

# 2025 Bulletin & Podcast Prospectus



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# Bulletin - Multimedia Journal

The Bulletin, the official journal of the COA, makes its return this year as an online multimedia communications and education resource. Published biannually (June and December), the Bulletin features both written and video content relevant for all career stages and subspecialty interests.

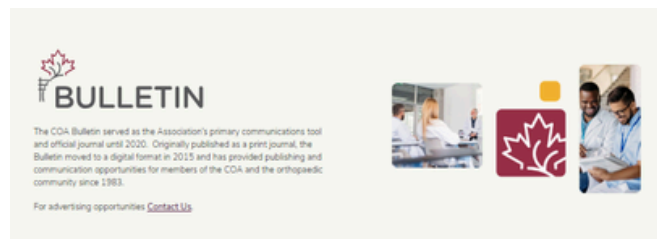


Opportunities are available to purchase ad space on the Bulletin landing page, within a journal edition or in a launch email, as well as feature a white paper showcasing your company's innovations and research initiatives in the Industry Advancements section.

Other conditions apply. Contact [communications@canorth.org](mailto:communications@canorth.org) for full specs and details.

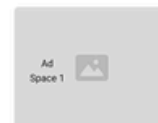
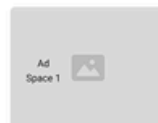
## Bulletin Landing Page Ad - \$5,000

- Ad placement on Bulletin main web page where current and past editions are accessed
- Visible for 1 publication cycle (2 editions)
- Linkable to corporate or product web site, or 1-page PDF full-colour advertisement
- Specs: Medium rectangle 320px W x 250px H



## Single Edition Ad - \$1,000

- Ad placement in 1 edition of the Bulletin
- Linkable to corporate or product web site, or 1-page PDF full-colour advertisement
- Specs: Medium rectangle 320px W x 250px H



## New Edition Email Blast - \$2,000

- Stylized email blast sent to all members and stakeholders when a new edition is published
- Includes new edition highlights and direct links
- Linkable to corporate or product web site, or 1-page PDF full-colour advertisement
- Specs: Horizontal banner 728px W x 90px H



Presidential Messages

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Team COAnada: We Moved Together!

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## White Paper - \$5,000

- Opportunity to feature the latest research
- Subject to Editorial Board review and approval
- Featured in 1 edition's Industry Advancements area
- Specs: Max 1000 words + up to 3 images/figures

# Ortho Insider Podcast

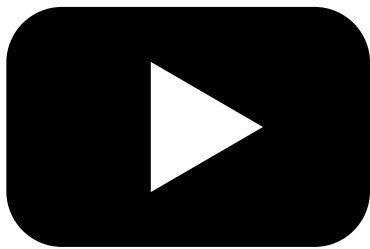
Join host, Dr. Adrian Huang (UBC Orthopaedics, @scrubbedout) as he chats with top orthopaedic professionals from various backgrounds about their practices, experiences and lessons learned throughout their career journeys. Available on all platforms, the Ortho Insider podcast has been accessed and downloaded by an audience of more than 50,000 since its first season launch in 2023.

## Standard Episode Sponsorship - \$7,500 per episode

- Two 30-second ad spots; 1 at beginning, 1 in middle
- Voice over and production services available
- Discounted rates for packages of 2 episodes or more
- Listeners hear your message everywhere
- Distributed across all major platforms including Apple and Spotify
- Episodes promoted through social media and COA communications



Click on the icons below to listen on your favourite platform



YouTube (with video)



Spotify



Apple