



American Academy of  
Physician Associates

# Advertising Opportunities

[www.aapa.org](http://www.aapa.org)

## Business Development Contact Information

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## What is a PA?

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PAs (physician associates) are licensed clinicians who practice medicine in every specialty and setting.

Trusted, rigorously educated and trained healthcare professionals, PAs are dedicated to expanding access to care and transforming health and wellness through patient-centered, team-based medical practice.

Explore our infographic at [aapa.org/what-is-a-pa](https://aapa.org/what-is-a-pa) to learn more.

## 2025 Key AAPA Events

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**We Are Family (Medicine)**  
January 11–13, 2025



**Executive Leadership Conference**  
March 3–5, 2025



**AAPA 2025**  
May 16–20, 2025



**Musculoskeletal Galaxy**  
July 28–30, 2025



**Leadership and Advocacy Summit**  
September 18–20, 2025

## Digital Advertising Opportunities

### Clinical Conversations: Recorded Webinar Series

Design your own 45-60 minute webinar with your content and moderator. AAPA will host the webinar, providing the platform and promotion through our multi-platform marketing approach.

Specs:

- Investment: \$25,000
- Potential Reach (will depend on audience size and content):
  - » Practicing PAs: up to 46,000 members and 120,000 nonmembers
  - » PA Students: up to 25,000 members and 3,000 nonmembers

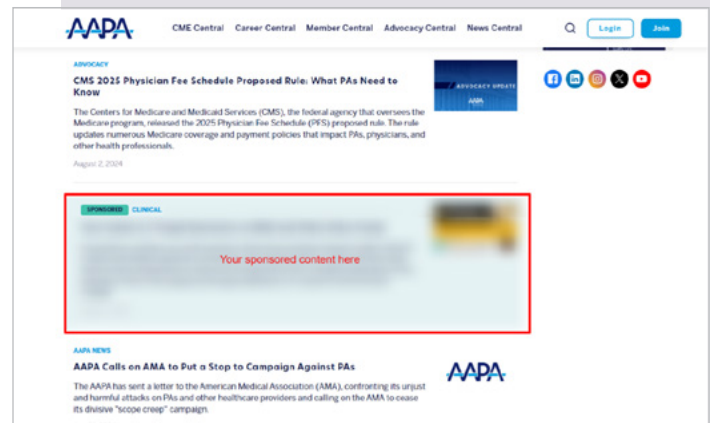


### Sponsored Content

Place your valuable and relevant content in front of AAPA's audience: thousands of practicing PAs and PA students! Sponsored content will be placed in the **News Central** section on AAPA.org, a trusted resource for PAs and PA students; emailed out in our PA newsletter; and promoted on our social media channels.

Specs:

- Investment: \$10,000
- Article (relevant content) between 750-1,000 words
- In-text link that points to a location of your choice
- Image to be posted next to sponsored content – 1200x630 or 1024x512



# Digital Advertising Opportunities

## AAPA.org Digital Banner Ads

Place your banner ad on one of AAPA.org's most popular pages (listing is below). We can offer a targeted audience for your ideal needs, or you can reach a broad range of PAs, PA students, and other healthcare providers.

Specs:

- Investment: \$5,850
- Amount: Up to three sponsored banner ads included in rotating slot, one slot per sponsor
- Duration: 13 weeks
- Sizes: 970x90 (desktop) and 300x250 (mobile)
- Pages:

### What is a PA?

average of 16,100 views per month

- Audience: Typically patients and the general public

### Become a PA

average of 34,000 views per month

- Audience: Pre-PAs who are looking for steps on how to become a PA

### Career Central

average of 4,700 views per month

- Audience: PAs, PA students, and pre-PAs who are interested in exploring career tools and advice

### Career Resources

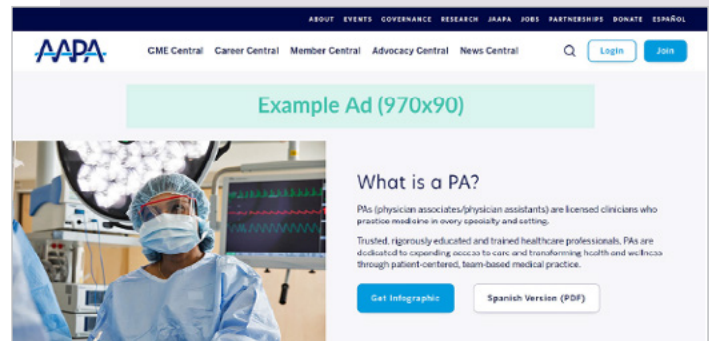
average of 3,500 views per month

- Audience: PAs, PA students, and pre-PAs looking for specific career resources on topics such as contract negotiations, career transitions, state laws, reimbursement, and many more

### Events Page

average of 4,000 views per month

- Audience: PAs, PA students, and pre-PAs who are interested in attending an event or webinar hosted by AAPA



# Digital Advertising Opportunities

## AAPA E-Newsletter Banner Ads

Place your banner ad in one or more of AAPA's newsletters. Our PA-Central newsletters highlight specific products/services, events, news, advocacy efforts, and more.

