



South Carolina Academy of Physician Assistants

ADVERTISING OPPORTUNITIES

Are you interested in marketing your products, services or events to physician assistants in the state of South Carolina? SCAPA can help. Following are some ways in which we can help you reach PAs in South Carolina. If you are interested in working with us or have any questions, please contact our Executive Director, Janet Jordan, at scapa@sc.rr.com.

NEWSLETTER ADVERTISING

Our award winning electronic newsletter is published quarterly in January, April, July, and October. It is emailed to SCAPA members and posted to our website.

Ad Sizes and Pricing

¼ Page = \$125

½ Page = \$250

Full Page = \$500

Ad Specifications:

- Advertisement is due the 20th of the month prior to the publication of the newsletter. Newsletters are published in January, April, July, and October.
- ¼ page and ½ pages must be in Word document form (jpg and bmp) and full page ads may be submitted in PDF form.
- Advertisements must be approved by the Communications Committee
- Advertisements are submitted to the Executive Director, Janet Jordan at scapa@sc.rr.com

WEBSITE ADVERTISING

Our website attracts physician assistants, employers and students on a daily basis. We are currently running a half price special and invite you to take advantage of this great deal! The prices as well as instructions for advertising are below, and your ad will be placed at the bottom of our homepage.

Half Price Special

1 month = \$250 (Regular price \$500)

3 months = \$500 (Regular price \$1000)

6 months = \$750 (Regular price \$1500)

1 year = \$1250 (Regular price \$ 2500)

Website Banner Ad Specifications:

- Artwork is due the 20th of the month prior to the reserved month
- Must be .gif, animated .gif, .jpg
- Animated gifs are not supported within ad rotator
- Must provide URL (http://) for banner
- 50 character text limit
- Must not include any rapid or "strobing" animation of any graphic, copy or background elements

- Rotating ad cycles are up to 12 seconds
- Rotating banner will be located at the bottom of the home page and will be positioned horizontally (728px x 90px)
- Artwork must be approved by the SCAPA Communications Committee

Event Listing:

We can post your event to the CME page of the SCAPA website for \$25. Postings must be approved by the Communications Committee and submitted with payment. This fee can be waived for a fellow constituent organization in exchange for posting SCAPA events to their website.

Email Blast:

SCAPA can send an email blast to the PAs in the state for a fee of \$75. Content must first be approved by the Communications Committee. If marketing is for a CME event, this fee would also include a posting to the CME page of the website.