

CAP TODAY

PATHOLOGY ♦ LABORATORY MEDICINE ♦ LABORATORY MANAGEMENT

2016 DIGITAL

PORTAL LEADERBOARD

PORTAL TOWER LEFT

PORTAL TOWER RIGHT

CAP TODAY PORTAL
www.captodayonline.com

Frequency	Leaderboard	Tower
6+ months	\$540	\$430
monthly	\$600	\$460

A central point of access for CAP TODAY readers, the portal features print-friendly articles, links to the interactive magazine and online product guides, original content specially designed for Internet viewing, and daily updates of news and events pertinent to readers. Print advertisers may purchase leaderboard and tower banners. *Maximum of 4 banners may rotate*

2016 Digital Rate Card, what's inside
page 2: e-blast and e-direct notifications
pages 3-4: Interactive Product Guide options
page 5: BPA audited; Webinar series
page 6: Digital magazine; Contact info

E-BLAST

CAP TODAY September 24, 2014

ABOVE THE FOLD

Noninvasive prenatal testing (NIPT) helps reduce the need for invasive procedures.

TOWER

BRUKER MALDI Biotyper
Fast and Accurate ID of Microorganisms

RECESS AND ABLE were well covered in studies, but they have not answered every question about possible risks... (text continues)

New issue e-blast notification:

Above the fold	\$2,460
Tower	\$2,000
Combo	\$4,100

Reaching 50,000 readers per mailing, the new issue e-blast notifications provide readers with an introduction to one of CAP TODAY's featured stories and an interactive table of contents. Print advertisers may purchase above-the-fold and tower banners to any of five monthly notifications.

E-DIRECT

The following is a simulated conversion through the advertising activities of the Publisher, whether or not available, the CAP Today will receive proceeds or credits for such advertising.

DON'T GUESS. KNOW.

Take the guess work out of diagnosing patients suspected of upper respiratory tract infection this respiratory season with the FilmArray®.

With FilmArray's comprehensive, systematic approach to evaluating and testing a patient suspected of upper respiratory tract infection, you can quickly diagnose the respiratory pathogens responsible and begin appropriate treatment in acute care. Now, in other words, you can test the patient based on their symptoms, rather than guessing what you think may be wrong. Start testing for a faster diagnosis, better patient outcomes and less use of unnecessary antibiotics.

e-direct

e-direct	\$3,110
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Print advertisers can e-blast their branded message to 50,000 pathologists, lab directors, lab managers, lab administrators, chief technologists, section managers, supervisors, and hospital administrators randomly selected from the CAP email list.

FilmArray

METRICS *

As a digital advertiser, you can receive data on the following:

- ➔ **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.
- ➔ **Unique clicks:** The total number of users who click your advertisement or banner, e.g., two clicks from a single user will be counted as one.
- ➔ **Banner and page impressions:** The total number of times your banner or digital ad is displayed.
- ➔ **Click-through rate:** The total number of clicks your ad link receives divided by the total number of times your ad is displayed.
- ➔ **Visits:** The total number of visitor sessions (sessions are up to 30 minutes long) for your ad. 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.

*Metrics calculated via Ad Butler, Google Analytics, and MailChimp.

PRODUCT GUIDE ANNUAL SPONSORSHIP PACKAGE

www.captodayonline.com/productguides

Annual Sponsorship Package **\$12,180**

Introducing the cobas® 8100 automated workflow series

Learn more at easpeverything.roche.com

COMPARE PRODUCTS

Product Name	Release Date	Category
MINOR 4000 Lab Automation 2015	New Product Listing	Add to Compare Products
MINOR 4000 Lab Automation 2015	New Product Listing	Add to Compare Products
Roche Panther 3000 System 2015	New Product Listing	Add to Compare Products
Roche Panther 4000 System 2015	New Product Listing	Add to Compare Products
Roche Panther 300 Plus Lab Automation 2015	New Product Listing	Add to Compare Products
Roche Panther 300 Plus Lab Automation 2015	New Product Listing	Add to Compare Products
Roche Panther 300 Plus Lab Automation 2015	New Product Listing	Add to Compare Products
Roche Panther 300 Plus Lab Automation 2015	New Product Listing	Add to Compare Products
Roche Panther 300 Plus Lab Automation 2015	New Product Listing	Add to Compare Products
Roche Panther 300 Plus Lab Automation 2015	New Product Listing	Add to Compare Products

Introducing the cobas® 8100 automated workflow series

Learn more at easpeverything.roche.com

DIRECTORY LISTING BANNER

Roche Diagnostics, cobas p 312 pre-analytical System (Lab Automation 2015)

Roche

LOGO BLOCK

LISTING BANNER

To contact Roche through our CAP TODAY service? Click Here.

