

# ARCHIVES

## of Pathology & Laboratory Medicine

### 2016 Advertising Rates

Commission: 15% to recognized agencies

	1x	4x	6x	12x	18x	24x	36x	48x	60x
<b>Full</b>	1,830	1,750	1,660	1,550	1,450	1,390	1,350	1,310	1,280
<b>2/3</b>	1,560	1,460	1,400	1,320	1,230	1,150	1,090	1,050	980
<b>1/2</b>	1,360	1,310	1,230	1,170	1,150	1,020	970	920	890
<b>1/3</b>	1,070	1,000	930	910	850	810	750	710	690
<b>1/4</b>	750	700	665	610	570	540	500	480	470
<b>1/6</b>	570	540	480	470	440	420	390	370	350

### Color

4-color process: \$1,000; 2nd color matched from process inks: \$500; 2nd color from Pantone inks: \$750

Ads produced with combinations of process inks (cyan, magenta, yellow, and black) use color most economically. Pantone (PMS) specified non-screened colors can often be approximated using process inks. Call Keith Eilers, 847-832-7528, with questions about color use.

### Insertion Rates

Full-run insert rates are generally the B/W page rate times the number of insert pages. Please call for a specific quotation.

### Issue and Closing Dates

<b>Frequency:</b>	Monthly
<b>Insertion orders:</b>	21st of second month preceding issue date, i.e., March issue closes January 21st.
<b>Materials:</b>	28th of second month preceding issue date, i.e., March materials are due January 28th.
<b>Send materials to:</b>	Keith Eilers Ad Materials Manager College of American Pathologists 325 Waukegan Road Northfield, IL 60093 847-832-7528 Fax: 847-832-8528 keilers@cap.org

*All space reservations must be confirmed in writing prior to closing date.*

## 2016 Bonus Distribution at important pathology shows:

**USCAP** (March–Seattle); **ASCO** (June–Chicago); **CAP '16** (September–Las Vegas);  
**AMP** (November–Charlotte); **ASH** (December–San Diego)

You should advertise in the

**Archives of Pathology & Laboratory Medicine** if:

✓ Pathologists are important targets for your services and products

✓ Your therapeutic drugs are tied to tests establishing personalized diagnostics

✓ You value smart media buying\*

The *Archives* is received by 81% of pathologists

The *Archives* is read by 70% of pathologists

The *Archives* provides ad exposure to 38% of pathologists

\*Focus 2015



All advertising earns a combined rate based on the total number of ad units in the *Archives of Pathology* and *CAP TODAY*.

## Mechanical Specifications

Ad Unit	STANDARD PAGE		BLEED PAGE	
	Width	Depth	Width	Depth
Full page	7"	10"	8 1/4"	11"
2/3 Vertical	4 5/8"	10"	5 3/16"	11"
1/2 Vertical	3 3/8"	10"	4"	11"
1/2 Horizontal	7"	4 7/8"	8 1/4"	5 3/8"
1/3 Vertical	2 1/4"	10"	2 7/8"	11"
1/3 Horizontal	4 5/8"	4 7/8"		
1/4 Vertical	3 3/8"	4 7/8"		
1/6 Vertical	2 1/4"	4 7/8"		

Trim: 8" x 10 3/4" – Safety: Keep live matter 3/8" from trim

## Circulation

*Archives of Pathology & Laboratory Medicine* is received and read every month by 15,000 pathologists, including members of the College of American Pathologists, who enjoy their subscriptions as a member benefit through personal written request.

Readership:	
Pathologists:	15,000
Paid Subscriptions:	1,000
<b>Total:</b>	<b>16,000</b>

The latest PERQ/HCI custom study on pathologist readership shows that *Archives of Pathology & Laboratory Medicine* leads all pathology journals in both receivership and readership, and is second only to *CAP TODAY* in generating advertising exposures to pathologists.

## Publisher/Sales Office

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