CAPA

CALIFORNIA ACADEMY OF PHYSICIAN ASSOCIATES

Empowering Healthcare

ADVERTISEMENT OPTIONS & RATES

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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.

MAGAZINE ADVERTISING

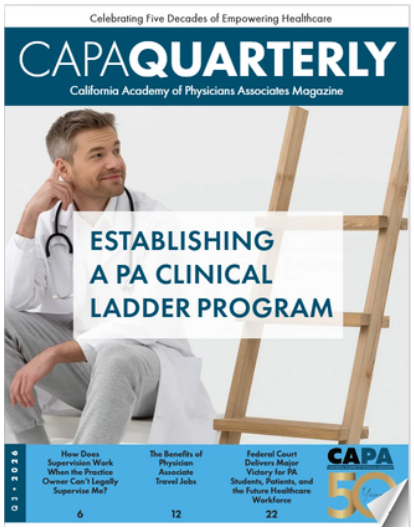
CAPA Quarterly

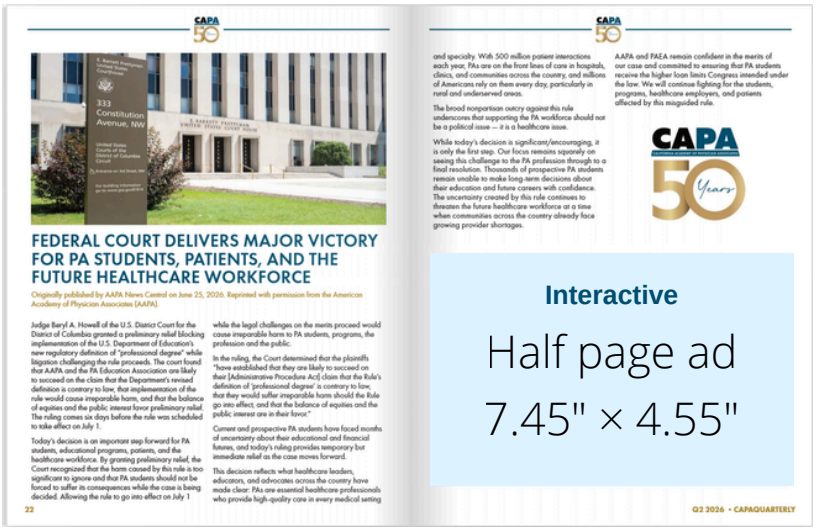
CAPA Quarterly is a digital, interactive publication reaching practicing PAs, physicians, PA students, and healthcare administrators. Its flipbook format offers enhanced advertising opportunities, **including clickable ads that can direct readers to your website or specific landing pages**.

Full page	**Half page**	**Quarter page**
8.5" × 11"	**7.45" × 4.55"**	**3.625" × 4.55"**
1 issue $1,000	1 issue $600	1 issue $300
2 issues $1,800	2 issues $1,100	2 issues $500
3 issues $2,650	3 issues $1,600	3 issues $750
4 issues $3,500	4 issues $2,000	4 issues $1,000

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.





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.

