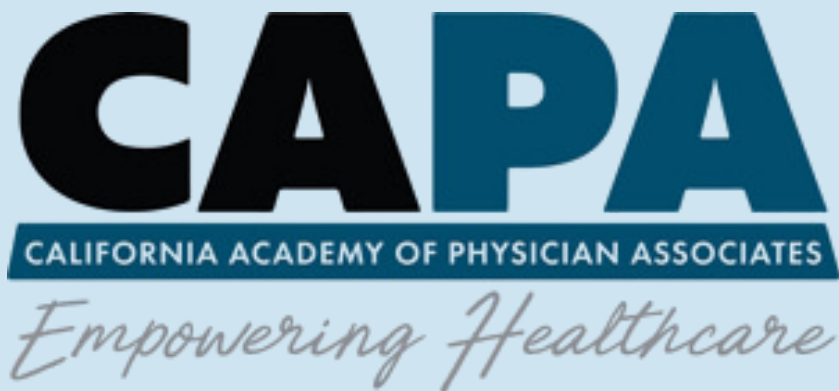




ADVERTISEMENT OPTIONS & RATES

(714) 427-0321

teresa@capanet.org

www.capanet.org

CALIFORNIA ACADEMY OF PHYSICIAN ASSOCIATES

The California Academy of Physician Associates (CAPA) is the second largest state association in the country representing the professional interests of 16,000 California PAs and 4,000 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 PHYSICIAN ASSOCIATES

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.

EMAIL ADVERTISING

CAPA E-Newsletter Or Event Reminder

CAPA maintains a circulation of approximately 16,000 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 40-52% with click-through rates ranging between 2-11%, depending on content.

350 x 250 px: Pop-Up (Square)

\$350/issue
\$650/ 2 issues
\$950/ 3 issues

600 x 150 px: Banner (Horizontal)

\$350/issue
\$650/ 2 issues
\$950/ 3 issues

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.

Event Reminder



Orange County Vaccination POD Seeking Volunteers

VOLUNTEERS NEEDED

In anticipation of future needs, our Virtual Emergency Volunteer Center (VEVC) is currently pre-registering volunteers interested in assisting government staff with COVID-19 vaccinations at Points of Distribution (POD) sites this year. The County of Orange is looking to establish two teams of volunteers willing to serve in these critical volunteer roles:

- Medical Trained Volunteers •
- General Support Volunteers •

Volunteers, we need your help. In anticipation of future needs, please register at: <https://volunteers.ocgov.org>

The County of Orange and OneOC is urgently seeking volunteer medical vaccinators and general volunteers to staff COVID-19 vaccination POD (Points of Distribution) sites. Visit [OneOC.org](https://oneoc.org) for more information and to register to volunteer.

The more people are vaccinated, 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!

[REGISTER](#)

Horizontal ad
600 x 150

PA News & Resources

May 2021

CAPA

CALIFORNIA ACADEMY OF PAs

Empowering Healthcare

UPCOMING EVENTS

[Controlled Substances Education Course](#)

JOB SPOTLIGHT

PA
Saddleback Pulmonary Associates and
Coast Medical Group
Laguna Hills

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 those, 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.