DIRECT INQUIRY

COMPARE PRODUCTS

Product Name	Release Date	Category
MINOR 4000 Lab Automation 2015	New Product Listing	Add to Compare Products
MINOR 4000 Lab Automation 2015	New Product Listing	Add to Compare Products
Roche Panther 3000 System 2015	New Product Listing	Add to Compare Products
Roche Panther 4000 System 2015	New Product Listing	Add to Compare Products
Roche Panther 300 Plus Lab Automation 2015	New Product Listing	Add to Compare Products
Roche Panther 300 Plus Lab Automation 2015	New Product Listing	Add to Compare Products
Roche Panther 300 Plus Lab Automation 2015	New Product Listing	Add to Compare Products
Roche Panther 300 Plus Lab Automation 2015	New Product Listing	Add to Compare Products
Roche Panther 300 Plus Lab Automation 2015	New Product Listing	Add to Compare Products
Roche Panther 300 Plus Lab Automation 2015	New Product Listing	Add to Compare Products

Purchase a product guide annual sponsorship directory listing banner (above) and receive two sole-sponsor product guide e-blast notification banners (below) and a sponsor tower ad (top right) on all product listing pages within the sponsored product guide. Package also includes a logo block, listing banner, and direct inquiry button (top right). Maximum of 3 banners may rotate.

PACKAGE INCLUDES

SOLE SPONSOR E-BLAST

The future of the lab is being debated. It's time to take the lead.

LabLeaders.com

Roche

Subscribe | Interactive Magazine | captodayonline.com | Product Guides

Product guide updated in June

Chemistry analyzers for mid- and high-volume laboratories

Quick links to all interactive product guides

- AP Automation
- Anatomic pathology computer systems
- Automated immunoassay analyzers
- Automated molecular platforms
- Bedside glucose testing systems
- Billing/accounts receivable systems
- Blood bank information systems
- Chemistry analyzers (low-volume labs)
- Chemistry analyzers (mid/high-volume labs)

SPONSOR TOWER

INFORM HER2 Dual IHC Assay

The only fully automated IHC-approved HER2 IHC assay

COMPARE PRODUCTS

Product Name	Release Date	Category
MINOR 4000 Lab Automation 2015	New Product Listing	Add to Compare Products
MINOR 4000 Lab Automation 2015	New Product Listing	Add to Compare Products
Roche Panther 3000 System 2015	New Product Listing	Add to Compare Products
Roche Panther 4000 System 2015	New Product Listing	Add to Compare Products
Roche Panther 300 Plus Lab Automation 2015	New Product Listing	Add to Compare Products
Roche Panther 300 Plus Lab Automation 2015	New Product Listing	Add to Compare Products
Roche Panther 300 Plus Lab Automation 2015	New Product Listing	Add to Compare Products
Roche Panther 300 Plus Lab Automation 2015	New Product Listing	Add to Compare Products
Roche Panther 300 Plus Lab Automation 2015	New Product Listing	Add to Compare Products
Roche Panther 300 Plus Lab Automation 2015	New Product Listing	Add to Compare Products

Two sole-sponsor e-blasts
Sole-sponsor e-blast notifications are sent when the new product guide is released and again six months later.

Sponsor tower
Sponsor tower appears on all listings for the sponsored product guide.

À La Carte Product Guide Enhancements

www.captodayonline.com/productguides

The online, interactive version of CAP TODAY's 19 product guides makes it easy for potential purchasers to view and compare instruments and software systems feature by feature.