1050 × 750 px: Pop-Up (Square)
$350/issue
$650/ 2 issues
$950/ 3 issues

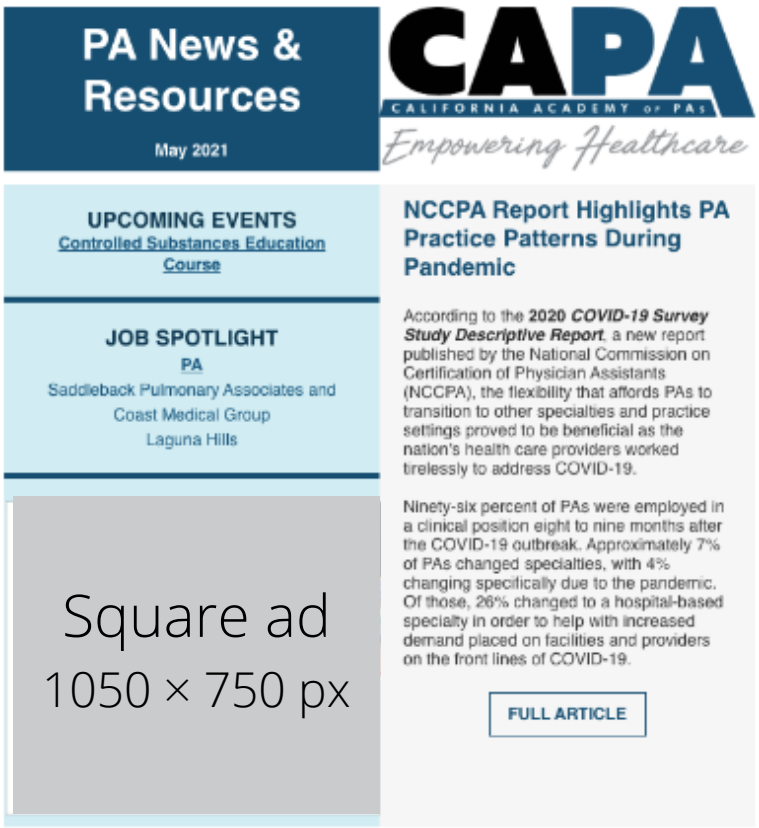
1800 × 450 px: Banner (Horizontal)
$350/issue
$650/ 2 issues
$950/ 3 issues

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.*



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

2200 × 733 px: Banner Slider
$250/month
$450/ 2 months
$725/ 3 months

728 × 90 px: Leaderboard
$350/month
$650/ 2 months
$950/ 3 months

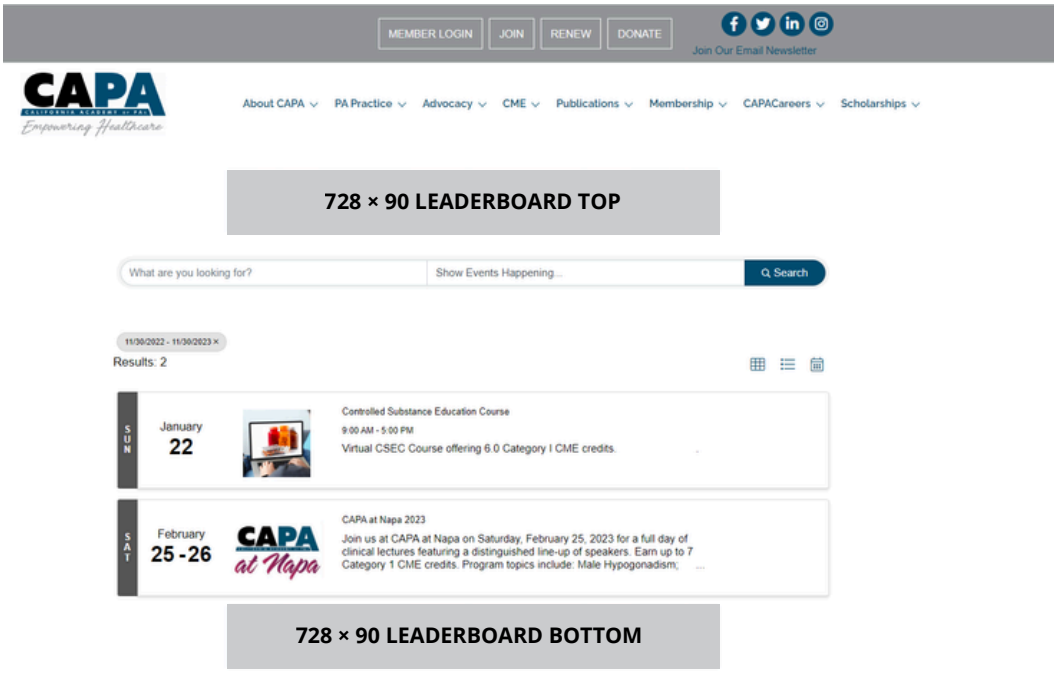
1050 × 750 px: Rectangle
$350/month
$650/ 2 months
$950/ 3 month