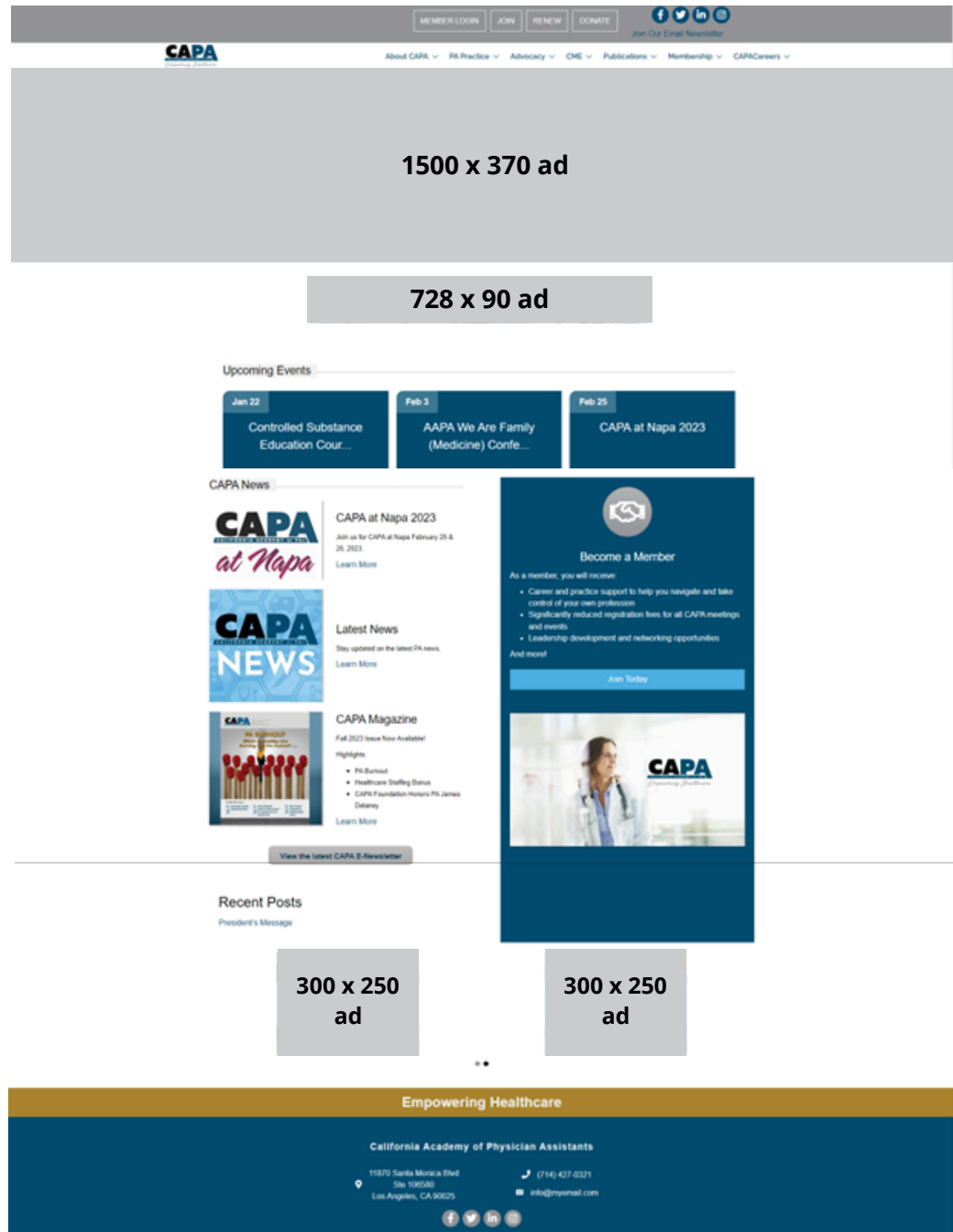
[FULL ARTICLE](#)

Square ad

350 x 250

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.



Home Page

1500 x 370 px:

Banner Slider

\$250/month

\$450/ 2 months

\$725/ 3 months

728 x 90 px:

Leaderboard

\$350/month

\$650/ 2 months

\$950/ 3 months

300 x 250 px:

Rectangle

\$350/month

\$650/ 2 months

\$950/ 3 month

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*

EVENT CALENDAR PAGE

728 x 90 px:
Leaderboard
\$300/month
\$500/ 2 months
\$700/ 3 months

The screenshot shows the CAPA website header with navigation links: About CAPA, PA Practice, Advocacy, CME, Publications, Membership, CAPACareers, and Scholarships. Below the header is a search bar and a date range selector (11/30/2022 - 11/30/2023). The main content area displays a calendar with two events:

- January 22**: Controlled Substance Education Course, 9:00 AM - 5:00 PM. Virtual CSEC Course offering 6.0 Category I CME credits.
- February 25-26**: CAPA at Napa 2023. Join us at CAPA at Napa on Saturday, February 25, 2023 for a full day of clinical lectures featuring a distinguished line-up of speakers. Earn up to 7 Category 1 CME credits. Program topics include: Male Hypogonadism, ...