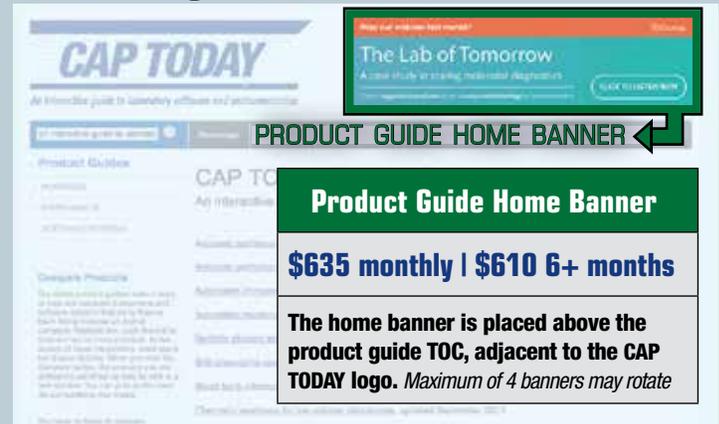
Interactive product guide e-blast notification:

Above the fold	\$2,435
Tower	\$2,435

Reaching 50,000 readers per mailing, the interactive product guide e-blast notification features the updated product guide(s) for the month and an interactive table of contents for the 19 instrument and software system guides. These guides are updated annually and are always available online. Buyers start here first. Print advertisers may purchase above-the-fold and tower banners.

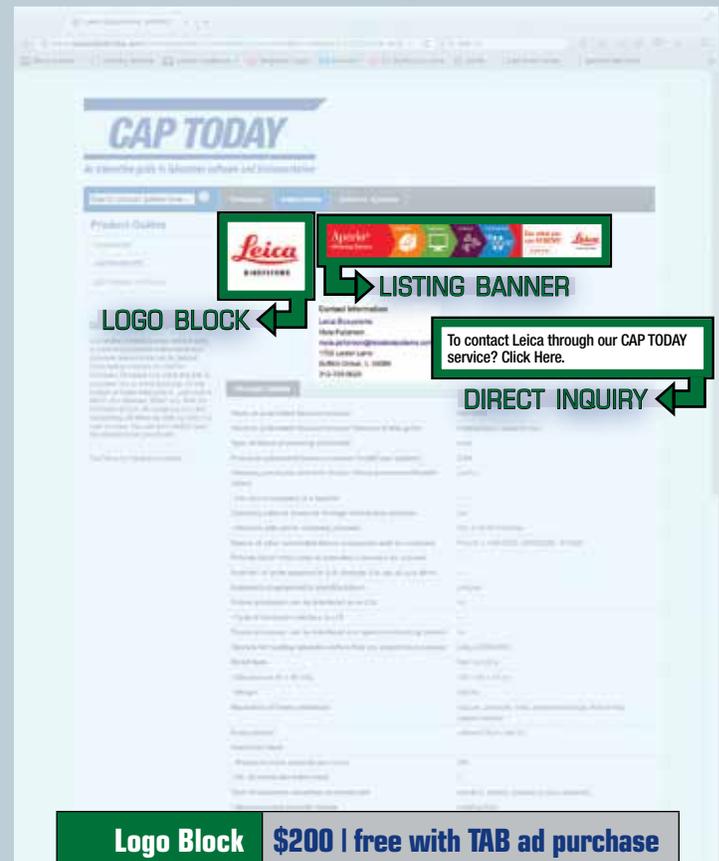
©2013 CAP TODAY, all rights reserved. The substance of advertising in this message is not a CAP guideline or endorsement of the product or the claims made for the product by the manufacturer.

Product guide home banner



Product Guide Home Banner
\$635 monthly \$610 6+ months
The home banner is placed above the product guide TOC, adjacent to the CAP TODAY logo. Maximum of 4 banners may rotate

Your listing in the CAP TODAY interactive product guide



Logo Block	\$200 free with TAB ad purchase
Listing Banner	\$400 with a direct inquiry button

Enhance each of your product guide listings with your company logo and standard listing banner. **BONUS:** Adding either enhancement qualifies your company for a direct inquiry button that readers can use to request more information about your product. CAP TODAY will deliver these inquiries to you as they are generated.



3 channels reported every six months:

www.captodayonline.com

www.digital.olivesoftware.com/olive/ode/captoday

www.captodayonline.com/productguides/



Good news for the laboratory market. BPA is now auditing our digital offerings. CAP TODAY is first in the lab market to be reporting regularly on BPA's findings.

BPA audits independently—we open up our sources to them specifically—and at last, allows apples to apples comparisons.

