCEMENT**

HOTEL KEYCARDS

Upon check-in, conference hotel guests will receive a custom-designed keycard imprinted with your company's design, logo, message and contact information.

The Hotel Keycard Sponsor receives:

- **Standard benefits**
- **Custom-designed keycard distributed to all conference hotel guests**



**\$8,000 ANNUAL INVESTMENT or \$4,500 PER CONFERENCE
\$2,000 PER CONFERENCE AS A PARTNER ENHANCEMENT**

CONFERENCE PENS

Conference pens are appreciated by all attendees. Destined for their desk following the conference, your messaging continues beyond the event. The pens are conveniently handed out at registration.

The Conference Pen Sponsor receives:

- **Standard benefits**
- **Your company logo, phone number and website printed on each pen (as space allows)**



**\$5,000 ANNUAL INVESTMENT or \$3,000 PER CONFERENCE
\$1,500 PER CONFERENCE AS A PARTNER ENHANCEMENT**

MEETING NOTEPADS

Sponsor this item and have your logo printed on each conference notepad distributed to all attendees. These items are used long after the conference and are always an attendee favorite.

The Meeting Notepad Sponsor receives:

- **Standard benefits**
- Your company logo, phone number and website printed on each notepad
- Distribution via attendee registration bags and in each classroom



**\$5,000 ANNUAL INVESTMENT or \$3,000 PER CONFERENCE
\$1,500 PER CONFERENCE AS A PARTNER ENHANCEMENT**

MAKE CONNECTIONS



CONFERENCE EXHIBITOR

Connect with hundreds of doctors of optometry, office managers, paraoptometrists, and students. Show your commitment to the profession. Meet new customers and increase sales. Meet face-to-face with ODs who buy the products and services your company delivers. Multiple booths are available and booth configurations can be changed to accommodate special needs or requirements. Booth space is assigned using an established priority system.

Each Exhibitor receives:

- Face-to-face time with management level staff – the purchasing decision-makers
- Exclusive opportunity to introduce new products and services
- Unopposed exhibit time
- 24/7 visibility a complimentary listing of your company's name on the COA website and mobile app with a link to your company's website
- Inclusion in the conference on-site guides
- Pre & post attendee lists with full contact information to promote your company's products and services and to showcase specials and encourage decision-makers to stop by your booth
- Four exhibitor registrations per booth for booth personnel
- Complimentary exhibit hall pass to distribute to your customers or potential clients



MONTEREY SYMPOSIUM

\$1,650 - 8'x10' Standard

\$1,750 - 8'x10' Premium

OPTOWEST

\$2,100 - 8'x10' Standard

\$2,200 - 8'x10' Corner

\$2,500 - 10'x10' Corner

\$5,000 - 10'x20' Corner

FOOD FOR THOUGHT

Sponsors can present an informational one-hour session focusing on new services and products while hosting a hot breakfast for a captive audience of 100 or more attendees, plated lunch for 80 or more attendees, or a plated dinner for 50 or more attendees.

The Food For Thought Sponsor receives:

- **Standard benefits**
- **All-inclusive food and AV expenses, taxes and tip for up to 100 guaranteed breakfast attendees, 80 guaranteed lunch attendees, or 50 guaranteed dinner attendees***
- **Opportunity to network in an intimate environment**
- **Special signage outside of the classroom**
- **Promotional advertising in the Monterey Symposium and OptoWest registration brochures, on-site guides and on the conference websites**
- **Session attendee list with full contact information**
- **Opportunity to distribute literature during session**

*Speaker expenses not included. Attendance can be limited to guaranteed attendees, or sponsor can opt to pay per person for additional attendees. Limited to 2 breakfasts and 1 dinner per day of each conference, and 2 lunches on the first day of OptoWest only.



\$18,000 ANNUAL INVESTMENT or \$10,000 PER CONFERENCE

RECEPTION SPONSOR

Sponsor the Monterey Symposium and OptoWest evening Welcome Receptions – a chance for attendees to network and mingle while enjoying entertainment, heavy appetizers and refreshments. Complimentary drink tickets with your company logo will be distributed to and appreciated by all attendees. Two opportunities available per conference.

