

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 3,300 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 Pop-Up (Square)

\$325/issue
\$600/2 issues
\$900/3 issues

600 X 150 Banner (Horizontal)

\$325/issue
\$600/2 issues
\$900/3 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



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](#) 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



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 Slider

\$200/month

\$350 / 2 months

\$500/ 3 months

728 X 90

\$325/month

\$600 / 2 months

\$900/ 3 months

300 X 250

\$325/month

\$600/ 2 months

\$900 / 3 month

728 x 90 ad



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
 \$300/month
 \$500 / 2 months
 \$700/ 3 months

MEMBER LOGIN JOIN RENEW DONATE Join Our Email Newsletter

CAPA
Empowering Healthcare

About CAPA PA Practice Advocacy CME Publications Membership CAPACareers Scholarships

728 x 90 LEADERBOARD TOP

What are you looking for? Show Events Happening...

11/30/2022 - 11/30/2023 x

Results: 2

SUN	January 22		Controlled Substance Education Course 9:00 AM - 5:00 PM Virtual CSEC Course offering 6.0 Category I CME credits.
SAT	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; ...

728 x 90 LEADERBOARD BOTTOM

INTERNAL PAGES

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

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

MEMBER LOGIN JOIN RENEW DONATE Join Our Email Newsletter

CAPA
Empowering Healthcare

About CAPA PA Practice Advocacy CME Publications Membership CAPACareers Scholarships

728 x 90 LEADERBOARD TOP

CAPA at Napa 2023

NAPA VALLEY MARRIOTT HOTEL & SPA **FEBRUARY 25 & 26, 2023**

336 x 250 ad

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.

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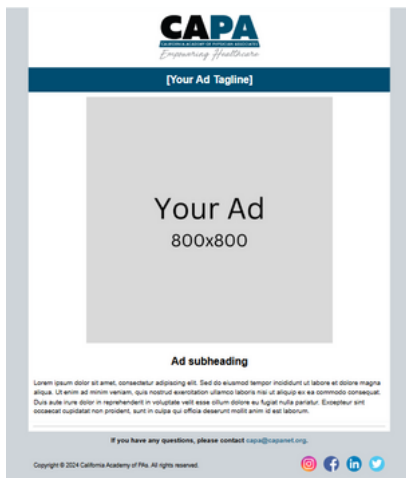
DEDICATED EMAILS

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.

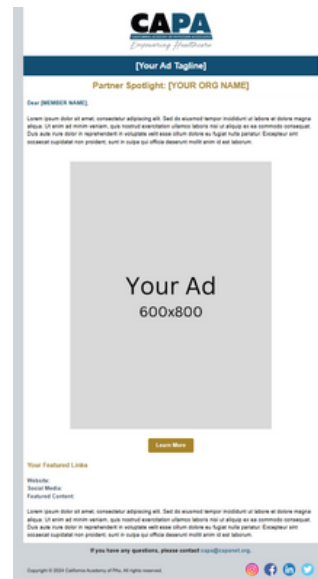
Up to 8,000 recipients - \$2,500
Up to 16,000 recipients - \$3,500

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.

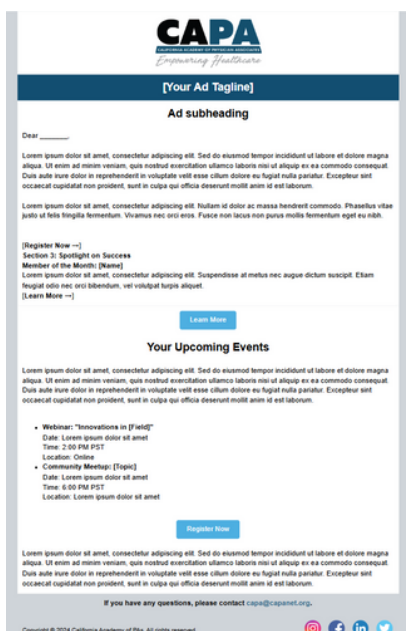
Infographic



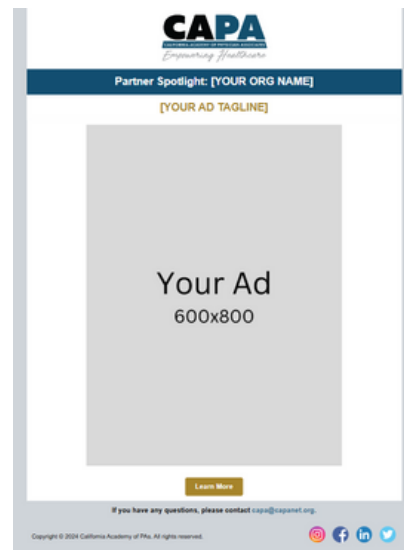
Partner Spotlight



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.

The posting of a listing with CAPA includes:

- 30 days on CAPA's Job Board
- A spotlight feature on CAPA's social media
- Inclusion in the *Employment Opportunities* section of CAPA's print magazine
- Potential of 9,000 combined impressions total

Individual Listing - \$180/post

Spotlight in E-Newsletter/Event Reminder/Job Board - \$100/feature

Unlimited Postings - \$1,250/year

This is an one-year option that permits the posting of an unlimited number of employment opportunities while still receiving all the benefits of an Individual Listing. This is a cost-effective option for medical systems and practices that must post numerous positions a year.

Job Board

What are you looking for? Categories Posted... Q Search

YOUR LOGO HERE Pediatric Physician Assistant **Featured**

YOUR LOGO HERE Assistant Professor, School of Physician Assistant Studies **Featured**

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

Gastroenterology Physician Assistant

Cardiac Surgery Physician Assistant

Spotlights

CAPACareers
JOB POSTING SPOTLIGHT
PHYSICIAN ASSISTANT
NEUROSURGERY
ALAMEDA HEALTH SYSTEM
HIGHLAND HOSPITAL (OAKLAND)
APPLY NOW

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