A 728 x 90 LEADERBOARD TOP ad is positioned above the calendar.

728 x 90 LEADERBOARD BOTTOM

INTERNAL PAGES

728 x 90 px:
Leaderboard
\$250/month
\$450/ 2 months
\$650/ 3 months

336 x 250 px:
Rectangle
\$150/month
\$275/ 2 months
\$400/ 3months

The screenshot shows the CAPA website header with navigation links: About CAPA, PA Practice, Advocacy, CME, Publications, Membership, CAPACareers, and Scholarships. Below the header is a search bar and a date range selector (11/30/2022 - 11/30/2023). The main content area displays a banner for CAPA at Napa 2023, featuring a row of wine glasses and the text: NAPA VALLEY MARRIOTT HOTEL & SPA, FEBRUARY 25 & 26, 2023.

A 728 x 90 LEADERBOARD TOP ad is positioned above the banner.

Below the banner is a 336 x 250 ad with the following content:

- Hotel Information** | Program Schedule | Wellness Activity | Pricing
- Napa Valley Marriott Hotel & Spa**
3425 Solano Ave, Napa, CA 94558
- Click Here To Book Your Accommodations At CAPA's Discounted Group Rate.**
CAPA's hotel room block at the Napa Valley Marriott Hotel & Spa is available for reservations through January 27, 2023.

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.

DEDICATED EMAILS

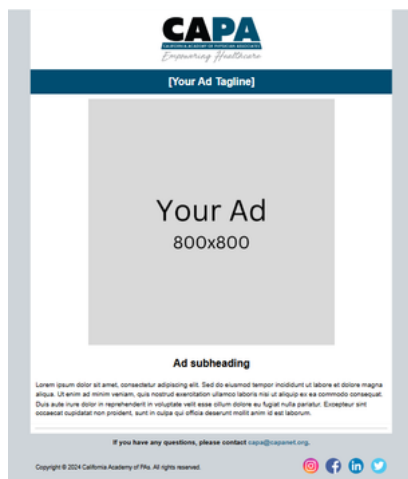
Using CAPA's distribution audience of 16,000 PAs, PA students, administrators, and other healthcare providers, dedicated email advertising contains ad or purchased content only, without any other competing content, either from CAPA or any other advertisers. Dedicated emails may be image-based, copy-based, or advertorials. Design is flexible and may present as flyers, newsletters, letters, personal emails, or infographics.

Up to 8,000 recipients - \$2,500

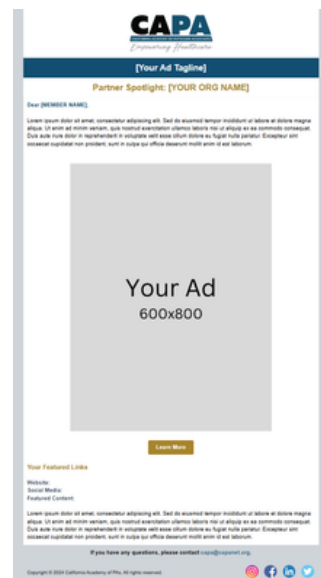
Up to 16,000 recipients - \$3,500

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.