***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

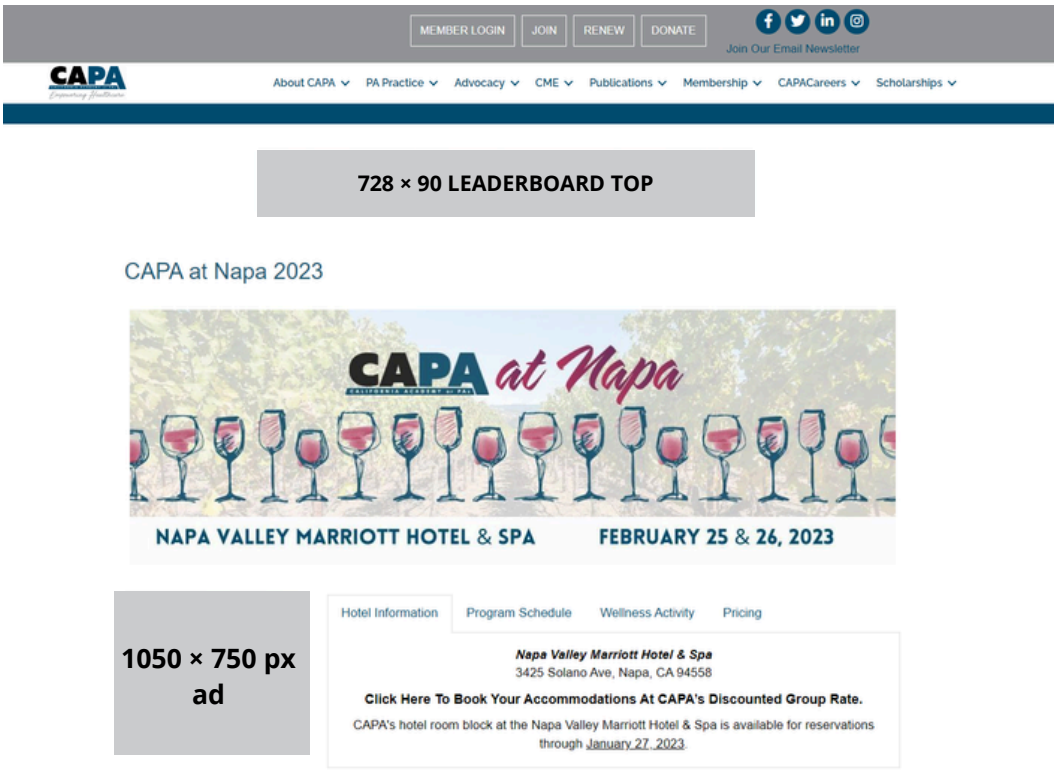
728 × 90 px:
Leaderboard
$300/month
$500/ 2 months
$700/ 3 months



INTERNAL PAGES

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

1050 × 750 px:
Rectangle
$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.*

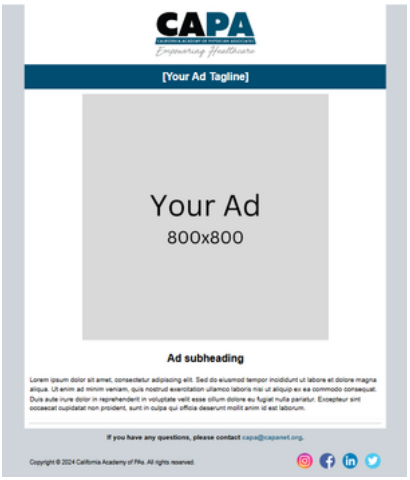
DEDICATED EMAILS

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.

