



American Academy of
Physician Associates

Advertising Opportunities

www.aapa.org

Business Development Contact Information

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What is a PA?

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 to learn more.

2026 Key AAPA Events



We Are Family (Medicine)
January 31–February 2, 2026



**Executive Leadership
Conference**
February 23–25, 2026



AAPA 2026
May 15–19, 2026



Musculoskeletal Galaxy
June 5–8, 2026



**Leadership and
Advocacy Summit**
September 24–26, 2026

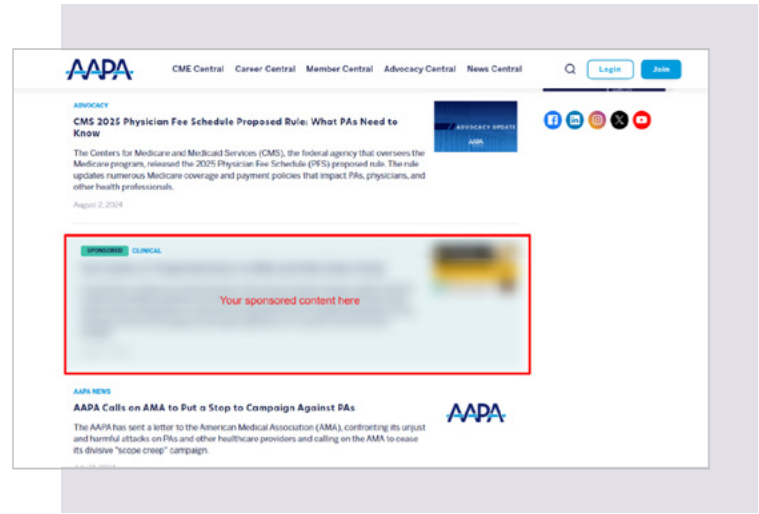
Digital Advertising Opportunities

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: \$12,000
- 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



Single Sponsored Webinar

Partners can design a 45–60 minute webinar built around their educational objectives and content priorities. This format allows organizations to share deeper insights, clinical updates, or thought leadership through a structured presentation and discussion tailored to the PA audience.

AAPA will host the webinar on its platform and provide technical coordination to ensure a smooth delivery experience. This option is ideal for partners seeking a focused, single-session opportunity to connect with the PA community in a trusted educational environment.

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

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 8,200 views per month

- Audience: Typically patients and the general public

Become a PA

average of 21,000 views per month

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

Career Central

average of 5,000 views per month

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

Career Resources

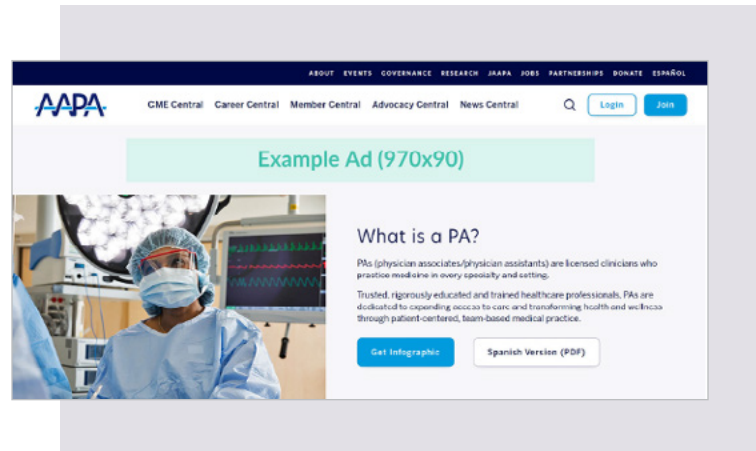
average of 1,200 views per month

- 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 5,000 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 30,000 members
 - » **PA-Central Nonmember**
A monthly email sent to 91,000 nonmembers
 - » **PA-Central Students**
A biweekly email that is sent to 38,000 students and pre-PAs

PA-Central MEMBER

AAPA
American Academy of Physician Associates

Practical Nutrition Resources
Locate nutrition experts, address nutritional needs in special patient populations, and have more productive conversations with patients about nutrition with AAPA's free Nutrition Toolkit. The kit was recently reviewed and updated by a panel of your PA peers.
[BROWSE KIT](#)

Webinar: How to Vet a Job Offer
Not sure whether to accept or reject the job offer in front of you? Learn how to properly vet an employment offer by attending the July 31 Career Central webinar led by PA Michele Cambren, founder of The Medicine Couch.
[SIGN UP](#)

AAPA 2025
Denver • May 17-21
Live the High Life
[BUY HIGH](#)

See You in Mile High City
Ready to start planning for AAPA 2025 in Denver? Sign up to be a VIP for early registration access, the lowest rates, and extra savings. Sign-up ends Sept. 30 and VIP Registration opens Oct. 23!
[BUY HIGH](#)

Help Patients With PCOR
AAPA's Patient-Centered Outcomes Research webpage includes free CME from AAPA and research findings from the Patient-Centered Outcomes Research Institute on topics such as diabetes, obesity, and mental and behavioral health.
[EXPLORE PCOR](#)

Last Chance to Apply!
This is your last chance to submit a presentation proposal for next year's national conference in Denver. Finalize your topic and submit by July 31!
[PLEASE PRESENT](#)

Content You Can Trust
Wolters Kluwer is dedicated to providing trusted educational content that meets the needs of today's PAs – and AAPA members get a 30% discount! Learn more about their flexible, dynamic options driving effective outcomes across healthcare.
[START BROWSING](#)

Quick Links
Tell us how you're spending your July! Check out our Quick Question.
Find the Fellow membership upgrade option that best fits your needs.
Join your community and find a mentor or mentee (or both!) in Huddle.

