

CALIFORNIA OPTOMETRIC ASSOCIATION (COA) MEDIA KIT



www.coavision.org

To reserve COA advertising, contact: Jodi Haas, Development Manager | 916.266.5038 | jhaas@coavision.org

COA'S ADVERTISING OPPORTUNITIES



YOUR ADVERTISING DREAM!

California Optometry E-Magazine

HOME | ABOUT | MEMBERSHIP | CE/EVENTS | GOVERNMENT AFFAIRS | MEDIA | EYE HELP

CALIFORNIA OPTOMETRY
SEPT/OCT 2015

CLASSIFIED ADS | ARCHIVE | GIVE FEEDBACK

Protecting Your Practice

Online eye refractions in California
COA is diligently working with AOA, the State Board of Optometry and the Medical Board of California to prevent Optometrists from operating in California. [More >](#)

Be an advocate – not for COA, but for your patients
Dr. Weisman outlines the challenge of access facing optometry and how you can take action to bring quality care to your patients. [More >](#)

Did You Receive a Dividend?
COA's *Jointly Cooperative Program* (JCP) (click on numbers)
[Click for more information](#)

ICD-10 updates: Protect your practice from hackers
You have seen the headlines – "...Data stolen from Anthem, CareFirst and other medical industry heavyweights." Hackers pose a threat to businesses, governments and individuals alike.

IRS warns against new tricks by scam artists
With the emergence of new variations of widespread tax scams, the Internal Revenue Service (IRS) issued a warning to taxpayers to remain on high alert and protect themselves.

Visit PEN's New Website
www.PrimaryEye.net

COA Member E-Newsletter

MEMBER NEWS

Membership | CE/Events | Government Affairs | Media | Archives

ICD-10 IS HERE
5 TIPS TO HELP YOU TRANSITION

October 1, 2015 was the deadline to transition your practice to using ICD-10 codes.

You and your staff likely worked long days to get everything ready and you spent many hours on the phone with your vendors and other parties to try to make it run as smoothly as possible.

[READ MORE](#)

COA's Website

California Optometric Association

Home | About | Membership | CE/Events | Government Affairs | Media | Eye Help

Membership

Legislative Advocacy | Member Resources | Endorsed Programs | Member Publications | Member Continuing Education | Member Services | Enroll Your Staff

[Overview](#) | [Join COA](#) | [Benefits & Services](#) | [Member Recruitment](#) | [Paraoptometric Membership](#) | [Student Section](#) | [Low Vision Rehabilitation Section](#) | [Society Resources](#) | [Update Your Member Record](#) | [Forms](#) | [Manage Your Dues Account](#)

For more than a century, COA has been dedicated to making optometry a stronger, better, and more visible profession. It 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

THE DOCTORS OF COA

COA Doctor Receives Professional Achievement Award
The California Optometric Association (COA) is proud to announce that Aaron Lech, OD, FAAD, has been honored with the 2015 Professional Achievement Award from the Illinois College of Optometry (ICO).

A Q&A with a Former Rock Star Turned OD
Paul Dobies, OD, is an active COA member, key person, and advocate for optometry in California. While you've seen his name in COA publications in the past for his efforts in optometry, we've learned that he has an interesting past that many don't know about.

COA President's Minute
October 2015 President's Minute

In this edition of the COA President's Minute, Barry Weissman, OD, PhD, FAAD, discusses the implications of AD 504 being signed as well as the importance of getting your continuing education at Monterey Symposium 2015.

Event E-blasts



OPTOWEST NEWPORT BEACH REGISTRATION IS OPEN!

Registration is open for OptoWest Newport Beach! This cutting-edge one-day CE event offers six hours of optometric CE and staff education in one day at a convenient location.

[REGISTER NOW>>](#)

When: February 28, 2016

Where: Newport Beach Marriott Suites

What: Six hours of optometric and staff education, three of which are glaucoma courses.

A light continental breakfast and lunch are included with registration!

By attending OptoWest, doctors will gain three of the 10-hour biannual glaucoma continuing education requirement for those glaucoma certified, along with advanced insights into interpreting the OCT and diagnosis and treatment of ocular trauma.



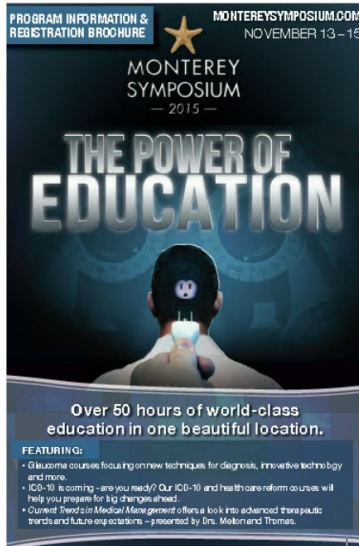
Registration Questions?