The **Welcome Reception Sponsor** receives:

- **Standard** benefits
- Half-page, full-color ad promoting the Welcome Reception and recognizing your sponsorship in Monterey Symposium and OptoWest on-site guides
- Branded beverage tickets with your company logo to be distributed to each reception attendee
- High-profile signage highlighting your sponsorship of the Welcome Reception



\$14,000 ANNUAL INVESTMENT or \$7,500 PER CONFERENCE

GIVE ME A BREAK

Be known as the company that provides an assortment of snacks and refreshments for conference attendees to enjoy while they attend courses, peruse the exhibit hall and network with colleagues and vendors. Conference break sponsors are provided an opportunity to display your brand in a high traffic area. One opportunity available each day of each conference.

The Education Break Sponsor receives:

- **Standard benefits**
- **Opportunity to distribute tabletop marketing collateral**
- **Prominently placed signage recognizing sponsorship of educational break and complimentary refreshments**



\$9,000 ANNUAL INVESTMENT or \$5,000 PER CONFERENCE
\$2,500 PER CONFERENCE AS A PARTNER ENHANCEMENT

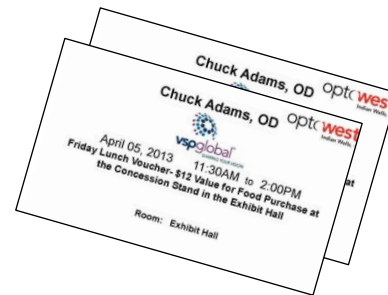


LUNCH SPONSOR

Everyone needs to eat! All doctors of optometry and paraoptometrists who register for the full conference will receive lunch courtesy of you. Be the company that provides that afternoon pick me up while visiting the exhibit hall. Lunch sponsors are provided an opportunity to display your brand in a high-traffic area. One opportunity available each full day of each conference.

The Lunch Sponsor receives:

- **Standard benefits**
- **Branded lunch vouchers with your company logo distributed to each full conference attendee**
- **Prominently placed signage recognizing sponsorship of complimentary lunch**



**\$9,000 ANNUAL INVESTMENT or \$5,000 PER CONFERENCE
\$2,500 PER CONFERENCE AS A PARTNER ENHANCEMENT**



DRIVE TRAFFIC



HOTEL ROOM DROPS

Your promotional materials, welcome packets, press releases, welcome or good night gifts, special event invitations, samples and booth traffic-building coupons will be delivered directly to hotel rooms of meeting attendees during peak nights. Room drops are convenient, provide flexible messaging and are a cost-effective exhibitor marketing tool, off-site of expo and free of advertising competition.

\$1,500 PER CONFERENCE

ATTENDEE BAG INSERT

Maximize a unique opportunity to position your company's services and products by inviting everyone who attends to your booth. You provide 1,000 printed brochures, flyers or small items and they will be distributed to all attendees at registration!

\$250 PER CONFERENCE



PASSPORT PROGRAM

The passport program is a great way to drive traffic to your booth and increase brand awareness. The passport will include participating sponsors' company name, logo & booth number. This traffic building activity is easy and simple to follow. As attendees walk the show floor, they will stop by participating passport sponsor booths and receive a stamp from you on their exhibitor passport. Attendees completing the passport are eligible to win great prizes, so they will be sure to stop by at your booth! Limited to 30 exhibitors.

\$150 PER CONFERENCE

RAFFLE SPONSOR

The Exhibit Hall Raffle is a fantastic and inexpensive way to gather leads on a large scale while generating increased booth traffic! We are accepting 12 raffle prizes per conference; six prizes will be raffled off each day the exhibit hall is open.

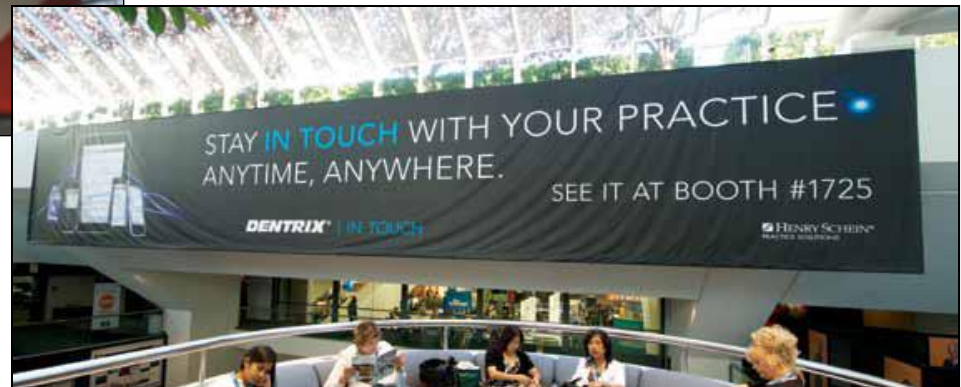
DONATION OF ITEM VALUED \$100 OR MORE PER CONFERENCE



EXHIBIT HALL SIGNAGE

What's the first thing attendees see as they enter the exhibit hall? Well, it should be YOUR banner. Put your company name and logo front and center when you sponsor expansive hanging banners. Multiple opportunities available.