Specs:

- Investment: \$2,850 per issue
- Size: 728x90
- Impressions: 30-20,300
- Listed below are our targeted audiences to choose from.
  - » **PA-Central Member**  
A biweekly email sent to AAPA's 46,000 members
  - » **PA-Central Nonmember**  
A monthly email sent to 121,000 nonmembers
  - » **PA-Central Students**  
A biweekly email that is sent to 36,000 students and pre-PAs

The screenshot displays the layout of the AAPA PA-Central Member newsletter. At the top, there is a header with the 'PA-Central MEMBER' logo and the AAPA logo (American Academy of Physician Assistants). Below the header, the newsletter content is organized into several sections:

- Practical Nutrition Resources:** Features an image of a bowl of food and text about locating nutrition experts and addressing nutritional needs. It includes a 'BROWSE KIT' button.
- Webinar: How to Vet a Job Offer:** Includes a brief description of the webinar and a 'SIGN UP' button.
- See You in Mile High City:** Promotes the AAPA 2025 conference in Denver, mentioning early registration access and savings. It includes a 'BUY HIGH' button.
- Help Patients With PCOR:** Discusses AAPA's Patient-Centered Outcomes Research webpage and includes an 'EXPLORE PCOR' button.
- Last Chance to Apply!**: Announces the final deadline for submitting presentation proposals for the next year's national conference. It includes a 'PLEASE PRESENT' button.
- Content You Can Trust:** Promotes Wolters Kluwer's educational content and includes a 'START BROWSING' button.
- Quick Links:** A section with links to 'Tell us how you're spending your July!', 'Find the Fellow membership upgrade option that best fits your needs', and 'Join your community and find a mentor or mentee (or both!) in Huddle'.
- Your ad here:** A designated space for a banner advertisement, highlighted with a red border.
- Footer:** Contains the AAPA logo, contact information (2310 Mill Road, Suite 1300, Alexandria, VA 22314), phone numbers (703.636.2272, 703.684.1624), the website (aapa.org), and a sign-up prompt for AAPA texts.



## Digital Advertising Opportunities

### Medical Watch Newsletter

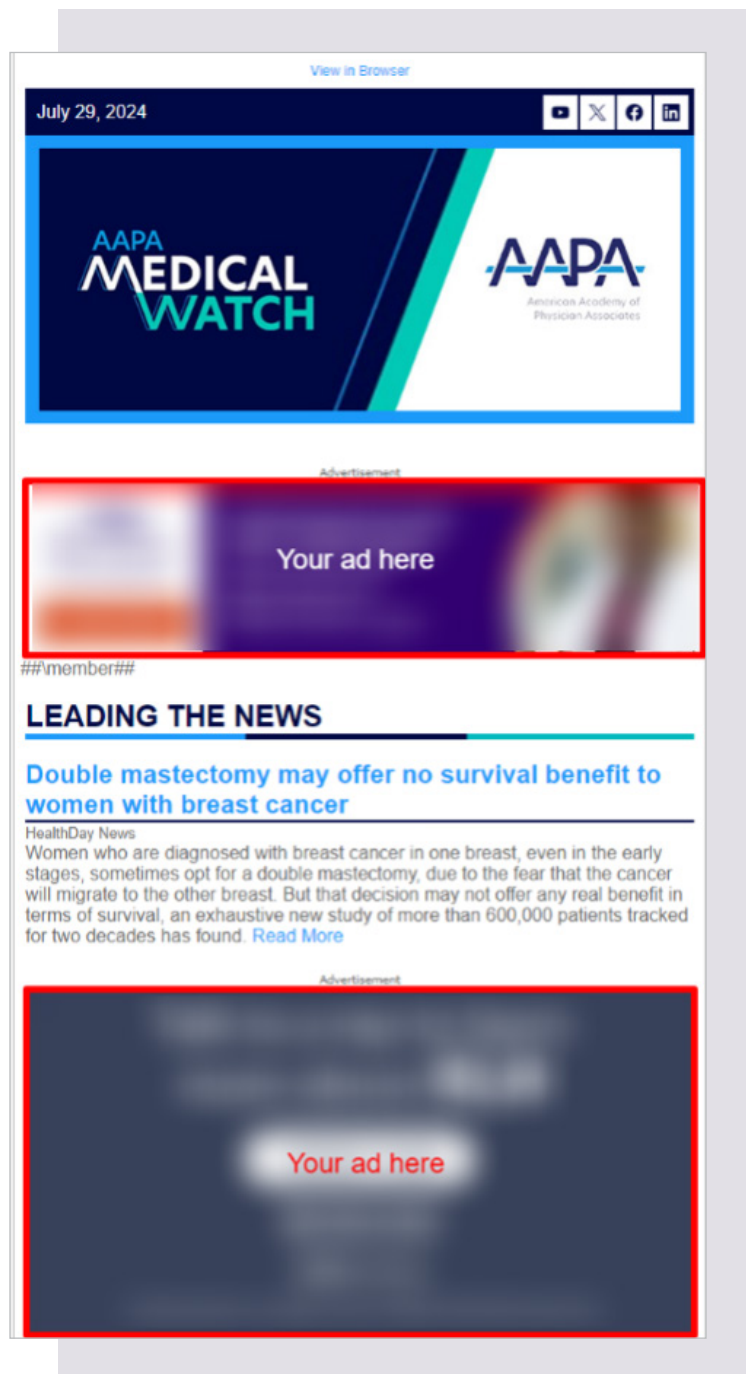
AAPA Medical Watch tackles today's most relevant stories, gathered from leading news media sources and other critical industry publications. Delivered daily (Monday-Friday) to the inboxes of subscribers, AAPA Medical Watch keeps professionals informed of the topics that matter most. Subscribers are decision-makers with purchasing power.