[Click here to register](#) for OptoWest Newport Beach. In the meantime, if you have questions

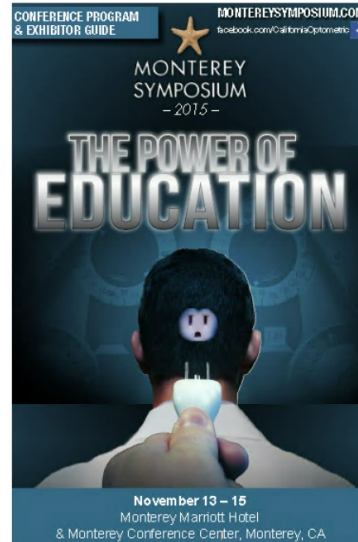
OD Resource Guide



Registration Brochure



On-Site Event Guide



THE COA DIFFERENCE

COA's eblasts have an average
click rate of 9.2%! Wowza!

CALIFORNIA OPTOMETRY E-MAGAZINE



www.coavision.org

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.

Sent To:
4,500 Recipients
Open Rate:
34%
Click Through Rate:
21%
Value to you:
Priceless!

CALIFORNIA OPTOMETRY ADVERTISING OPTIONS:

NOTE: RATES ARE PER AD

SIZE	POSITION	6x	3x	1x
1065x132	Front Page Leaderboard	\$990	\$1,170	\$1,500
300x600	Front Page Tower	\$858	\$1,014	\$1,300
300x250	Front Page Rectangle	\$396	\$468	\$600
300x100	Front Page Tile	\$264	\$312	\$400
1065x132	Interior Page Leaderboard	\$858	\$1,014	\$1,300
300x600	Interior Page Tower	\$792	\$936	\$1,200
728x250	Interior Page Oversized Banner	\$726	\$858	\$1,100
728x90	Interior Page Banner	\$528	\$624	\$800
300x250	Interior Page Rectangle	\$264	\$312	\$400
300x100	Interior Page Tile	\$132	\$156	\$200

Insertion Deadlines:

January/February Issue - 12/23/15
March/April Issue - 2/19/16
May/June Issue - 4/22/16

July/August Issue - 6/17/16
September/October Issue - 8/19/16
November/December Issue - 10/21/16

ONLINE ADVERTISING



www.coavision.org

Advertising on the COA website and in the monthly COA Member News are great ways to reach member and non-member visitors and reinforce your marketing message. ODs & staff 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.

WEBSITE ADVERTISING OPTIONS:

SIZE	12 mo.	6 mo.	3 mo.
Tile 150x150	\$2,000	\$1,100	\$600
Banner 728x90	\$1,500	\$900	\$500



- 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
 - Average time spent on site: 3.25 minutes
 - Unique page views per day: 12,700



- Features of COA Member E-Newsletter:
- Emailed directly to more than 4,500 recipients each month, COA Member News provides updates on association and optometric profession news, events and more.
 - Open Rate: 30%
 - Click Through Rate: 17%

E-NEWS ADVERTISING OPTIONS:

SIZE	12 mo.	6 mo.	3 mo.
Rectangle 300x250	\$2,000	\$1,100	\$650
Banner 728x90	\$2,000	\$1,100	\$650

EMAIL MARKETING



www.coavision.org

Targeted emails promote upcoming COA conferences to over 10,000 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.

Sent To: 11,000
Recipients
Open Rate: 24%
Click Through Rate:
7%

CONFERENCE EBLAST ADVERTISING OPTIONS:

SIZE	1x	3x	6x
450x203	\$150	\$375	\$600

COA Averages
400 new members
a year!
Open Rate: 78%

Emailed to all new members each week, COA's New Member Welcome Email provides resources, exclusive content, and benefits of membership... This is a great way to introduce your products and services to all new members that join COA and AOA over the course of the year.

NEW MEMBER EMAIL ADVERTISING OPTIONS:

SIZE	12 mo.	6 mo.	3 mo.
224x173	\$1,500	\$900	\$600

OD RESOURCE GUIDE



www.coavision.org

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.

Every new
California grad
receives one!
500 are printed
and it's available
for
download!

ODRESOURCEGUIDE ADVERTISING OPTIONS:

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

Ad Specs Full: 6" x 9" with a ¼" bleed

Half: 6" x 4½" with a ¼" bleed

2016 Advertising Reservation Deadline: March 25, 2016

Artwork Deadline: April 8, 2016

REGISTRATION BROCHURE



www.coavision.org

The Monterey Symposium 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.

5,000 copies are
printed and
mailed out to your
potential
customers every
year!

REGISTRATION BROCHURE 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

Ad Specs Full: 6" x 9" with a ¼" bleed
Half: 6" x 4½" with a ¼" bleed
Art Deadline: May 20, 2016

ON-SITE EVENTGUIDE



www.coavision.org

The Monterey Symposium 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



Ad Specs
Full: 6" x 9" with a $\frac{1}{4}$ " bleed
Half: 6" x 4 $\frac{1}{2}$ " with a $\frac{1}{4}$ " bleed
Art Deadline: September 23, 2016