Your ad here

AAPA
American Academy of Physician Associates

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[aapa.org](#)

Sign up for AAPA texts and stay in the know.

Update your communications preferences or unsubscribe.
Email not displaying properly? [View this page in Spanish.](#)

Digital Advertising Opportunities

Medical Watch Newsletter

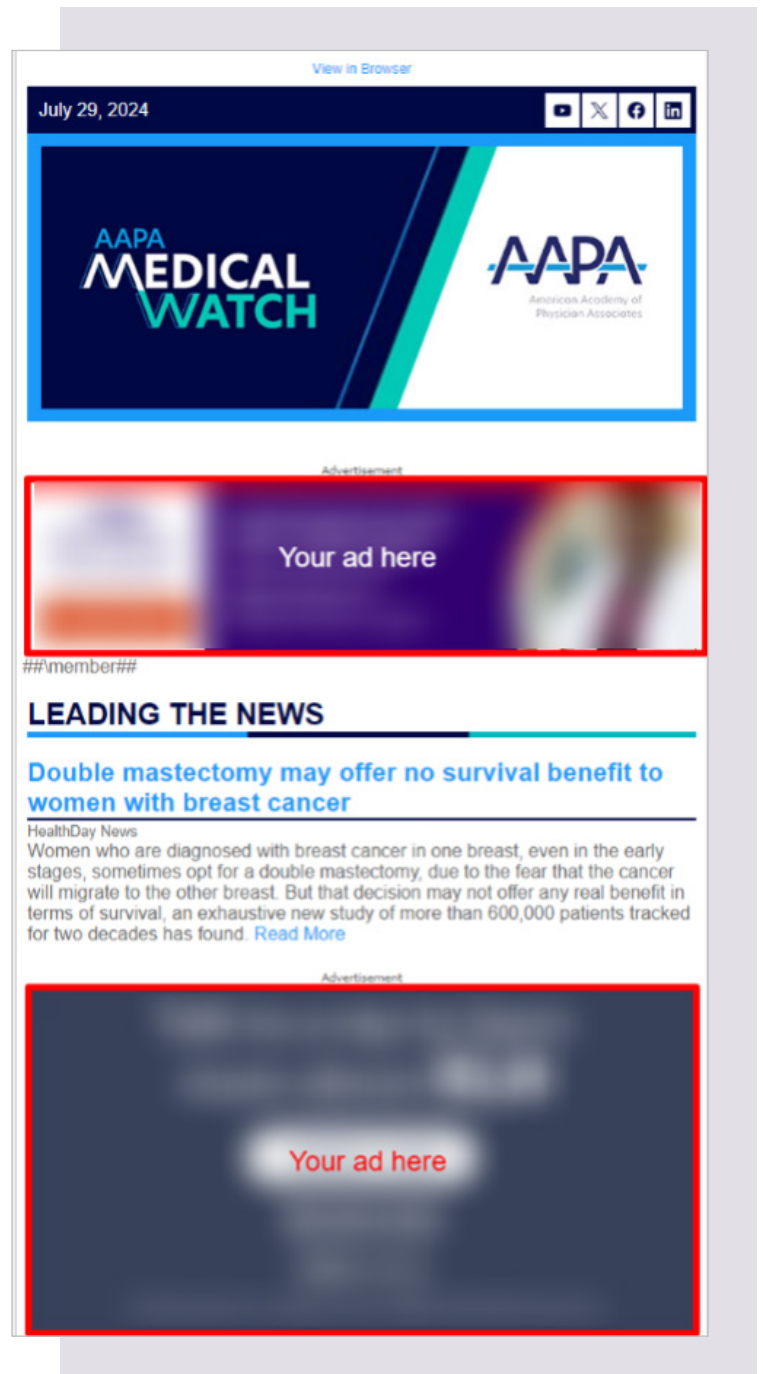
AAPA Medical Watch tackles today's most relevant stories, gathered from leading news media sources and other critical industry publications. Delivered daily (Monday-Friday) to the inboxes of subscribers, AAPA Medical Watch keeps professionals informed of the topics that matter most. Subscribers are decision-makers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

Distributed in print to more than 45,000 PAs each month and digitally to AAPA's total membership of over 75,000. 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.



Potential Tactics:

- Digital Advertising
- Print Advertising
- Sponsored print and digital editorial supplemental articles

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

Other Advertising Opportunities

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

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).