Specs:

- Additional information and pricing can be found here: <https://mk.multibriefs.com/MediaKit/Pricing/AAPA>
- Subscribers – 55,000

### CME Calendar

Add your AAPA-accredited course to our [CME Calendar](#), the go-to source for PAs in search of the latest CME. AAPA-accredited listings are \$250 for a 30-day listing. Complete the [online form](#) to get started.



## Other Advertising Opportunities

### PA JobSource

**PA JobSource** is a Zillow-like career exploration platform that maps nearly every PA employer in the U.S. and is available exclusively to AAPA members. AAPA's PA JobSource offers your organization increased visibility and more effective ways to recruit new talent. Looking to hire a PA? Learn more about posting your job(s) at <https://resources.pajobsource.aapa.org/>.



### JAAPA Advertising

JAAPA is the monthly peer-reviewed clinical journal of the American Academy of Physician Associates published by Wolters Kluwer Health. With more than 25 years in publication, its mission is to support the ongoing education and advancement of PAs by publishing current information and research on clinical, health policy, and professional issues.

**Learn more** about the rates, dates, and contact information for JAAPA advertising, recruitment, and content solutions.



### Eblast and Mail List

- Through our partner, **Medical Marketing Service (MMS)**, you can rent the most accurate and comprehensive PA email list available that includes both AAPA members and nonmembers. The AAPA file is ideal for continuing medical education, recruitment, market research, social networking promotion, pharmaceutical marketing, and many more opportunities. You can use the same data for direct mail to target your email campaign.
- These emails are 100% opt-in by virtue of recipient affiliation with AAPA.
- Complete the **online request** to get started.
- **AAPA Specialty and Email Counts**

# AAPA Advertising Guidelines

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These are standards and policies for the acceptance and placement of advertising in AAPA electronic publications, communications, and website.

## General Advertising Guidelines:

All advertisements are subject to approval of AAPA, which reserves the right to reject or cancel any advertisement at any time.

The appearance of advertising on all AAPA sites is neither a guarantee nor an endorsement by the publisher, society or editorial partner of the product, service, company or claims made in such advertising.

Advertising that appears on AAPA website, social media and newsletters will be clearly distinguishable from editorial content.

Any advertorial content will say “Sponsored” at the top and bottom of the page and on the social media posts. All advertisements are accepted and published by AAPA on the warranty of the agency and advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.

In consideration of posting of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless AAPA, its officers, agents and employees against expenses (including legal fees) and losses resulting from the posting of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement or plagiarism.

Products or services accepted for advertising shall further AAPA’s mission and resonate with the PA audience. Research materials and/or other documents and data supporting the statements made in the advertisement may be required for review prior to acceptance of advertising.

AAPA shall not be liable for any failure to publish any advertisement accepted; however, AAPA shall use its reasonable efforts to place such advertisement in subsequent available space. All advertisements must clearly and prominently identify the advertiser by trademark or signature. Any reference to AAPA or its

products or services in advertisements, promotional material or merchandising by the advertiser or the agency is subject to AAPA’s prior written approval for each such use.

If advertiser fails to meet content deadlines, AAPA cannot guarantee placement or promotion of the agreed upon opportunity. AAPA reserves the right to edit all content with regard to AAPA style, tone, and audience.

