

ARCHIVES

of Pathology & Laboratory Medicine

ARCHIVES PORTAL
www.archivesofpathology.org

The screenshot shows the website's homepage with several key elements highlighted by green boxes and arrows:

- LEADERBOARD:** A bar chart at the top showing gene expression levels for ARCHER, PTEN, and ERBB2.
- LEFT TOWER:** A vertical banner on the left side featuring a Roche logo and the text "Get 2X the IHC/ISH throughput".
- RIGHT TOWER:** A vertical banner on the right side featuring a Roche logo and the text "VENTANA ALK (D5F3) CDx Assay".

Performance Data
January–October 2015 monthly average

visits/sessions	66,100 per month
unique visitors	39,293 per month
page views	115,730 per month
unique page views	99,434 per month

Note: 15% agency discount is not offered for digital advertising

Banner rates

Frequency	Leaderboard	Tower
6+ months	\$440	\$390
monthly	\$515	\$405

The Archives of Pathology & Laboratory Medicine website attracts pathologists and laboratory directors in the U.S. and internationally. The latest PERQ/HCI custom study on pathologist readership shows that Archives leads all pathology journals in both readership and ad exposures.
Banner ads will rotate.

E-BLAST or E-DIRECT



VENTANA HE 600 system
The future of H&E is here
Product is in development.



Table of Contents Alert
Archives of Pathology & Laboratory Medicine - Vol. 139, Issue 10 (October 2015)

The above issue is now available online at:
<http://www.archivesofpathology.org/toc.aspx?139:10:10&journal=af&af=H>

The table of contents for this issue is listed below. Click on the links below to view the abstract for each article, or click on the link above to read the table of contents online.

LETTERS TO THE EDITOR

Advanced Companion Diagnostics Facilities: Opportunity Favors the Prepared Laboratory
Aaron M. Gruner and Andrew E. Schade
Archives of Pathology & Laboratory Medicine, Vol. 139, No. 10, October 2015: 1201-1201.
Citation | Full Text | PDF (38 KB)

Safety Assurance Factors for Electronic Health Record Resilience (SAFER) Guidelines
Douglas J. Harman and Liron Pismanovitz
Archives of Pathology & Laboratory Medicine, Vol. 139, No. 10, October 2015: 1201-1204.
Citation | Full Text | PDF (56 KB)

SPECIAL SECTION - 2014 NEW FRONTIERS IN PATHOLOGY

Reed-Sternberg-Like Cells in Non-Hodgkin Lymphomas
Juan C. Gomez-Gelvez and Lauren B. Smith
Archives of Pathology & Laboratory Medicine, Vol. 139, No. 10, October 2015: 1205-1210.
Abstract | Full Text | PDF (2492 KB)

Langerhans Cell Histiocytosis: A Clinicopathologic Review and Molecular Pathogenetic Update
Clintian M. Harmon and Noah Brown
Archives of Pathology & Laboratory Medicine, Vol. 139, No. 10, October 2015: 1211-1214.
Abstract | Full Text | PDF (963 KB)

Acute Myeloid Leukemia Genetics: Risk Stratification and Implications for Therapy
Michael L. Wang and Nathaniel G. Bailey
Archives of Pathology & Laboratory Medicine, Vol. 139, No. 10, October 2015: 1215-1223.
Abstract | Full Text | PDF (638 KB)

MIT Family Translocation-Associated Renal Cell Carcinoma: A Contemporary Update With Emphasis on Morphologic, Immunophenotypic, and Molecular Mimics

Matt
Arch
Abst

New issue e-blast notification

E-blast to Pathologists \$1,200

The *Archives* pathologist group e-blast notifications reach at least 15,000 pathologists per mailing. Print advertisers have the option of adding a banner above this monthly e-blast notification. The e-blast recipients will be redirected to view the latest *Archives* issue at www.archivesofpathology.org.

E-DIRECT

E-direct to Pathologists \$3,100

Print advertisers can e-blast their branded message to at least 15,000 pathologists selected from the CAP email list.



Excrete Carcinomas with Adipophilin



BIOCARE

Advertising Representatives

East: Hally Birnbaum

Mount Kisco, NY
Phone: 914-218-1943
Fax: 847-832-8514
captodayeast@gmail.com

Midwest: Lori Prochaska

Omaha, NE
Phone: 402-290-7670
Fax: 847-832-8514
captodaycentral@cox.net

West: Diana Kelker

Sacramento, CA
Phone: 847-832-7749
Fax: 847-832-8749
dkelker@cap.org

Publisher, Sales Office

Bob McGonnagle
325 Waukegan Road
Northfield, IL 60093
Phone: 847-832-7476
Fax: 847-832-8873
bmcgonn@cap.org

Classifieds

KERH Group
PO Box 207
Parker Ford, PA 19457
Phone: 888-489-1555
sales@kerhgroup.com

Metrics

As a digital advertiser, you'll receive:

- ➔ **Clicks:** The total number of times your ad link is used to access your link's destination. This number may include multiple clicks from a single user.
- ➔ **Banner and page impressions:** The total number of times your banner or digital ad is displayed.
- ➔ **Visits:** The total number of visitor sessions for your ad. (Sessions are up to 30 minutes long). This number may include multiple sessions from a single user.
- ➔ **Absolute unique visitors:** The total number of unduplicated users who view your ad. Please note: This number is derived by measuring the total number of distinct computers. Because people may share a computer, we have no way of knowing how many actual users view your ad.

Digital specs + guidelines

- Portal Leaderboard** ➔ Size: 728 x 90 pixels
- Portal Tower** ➔ Size: 160 x 600 pixels
- New issue e-blast notification** ➔ Size: 468 x 120 pixels
Accepted file format: JPG image
Materials due: 5th day of the month preceding publication
Please supply target URL separately (do not embed)
- E-direct** ➔ Size: 600 (max width) x 900 or fewer pixels
Required file formats: HTML and text version
Accepted file formats: GIF and JPG images
Materials due: 15 days prior to mail date
- Send materials via email to:**
Keith Eilers, Digital Production Assistant Editor
Phone: 847-832-7528; Fax: 847-832-8528
keilers@cap.org