CAP TODAY WEBINAR SERIES

www.pathlms.com/captodaywebinars

Webinar print ad and e-blast notification

Nanosphere **CAP TODAY**

CAP TODAY Webinar

Molecular Respiratory Testing: Cost-Effectiveness, Reimbursement, and the Emergence of Flexible Panels

August 12, 2015, 1PM–2PM EDT

Nathan Ledebor, PhD, D(ABMM)
Associate Professor Pathology
Medical College of Wisconsin
Medical Director, Microbiology and Molecular Pathology
Dyanere Laboratories and Froedter Hospital, Milwaukee

Charles Root, PhD
Chief Executive Officer
CodeMap LLC
Schaumburg, Illinois

Why should you register now for this webinar?
Hear national thought leaders discuss the need for cost-effective and clinically relevant flexible respiratory panels.
Brought to you by: CAP TODAY
Moderated by: Bob McGonnagle
Presenters: Nathan Ledebor, PhD, D(ABMM), and Charles Root, PhD

What will this webinar empower you to do?
Comprehend reimbursement best-practices for user-defined respiratory panels
Gain insight into developments in flexibly-priced respiratory panels
Understand the importance of test stewardship as part of cost-effective healthcare
Ask your questions of our distinguished presenters
Register FREE of charge at <http://www.captodayonline.com/081215webinar>

CAP TODAY Webinar Series

Nanosphere **CAP TODAY**

Molecular Respiratory Testing: Cost-Effectiveness, Reimbursement, and the Emergence of Flexible Panels

Originally broadcast: August 12, 2015 Listen Now

Hear national thought leaders discuss the need for cost-effective and clinically relevant flexible respiratory panels.

What will this webinar empower you to do?

- Comprehend reimbursement best practices for user-defined respiratory panels
- Gain insight into developments in flexibly-priced respiratory panels
- Understand the importance of test stewardship as part of cost-effective health care

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Charles Root, PhD
Chief Executive Officer
CodeMap LLC
Schaumburg, Illinois

Originally broadcast: August 12, 2015 Listen Now

CAP TODAY does not endorse any of the products or services featured herein. The webinar is made possible by a sponsor. Additional gifts from participants.

Webinar Sponsor \$20,000

Utilize experts to present your products and research live. Webinar sponsors receive a complimentary CAP TODAY print ad and e-blasts. CAP TODAY will work with the sponsor to maximize attendance. CAP TODAY webinars are moderated by Publisher Bob McGonnagle and include a Q&A session with experts to conclude the event. Attendance and registration lists are also provided. Webinars are archived at www.captodayonline.com for one year.



Frequency	Welcome	Leaderboard	Tower
6+ months	\$610	\$620	\$485
monthly	\$635	\$645	\$520

Maximum of 4 banners may rotate

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DIGITAL MAGAZINE

www.captodayonline.com/mag

CAP TODAY's interactive magazine provides print advertisers with value-added online ads and unlimited hyperlinks. It is distributed via e-blast notifications, the CAP TODAY portal, and the website for the College of American Pathologists. Print advertisers can add leaderboard and tower banners, which display throughout the magazine, and a welcome banner that is featured opposite the cover page.

Digital specifications + submission guidelines

Portal banners

(3-month minimum commitment)

- Size: 728 x 90 pixels (leaderboard)
- Size: 160 x 600 pixels (tower)

Accepted file formats: SWF, animated GIF, GIF, and JPG
 Materials due: 5th day of the month of publication
 Please supply target URL separately (do not embed)

E-blast notification banners

- Size: 468 x 120 pixels (above the fold)
- Size: 120 x 600 pixels (tower)

Accepted file formats: GIF and JPG
 Materials due: 5th day of the month of 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

Product guide banners

- Size: 468 x 120 pixels (home banner)
- Size: 690 x 300 pixels (annual sponsorship)
- Size: 468 x 60 pixels (listing banner)

Accepted file formats: animated GIF, GIF, and JPG
 Materials due: 5th day of the month of publication
 Please supply target URL separately (do not embed)

Interactive magazine banners

(3-month minimum commitment)

- Size: 728 x 90 pixels (leaderboard)
- Size: 160 x 600 pixels (tower)
- Size: 468 x 120 pixels (welcome)

Accepted file formats: SWF, animated GIF, GIF, and JPG
 Materials due: 5th day of the month of publication
 Please supply target URL separately (do not embed)

Send materials via email to:

Mary Lindsay, Digital Production Editor
 mlinda@cap.org; 847-832-7377

All digital advertising is exclusive to print advertisers. Digital advertising does not count toward print frequency rate.