

ADVERTISEMENT RATES

(714) 427-0321
teresa@capanet.org
www.capanet.org

CALIFORNIA ACADEMY OF PAS

The California Academy of PAs 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.

PRINT ADVERTISING

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

**Full page
8.5" x 11"**

1 issue \$1,000
2 issues \$1,800
3 issues \$2,650
4 issues \$3,500

**Half page
7.45" x 4.55"**

1 issue \$500
2 issues \$900
3 issues \$1,275
4 issues \$1,600

**Quarter page
3.625" x 4.55"**

1 issue \$250
2 issues \$450
3 issues \$650
4 issues \$750

Deadline: (Issue/Date)

January – December 15th

April – March 15th

July – June 15th

October – September 15th

Cancellation Policy:

Notice of ad cancellation request 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.

SHOULD HEALTH SYSTEMS OFFER STAFF BONUSES FOR GETTING A COVID-19 VACCINE? Page 5

Inside this issue

- WHAT YOU NEED TO KNOW ABOUT STUDENT LOAN DEBT IN 2021
- PA SPECIALTIES WITH SALARY INFORMATION
- HEALTHCARE REHIRING FAQ AFTER STATE REOPENING

Empowering Healthcare

JOB POSTINGS continued

Requirements:

- Graduate of a current license program as a Physician Assistant or Nurse Practitioner in the State of California
- Ability to effectively and efficiently manage multiple clinical tasks
- Demonstrate excellent organizational skills with excellent attention to detail
- Able to communicate effectively (verbal and written)
- Strong interpersonal, communication, and collaboration skills
- Willingness to attend DEA Exams and practice Supervision

Interested applicants are invited to send a cover letter and resume to hr@capamag.com or hr@capamag.com

Physician Assistant Primary Care

University Medical Partners
San Pablo
University Medical Partners (UMP), a partner of Stanford Medicine, is seeking a full-time experienced PAs for Primary Care Physician Assistant to join our primary care clinic in San Pablo, CA.

Job Details:

- Full-time 40 hours per week
- Minimum 12 years of primary care experience required
- Minimum 75% of primary care experience required
- Strong clinical and patient care skills
- Excellent communication and organizational skills
- Willingness to attend DEA Exams and practice Supervision

Why join us?

- Competitive salary and generous benefits package including 401k, malpractice coverage and more
- Excellent work/life balance
- Physically and mentally stimulating
- Supportive and collaborative team
- We value DEI in our clinical and non-clinical workforce

How to:

Our mission is to deliver the promise of Precision Health and PA's role is to partner, train, and lead in the community. We partner with Stanford Medicine in a comprehensive model of clinical care, education, and innovation.

University Medical Partners, Inc. is a California professional corporation owned and led by physicians and other healthcare professionals. We are an equal opportunity employer. We are an affirmative action employer. We are an equal opportunity employer. We are an equal opportunity employer. We are an equal opportunity employer.

For more information, please contact hr@capamag.com or hr@capamag.com. We are an equal opportunity employer. We are an equal opportunity employer. We are an equal opportunity employer. We are an equal opportunity employer.

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CAPA 2018 S. Forester Street
Santa Ana, CA 92704-4928
Inland Empire
Address Service Requested

Half page ad
7.45 x 4.55

JOB POSTINGS continued

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Full page ad 8.5 x 11

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Quarter page 3.625 x 4.55

EMAIL ADVERTISING

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.

350 x 250 Square

\$300/issue
\$500 / 2 issues
\$700 / 3 issues

600 X 150 Horizontal

\$300/issue
\$500 / 2 issues
\$700 / 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



REGISTER

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

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

*Mid-page
Leaderboard*



728 x 90 ad

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



*Bottom Home
Page Rotating
Carousel*

300 x 250
\$200/month
\$350 / 2 months
\$500 / 3 month

**300 x 250
ad**

**300 x 250
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*

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

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

11/30/2022 - 11/30/2023 x Results: 2

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, ...

728 x 90 LEADERBOARD TOP

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

CAPA at Napa 2023

CAPA at Napa

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

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.

336 x 250 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.

DIGITAL ADVERTISING

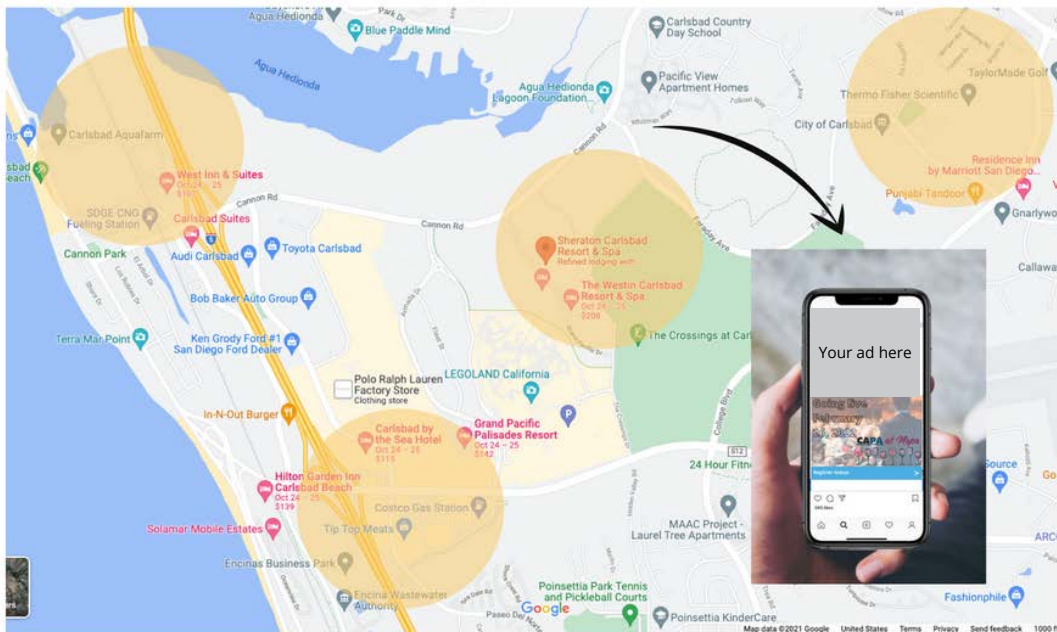
Using cookies to track visitors to our site, CAPA integrates retargeting, email/social media mapping, and geofencing to further target key audiences.

50,000 Impressions Over 3 Months

\$2,800

100,000 Impressions Over 3 Months

\$5,000



728x90



L.A. NOW 4:55 AM
Why the generous new contract for DWP workers might be just a 'face-saving gesture'
By Jack Dolan
Leading critics question whether it's such a good deal.

POLITICS 3:00 AM
Trump succeeds where Obama failed - spawning a new wave of liberal activism

Get 8 weeks FREE
Hurry, sale ends 7/5

START TRIAL >

300x250