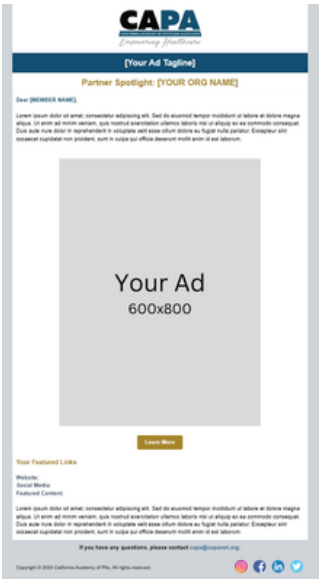
Up to 8,000 recipients - $2,500
Up to 16,000 recipients - $3,500

***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.*

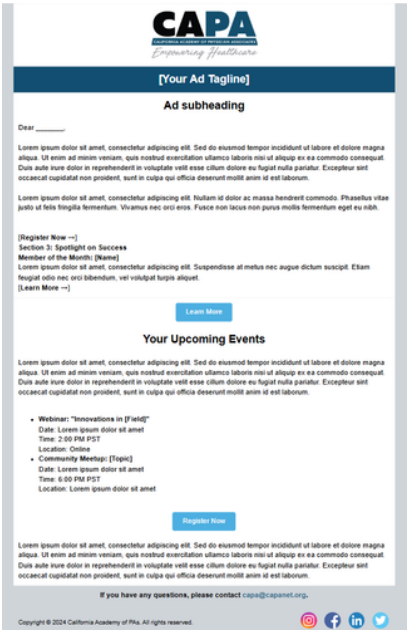
Infographic



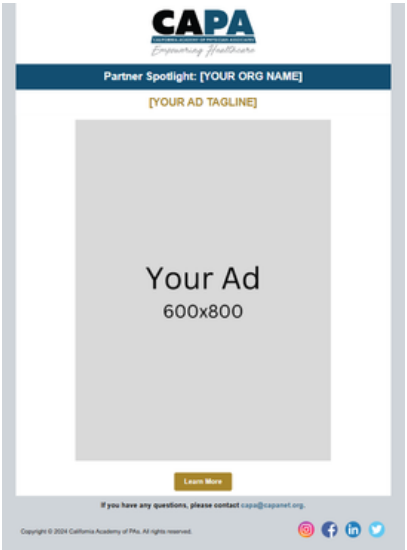
Partner Spotlight



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

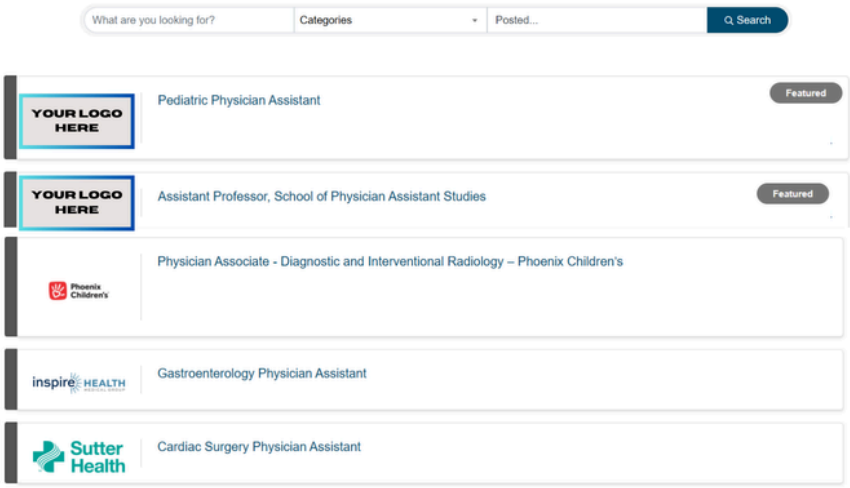
Featured Job Upgrade ($100 additional per listing) Includes:

- 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



www.capanet.org/job-board

Featured Job Upgrade