

Texas Orthopaedic Association
The primary resource for the orthopaedic community.



Texas Orthopaedic Association eConnect Sponsorship Opportunities

The Texas Orthopaedic Association (TOA) has created a unique opportunity for sponsorship of the every two weeks Texas Orthopaedic Association eConnect. This opportunity is especially designed for those companies that wish to market directly to our orthopaedic membership.

The Texas Orthopaedic Association publishes an E-newsletter every two weeks (on Mondays) that is distributed to all its members. This timely communication vehicle typically discusses legislation that relates to orthopedic practices and it is well received by the Texas orthopaedic community. The eConnect is sent out to over 1000 Orthopaedic Surgeons and hundreds of other Orthopaedists in the state of Texas.

Being in its third year, The Texas Orthopaedic Association's eConnect will include no more than three sponsorship articles / ads in its eConnect. Further details for participating can be obtained by contacting Masa Pettit.

Artwork (subject to change): At this time you may either run a banner ad OR an article with your company logo. For the banner ad option, artwork supplied by you to TOA needs to be 551 pixels wide by 212 pixels in height and if submitting an article with a company logo, the logo artwork should be 87 pixels wide by no larger than 107 pixels in height and in JPG format.

The sponsor will be highlighted in one of the TOA eConnect newsletters. The sponsors name will appear in the bulleted section on the header of the newsletter. Also, the sponsor will have a banner placement at the end of the letter or an article within the newsletter. The sponsor bullet in the header will be linked to the sponsor banner or article. If a banner ad is used, it will be linked to their website. Should an article be submitted - then the company logo will link to their website.

Examples: Please visit the TOA website at www.toa.org and under the Headlines - Quicklinks header look for "TOA eConnects are also Online on the website" as examples are provided.

eConnects: Currently not receiving our eConnects? Contact Ed Berg via edberg@toa.org and request to be added to our eConnect database.

Interested? Contact Masa Pettit at the TOA office at (512) 370-1505 or via masa@toa.org and she'll keep you up-to-date on eConnect sponsorship availability as well as additional details if any changes / updates are made!