AAPA retains final editing authority over all content. Advertisers are responsible for monitoring comments for your own purposes on social media promotion. AAPA will not turn off comments on social media promotions. AAPA retains the right to refuse images if we determine they are unsuitable for our website or social media channels. AAPA is not responsible for any damages, including but limited to, actual, direct, incidental, or consequential damages for errors in displaying content.

All advertisements for employment must be nondiscriminatory and comply with all applicable laws and regulations. Ads that discriminate against applicants based on sex, sexual orientation, age, race, religion, marital status or physical handicap will not be accepted. Non-U.S. recruitment advertisers are required to confirm in writing that they are equal opportunity employers.

Advertisements for pharmaceutical products (including New Drug Application, or NDA, products) that are subject to U.S. Food and Drug Administration (FDA) oversight must comply with FDA regulations regarding advertising and promotion.

In the event of nonpayment, AAPA reserves the right to hold the advertiser and/or its advertising agency liable for such monies as are due and payable to AAPA.

## Accepted Advertising

AAPA will accept website and newsletter ads from the following:

- FDA-approved pharmaceutical and medical device products (advertising for products that are not FDA-approved will be accepted on a case-by-case basis)
- Certified laboratories (e.g., CLIA, CAP) and makers of lab kits and tests for office use



- Medical equipment companies
- Practice management products, including makers of electronic health records, billing and coding services, furniture, uniforms, etc. Publishers of medical and scientific content and other relevant content (ads for individual publications will be considered on a case-by-case basis)
- Graduate medical education or other healthcare training
- Opportunities and research training opportunities
- Continuing medical education offerings
- Classified ads AAPA may consider other businesses or services; however, as with all other advertisers listed above, AAPA editors have the right to refuse any advertisement that in the sole opinion of the editor is inaccurate, in bad taste, fraudulent, misleading or deceptive, or the publication of which is not in the best interest of AAPA.

## Advertising Restrictions

AAPA's advertising restrictions include the following:

- Companies owned by tobacco companies, their parent company or subsidiaries (parent and subsidiaries are defined as an entity in which there is a 5 percent or greater ownership by, or of, a tobacco company)
- Companies that make alcoholic beverages
- Food products and dietary supplements not regulated by the FDA
- Advertising that conveys sexual orientation, ethnic, religious, gender, or age bias or prejudice
- Advertising that resembles editorial material in content and format
- Advertising that promotes trainings, webinars, events (live or virtual) that take place during AAPA's scheduled conferences that are outlined on AAPA's event website
- Advertisements disparaging a competitor's product or service

- AAPA editors have the right to refuse any advertisement that in the sole opinion of the editor is inaccurate, in bad taste, fraudulent, misleading, or deceptive, or the publication of which is not in the best interest of AAPA.

## Disclaimer

The appearance of an advertisement in an AAPA publication or on its websites is neither an AAPA guarantee nor an endorsement of the product or service or the claims for the product or service made by the advertiser. A disclaimer to this effect will appear in AAPA publications and on its websites. Companies may not refer to an appearance of an advertisement for their product in an AAPA publication or website as an AAPA endorsement.

## Digital Advertising

Digital advertising may be placed in AAPA digital publications and websites and will meet the following requirements and AAPA standards: Digital ads must be readily distinguishable from editorial content.

Digital advertisements may appear as fixed or rotating advertisements. Digital advertisements may not be juxtaposed with, appear in line with, or appear adjacent to editorial content on the same topic, or be linked with editorial content on the same topic. Digital ads that are fixed in relation to the viewer's screen or that rotate must be placed to ensure that juxtaposition (as defined above) would not occur as screen content changes.

Ads may link off-site to a commercial website, provided that viewers are clearly informed that they are being taken to another website and that viewers are not prevented from returning to the AAPA website or other previously viewed screens.

AAPA reserves the right to not link to or to remove links to other websites. AAPA reserves the right to decline or cancel any submitted advertisement or discontinue posting of any advertisement previously accepted, as well as decline any link to or from the website that is unacceptable.

Any use of publication trademarks or copyrighted materials for links to and from the website must be approved, in advance, by AAPA. Any such unauthorized

linking is prohibited. AAPA does not endorse or support any product or organization linked to the journal's website, nor is the publisher responsible for the content of any website promoted in an advertisement published in the journal.

Online advertisers may receive reports that show aggregated data about response to the advertisements, including, but not limited to, the number of ad impressions and the number of times an advertisement was clicked.

Advertisers have no control or influence over the results of searches a user may conduct on AAPA's website. Search results are based solely on the functionality available through our search software (e.g., keywords or natural language) and user-defined criteria (e.g., displaying most recent or most relevant items first).