\$2,500 PER CONFERENCE



STRATEGIC ADVERTISING



REGISTRATION GUIDES

The registration brochure arrives months before the conference and provides attendees with all of the information they need to plan their conference experience. Mailed to thousands of state optometric association members and past attendees, the brochure has a long shelf life, and serves as a reference guide leading up to the conference. Advertise your company's products and services to thousands of optometrists and professional staff.

Registration Guide advertising options:

Full Page, Inside Front Cover	Full Color	\$1,500
Full Page, Inside Back Cover	Full Color	\$1,500
Full Page	Full Color	\$1,200
Full Page	Black & White	\$1,000
Half Page	Black & White	\$500

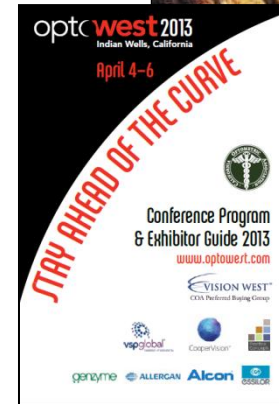
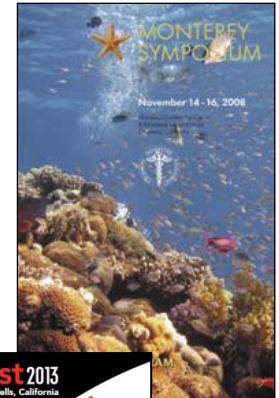


ON-SITE EVENT GUIDES

The on-site event guide is a valuable resource to all conference attendees. It contains the conference and education program’s “schedule at a glance,” exhibitor directory, exhibit hall floor plan, and general conference information and highlights. Make your company stand out and drive traffic to your booth!

On-Site Event Guide advertising options:

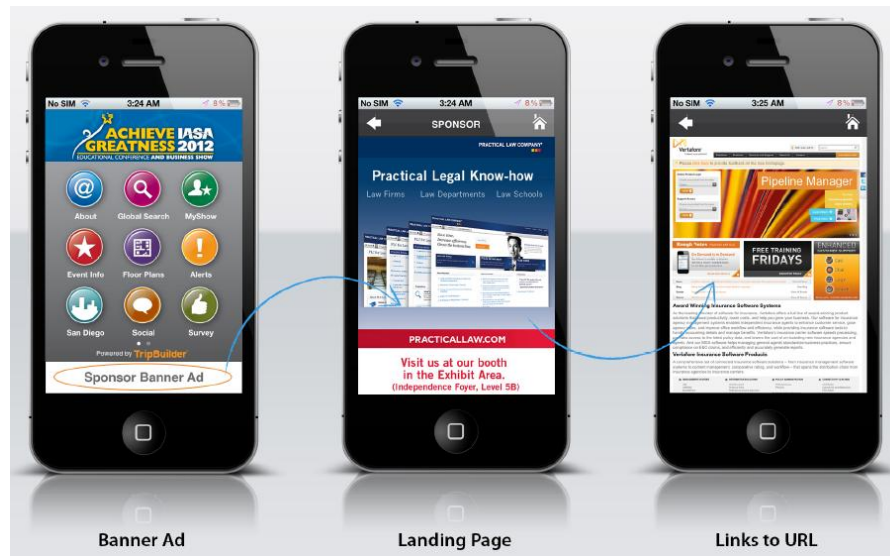
Back Cover	Full Color	\$1,250
Full Page, Inside Front Cover	Full Color	\$1,000
Full Page, Inside Back Cover	Full Color	\$1,000
Full Page	Full Color	\$750
Full Page	Black & White	\$500
Half Page	Full Color	\$375
Half Page	Black & White	\$250
Quarter Page	Black & White	\$150



MOBILE APP ADVERTISING

For each of our two annual conferences, Monterey Symposium and OptoWest, mobile apps will be available to our attendees. Attendees will use these popular apps constantly – both before and during the events – to create their personal “MyShow” lists, view detailed event information, receive conference alerts, view floor plans and enjoy the best the meeting locales have to offer.

