Consistently ranked as one of the top benefits of COA membership, California Optometry is the most effective way to reach optometrists and paraoptometric staff.
The eye care industry is healthy and growing. With large numbers baby boomers just now reaching retirement age, the demand for optometric products and services is on the rise. Now more than ever, your company is primed to help optometrists across California better serve their growing number of patients.

California Optometry is the official publication of COA — California’s largest and oldest organized community for optometrists. The magazine is read by all kinds 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 ready 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
- A total circulation over 5,000
- A reputation as one of the top benefits of COA membership

COA also offers annual sponsorship opportunities and sponsorships for two of the industry’s biggest events — OptoWest and the Monterey Symposium. Both events connect with members via registration brochures and show guides, providing even more ways for you to successfully reach out to your potential customers.

See our conference and online media kits here: www.coavision.org/i4a/pages/index.cfm?pageid=3317
2014 Advertising Schedule

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CONTENT DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY/FEBRUARY 2014</td>
<td>November 15, 2013</td>
</tr>
<tr>
<td>MARCH/APRIL 2014</td>
<td>January 15, 2014</td>
</tr>
<tr>
<td>MAY/JUNE 2014</td>
<td>March 14, 2014</td>
</tr>
<tr>
<td>JULY/AUGUST 2014</td>
<td>May 14, 2014</td>
</tr>
<tr>
<td>SEPTEMBER/OCTOBER 2014</td>
<td>July 14, 2014</td>
</tr>
<tr>
<td>NOVEMBER/DECEMBER 2014</td>
<td>September 15, 2014</td>
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</table>

Advertising Rates

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1X</th>
<th>3X</th>
<th>6X (contract*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1200</td>
<td>$937</td>
<td>$803</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>$1100</td>
<td>$817</td>
<td>$685</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$900</td>
<td>$690</td>
<td>$561</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$800</td>
<td>$535</td>
<td>$400</td>
</tr>
</tbody>
</table>

* The contract rate applies to advertisements running in six consecutive publications.

Advertising Page Dimensions

<table>
<thead>
<tr>
<th>PAGE SIZE</th>
<th>HORIZONTAL (max size)</th>
<th>VERTICAL (max size)</th>
<th>SAMPLE POSITION</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Full page no bleed</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Full page with bleed</td>
</tr>
<tr>
<td>3/4 page</td>
<td>7.375” x 7.46”</td>
<td>5.5” x 10”</td>
<td></td>
</tr>
<tr>
<td>1/2 page</td>
<td>7.375” x 4.9”</td>
<td>3.6” x 10”</td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>7.375” x 2.375”</td>
<td>3.6” x 4.9”</td>
<td></td>
</tr>
</tbody>
</table>

Classifieds

* Members may not combine classified ads benefit.

Classifieds

California Optometry classified ads are placed in the Market Place section and online, two places for the price of one.

<table>
<thead>
<tr>
<th>SPECS</th>
<th>PRICE</th>
<th>ADVERTISER BENEFIT</th>
</tr>
</thead>
</table>
| Text only classified ad | $25/30 words or fraction thereof | • COA members receive a free listing up to 30 words per issue of California Optometry; then $25/30 words or fraction thereof applies.*  
|                |                           | • Free listing on www.coavision.org with ad placement in California Optometry. |

Product & Services Supplements
Showcase your company or a new product to over 4,000 optometrists, paraoptometric staff, educators, administrators, and optometry students by advertising in California Optometry magazine’s Product & Services Supplements!

Product & Services Supplement now runs in all six issues.

Rates and specs

Single insertion rate: $400
Annual rate (all six editions): $2,000
Content: 80-word description, single image (logo or photo), phone number, web address and email.

For more information, contact Amanda Winans, sales representative, at awinans@coavision.org or 916-441-3990.

Inserts
Reach almost 5,000 California optometrists, paraoptometrics, faculty and students by placing your company’s brochure or other materials as an insert in an issue of California Optometry. Contact Amanda Winans, sales representative, at awinans@coavision.org or call 916-441-3990 / 800-877-5738 for more information.
Publication Information

California Optometry is published six times a year: January, March, May, July, September and November. The magazine is mailed in the first week of each publication month. California Optometry is four-color throughout.