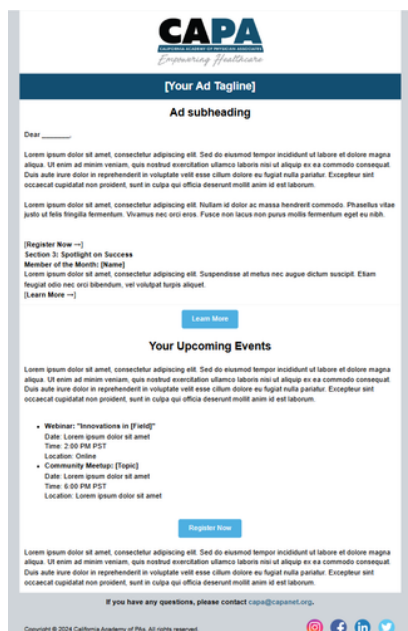
Infographic



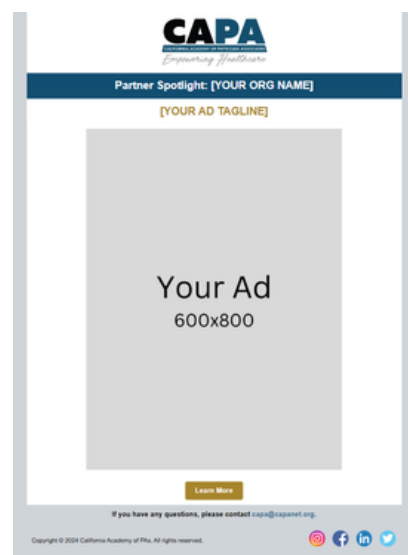
Partner Spotlight



Newsletter



Flyer



JOB POSTINGS

CAPA's website attracts an average of 8,000 visitors a month on its Home Page, and approximately 12% of those visitors also visit CAPA's Job Board. CAPA's Job Board is visited most often by recent PA graduates, but long-time PAs (defined as practicing six years or longer) also frequent CAPA's career services, including the Job Board.

CAPA Job Listing (\$180 per listing) Includes:

- 30 days on CAPA's Job Board
- Opportunity for inclusion in the *Employment Opportunities* section of CAPA Quarterly, CAPA's quarterly digital magazine, based on publication timing
- Potential of 9,000 combined impressions total

Featured Job Upgrade (\$100 additional per listing) Includes:

- All features of a standard job posting
- Pinned placement at the top of CAPA's Job Board for the duration of the listing
- Weekly spotlights on CAPA's Instagram and LinkedIn pages during the listing period
- Inclusion in CAPA's monthly e-newsletter

Unlimited Job Posting Plan (\$1,250 annually)

A cost-effective, one-year option for medical systems and practices with ongoing hiring needs. Includes unlimited standard job postings throughout the year with all the benefits of a standard listing. Featured Job upgrades may still be added to individual listings for additional promotion and visibility.

Job Board

What are you looking for? Categories Posted...

Pediatric Physician Assistant

Featured

Assistant Professor, School of Physician Assistant Studies

Featured

Physician Associate - Diagnostic and Interventional Radiology - Phoenix Children's

Gastroenterology Physician Assistant

Cardiac Surgery Physician Assistant

Featured Job Upgrade

CAPACareers
JOB POSTING SPOTLIGHT

PHYSICIAN ASSISTANT
NEUROSURGERY

ALAMEDA HEALTH SYSTEM
HIGHLAND HOSPITAL (OAKLAND)

[APPLY NOW](#)

www.capanet.org/job-board

PA News & Resources
November 2024

UPCOMING EVENTS

November 9
[Advanced Suturing and Surgical Wound Closure](#)
Sacramento

JOB SPOTLIGHT

[PA, Pediatric Pulmonology](#)
Translational Pulmonary & Immunology Research Center
Long Beach

Revisiting California's Physician-to-PA Ratio Requirement

California, like many other states, is facing a severe shortage of primary care physicians and access to primary care is uneven across the state. It is well documented that California has the highest number of designated primary care health professional shortage areas in the country.

Although physician associates (PAs) and nurse practitioners (NPs) are estimated to make up a large portion of California's primary care workforce by 2030, outdated and unnecessary statutory requirements such as the physician-to-PA supervision ratio requirement represent a practice barrier in expanding access to care. Other states have either eliminated or revised their physician-to-PA supervision ratios in favor of expanding access to health care services.

PA Vasco Deon Kidd has published a call for coordinated actions from local and state entities to address California's

FULL TUITION