Rotating banner ads will appear on the bottom of every page in the app, and can link to a fully customized landing page and/or your company website. Limited to three opportunities per conference.

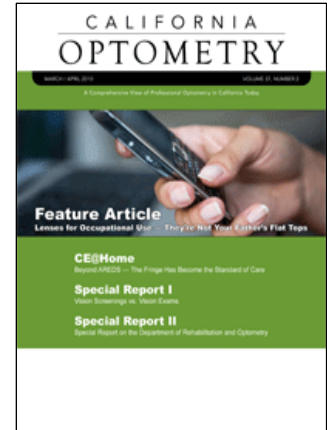


\$3,500 ANNUAL INVESTMENT or \$2,000 PER CONFERENCE



CALIFORNIA OPTOMETRY

California Optometry is the official publication of COA — California’s largest and oldest organized community for optometrists. The magazine is read by a diverse range of optometrists, including those who own their own practice, doctors in partnerships, optometrists who are employed, paraoptometric staff, educators, administrators and students. The award-winning magazine is also read by allied ophthalmic professionals working in optometric offices.



The publication has received a Platinum Award by the MarCom Creative Awards and an Honorable Mention Award by The Communicator Awards.

- A membership circulation over 3,200
- Total circulation over 5,000
- Published bi-monthly in full color
- A reputation as one of the top benefits of COA

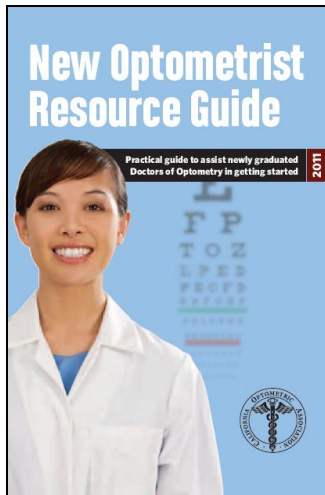
California Optometry advertising options:

SIZE	1x	3x	6x
Full Page	\$1,200	\$937	\$803
3/4 Page	\$1,100	\$817	\$685
Half Page	\$900	\$690	\$561
Quarter Page	\$800	\$535	\$400
Products & Services Ad	\$400 per issue		



OD RESOURCE GUIDE

This guide has been compiled and produced by the COA Membership Committee with the new graduate in mind. It offers practical steps to assist doctors of optometry in getting started or making changes in their career. This guide also provides some considerations to help the new practitioner explore different modes of practice. Job search resources, as well as a timeline and checklist with suggestions for starting a new practice are included.



PRESENTING SPONSORSHIP - \$5,000

- 600-800 copies produced
- Recognition on front cover
- Full color center spread and back cover advertising
- Distributed to all graduates of CA Optometry Schools
- Emailed to all new student members
- Available for download on coavision.org

OD Resource Guide advertising options:

Full Page, Inside Front Cover	\$1,500
Full Page, Inside Back Cover	\$1,500
Full Page	\$1,250
Half Page	\$750



EMAIL MARKETING

Targeted emails promote upcoming COA conferences to thousands of potential attendees. Content includes the latest news on events, continuing education and exhibit hall highlights. E-blast advertisements are a great way to expand the reach of your marketing efforts.

Conference E-blast advertising options:

SIZE	1x	3x	6x
450x203 pixels	\$150	\$125	\$100

Emailed directly to 3,200 recipients each month, *COA Member News* provides updates on association and optometric profession news, events and more. Whether in the office or on the go, subscribers stay informed about the latest developments with COA and the profession.



Horizontal Banner (468 x 60 pixels)

12 Months | \$2,000 6 Months | \$1,000 3 Months | \$650

- Only three spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Vertical Banner (120 x 240 pixels)

12 Months | \$2,000 6 Months | \$1,000 3 Months | \$650

- Only three spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed



ONLINE ADVERTISING

Advertising on the COA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to coavision.org to learn about upcoming association events, discover ways to maximize their COA membership and to keep up on legislative issues.

Features of COA website advertising:

- Cross-promoted in other COA 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 issues.



Tile Ad (150 x 150 pixels)

12 Months | \$2,000 6 Months | \$1,100 3 Months | \$600

- Only three spots available with two rotations each
- Located on sub-pages only



Horizontal Banner (468 x 60 pixels)

12 Months | \$1,500 6 Months | \$825 3 Months | \$450

- Only three spots available with three rotations each
- Located on Home Page only



THANK YOU
FOR SUPPORTING COA



JODI HAAS

Membership Development Manager

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