General Policies
- California Optometry assumes no liability for errors or omissions in any advertisement, including classified ads.
- Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the magazine.
- COA may reject or cancel any advertising for any reason at any time.
- Ad material will be repeated unless new content is received by the Advertising/Artwork Due Date specified in the media kit.

Preferred Position
Inside Front and Back Cover +20% of base rate each; Outside Back Cover +40% of base rate; other preferred positions +30%.

Bleed
No charge for full-page bleeds.

Artwork Boundaries
Ad boundaries are required on ads smaller than a full page, if boundaries are not defined by content or an outline present a .5 rule will be added.

Mechanical Requirements
Trim Size: 8.5” X 11”
Page Space: 7.375” X 10”
Bleed: 8.75” X 11.25”
Halftone Screen: 175 lines

Reproduction Requirements
Press-Quality PDFs are required. Ads must be CMYK, not RGB.

Printing and Binding
Offset lithography
Sheet-fed press
Saddle-stitched

Paper Stock
60# recycled text

Alterations
Alterations and design can be outsourced. Charges will be billed to the advertiser at the commercial rate of $70 per hour.

Deadlines
Ads for our online Market Place may be submitted at any time. For publication in California Optometry, ad copy must be submitted by the Advertising/Artwork Due Date of that issue (see schedule). For COA Member News, please contact Rachael Van Cleave at rvancleave@coavision.org or 916-266-5037 for the 2014 classified advertising deadline schedule, or visit www.coavision.org (click Media, then Advertising Opportunities). After the deadline closes, we cannot accept ads or revise previously ordered ads. Advertising copy must be directly related to the practice of optometry.

Submission
Send classified ads via e-mail to Rachael Van Cleave at rvancleave@coavision.org. Please make sure you include your name, e-mail and telephone contact information.

Payment and Terms
Please make checks payable to: California Optometric Association. Credit card (Visa/MC/AMEX) payments are also accepted.

For display ads: Payment is due by insertion deadline.

For Classified ads: Payment is due upon ad submission.

Cancellations
All cancellations must be submitted in writing. Cancellations will not be accepted after the advertising/artwork due date.

Questions
Please contact Amanda Winans, sales representative, at awinans@coavision.org or call 916-441-3990 / 800-877-5738.
2014 Editorial Calendar

**JANUARY/FEBRUARY**
- Glaucoma
- COA Monterey Symposium Review
- Medical Homes
- The Archives of California Optometry: COA and the Optometric Profession in 1994 and 2014
- CE@Home: Glaucoma

**MARCH/APRIL**
- Traumatic Brain Injury
- COA OptoWest Preview
- COA Legislative Day Preview
- Allergies
- CE@Home: Clinical Findings and Management of Rhegmatogenous Retinal Detachment

**MAY/JUNE**
- Limbal Stem Cell deficiency
- UV Exposure
- Health Fairs
- CE@Home: Myopia Control

**JULY/AUGUST**
- Back to School Eye (more families covered)
- Sports Vision
- COA House of Delegates Review
- COA OptoWest Review
- Optometric Class of 2014
- CE@Home: Amblyopia intervention

**SEPTEMBER/OCTOBER**
- Geriatric Meds
- Mid-term elections preview
- Physical Therapy
- CE@Home: Alzheimer’s and the eye

**NOVEMBER/DECEMBER**
- Health Care Reform — One full year
- Technology for the New Year
- What the mid-term elections mean for optometry
- CE@Home: Pregnancy and Vision

**EDITORIAL CALENDAR**

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**Vision West**

COA thanks Vision West for its support of the California Optometry Media Kit.

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**Editorial questions?**

For more information about placing an article or news blurb in any of COA’s publications (California Optometry magazine, COA Member News, COA website, etc.) contact Rachael Van Cleave, COA communications and social media manager. E-mail rvancelave@coavision.org or call 916-266-5037.