ADVERTISEMENT RATES
(714) 427-0321
teresa@capanet.org
www.capanet.org
CALIFORNIA ACADEMY OF PHYSICIAN ASSOCIATES

The California Academy of Physician Associates is the second largest state association in the country representing the professional interests of 14,000 California PAs and 4,500 members. Our mission is to enhance, educate and empower PAs to be better clinicians for their patients and optimal collaborators in team practice.

PROFILES OF CALIFORNIA PAS

PAs are medical professionals who diagnose illness, develop and manage treatment plans, prescribe medications, perform procedures, assist in surgery and make rounds in hospitals and nursing homes. Their practice emphasizes patient education, preventive care, and chronic care management.

PAs are educated at the master’s degree level with a curriculum that is modeled on the medical school curriculum. Graduates bring with them 2-3 years of didactic medical education and more than 2,000 hours of clinical rotations. The PA education model emphasizes treating the “whole patient.” This generalist medical training makes them ideal primary care and family practice practitioners (which most PAs are) and enables them to provide a wide spectrum of care.

PAs are committed to team practice with physicians and other healthcare providers. In California, PAs collaborate with physicians in more complex or difficult patient cases. Otherwise, they often serve as the patient’s principal healthcare provider.
CAPA Magazine
CAPA maintains a circulation of 4,000 with an annual growth rate of 5% each year. Magazine subscribers include practicing PAs, physicians, PA students and healthcare administrators

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
<th>Rates per Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8.5&quot; x 11&quot;</td>
<td></td>
</tr>
<tr>
<td>1 issue</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>2 issues</td>
<td>$1,800</td>
<td></td>
</tr>
<tr>
<td>3 issues</td>
<td>$2,650</td>
<td></td>
</tr>
<tr>
<td>4 issues</td>
<td>$3,500</td>
<td></td>
</tr>
<tr>
<td>Half page</td>
<td>7.45&quot; x 4.55&quot;</td>
<td></td>
</tr>
<tr>
<td>1 issue</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>2 issues</td>
<td>$900</td>
<td></td>
</tr>
<tr>
<td>3 issues</td>
<td>$1,275</td>
<td></td>
</tr>
<tr>
<td>4 issues</td>
<td>$1,600</td>
<td></td>
</tr>
<tr>
<td>Quarter page</td>
<td>3.625&quot; x 4.55&quot;</td>
<td></td>
</tr>
<tr>
<td>1 issue</td>
<td>$250</td>
<td></td>
</tr>
<tr>
<td>2 issues</td>
<td>$450</td>
<td></td>
</tr>
<tr>
<td>3 issues</td>
<td>$650</td>
<td></td>
</tr>
<tr>
<td>4 issues</td>
<td>$750</td>
<td></td>
</tr>
</tbody>
</table>

Deadline: (Issue/Date)
January – December 15th
April – March 15th
July – June 15th
October – September 15th

Cancellation Policy:
Notice of ad cancellation must be given at least 10 business days before the agreed upon ad submission deadline. If notice is given within 10 business days of ad submission deadline, purchaser forfeits 50% of ad purchase total.
CAPA E-Newsletter & Event Reminder
CAPA maintains a circulation of approximately 13,000 subscribers that include practicing PAs, physicians, PA students, and healthcare administrators. Recipients receive one e-newsletter issue and at least one event reminder per month. Open rates average 35-40% with click-through rates ranging between 4-11% depending on content.

EMAIL ADVERTISING

CAPA E-Newsletter & Event Reminder

Recipients choose to receive a minimum of one e-newsletter issue and at least one event reminder per month. Open rates average 35-40% with click-through rates ranging between 4-11% depending on content.

EMAIL ADVERTISING

CAPA E-Newsletter & Event Reminder

Recipients choose to receive a minimum of one e-newsletter issue and at least one event reminder per month. Open rates average 35-40% with click-through rates ranging between 4-11% depending on content.

Deadline:
E-newsletter (Square & Horizontal) - Five business days before the 1st of each month
Event Reminder (Horizontal) - 12th of each month

Cancellation Policy: Notice of cancellation for all email advertising must be given at least three business days before ad submission deadline. If notice is given less than the mandated three business days, purchaser forfeits 50% of purchase total.

Orange County Vaccination POD Seeks Volunteers

The County of Orange and OneOC are urgently seeking volunteer medical professionals to assist with COVID-19 vaccination PODs (Points of Distribution). Visit https://www.ocgov.com/coronavirus/vaccine for more information and to register to volunteer.

The more people we vaccinate, the sooner we will reach herd immunity. This is the time for the public to see what PAs do best — putting patients and the public health first.

Volunteer registration is happening now!

Square ad
350 x 250

Horizontal ad
600 x 150

NCCPA Report Highlights PA Practice Patterns During Pandemic

According to the 2020 COVID-19 Survey Study Descriptive Report, a new report published by the National Commission on Certification of Physician Assistants (NCCPA), the flexibility that affords PAs to transition to other specialties and practice settings proved to be beneficial as the nation’s health care providers worked tirelessly to address COVID-19.

Ninety-six percent of PAs were employed in a clinical position eight to nine months after the COVID-19 outbreak. Approximately 7% of PAs changed specialties, with 4% changing specifically due to the pandemic. Of these, 26% changed to a hospital-based specialty in order to help with increased demand placed on facilities and providers on the front lines of COVID-19.

[Link to Full Article]
WEBSITE ADVERTISING

CAPA’s website attracts between 7,500 to 9,000 visitors monthly, with approximately 83% being new visitors. Our visitors are predominantly licensed PAs and PA students in California, though a sizable number include other clinicians, i.e. physicians and nurses, and general interest populations such as pre-PA track individuals.

CANCELLATION POLICY: Notice of cancellation for website advertising must be given at least 10 business days before date of scheduled publishing. If notice is given less than mandated 10 business days, purchaser forfeits 50% of purchase total.
WEBSITE ADVERTISING  continued

**CALENDAR PAGE**

**728 x 90**
-$300/month
-$500 / 2 months
-$700/ 3 months

---

**INTERNAL PAGES**

**728 x 90**
-$250/month
-$450 / 2 months
-$650 / 3 months

**336 x 250**
-$150/month
-$275 / 2 months
-$400 / 3months

---

**Cancellation Policy**: Notice of cancellation for website advertising must be given at least 10 business days before date of scheduled publishing. If notice is given less than mandated 10 business days, purchaser forfeits 50% of purchase total.
DIGITAL ADVERTISING

Using cookies to track visitors to our site, CAPA integrates retargeting, email/social media mapping, and geofencing to further target key audiences.

**50,000 Impressions Over 3 Months**

- $2,800

**100,000 Impressions Over 3 Months**

- $5,000