

# CAP TODAY

PATHOLOGY ♦ LABORATORY MEDICINE ♦ LABORATORY MANAGEMENT

## Advertising Rates

**Commission:** 15% to recognized agencies

**Inserts:** Consult publisher

UNITS	1x	4x	6x	12x	18x	24x	36x	48x	60x
<b>Tabloid</b>	6,335	6,190	6,060	5,825	5,635	5,480	5,225	5,125	5,030
<b>2/3</b>	5,615	5,385	5,195	4,890	4,700	4,515	4,335	4,200	3,995
<b>1/2</b>	4,640	4,560	4,375	4,280	4,090	3,950	3,775	3,695	3,565
<b>1/4</b>	3,570	3,440	3,325	3,190	2,960	2,885	2,720	2,640	2,525
<b>Standard</b>	4,985	4,885	4,770	4,475	4,335	4,140	3,950	3,800	3,720
<b>2/3</b>	3,175	3,065	2,930	2,870	2,820	2,785	2,695	2,600	2,440
<b>1/2</b>	2,750	2,655	2,545	2,455	2,355	2,300	2,230	2,155	2,050
<b>1/3</b>	2,160	2,085	1,980	1,735	1,685	1,590	1,535	1,455	1,400
<b>1/4</b>	1,575	1,505	1,455	1,375	1,320	1,265	1,205	1,175	1,125

## Color

<b>4-color</b>	1,400
<b>2nd color matched from process</b>	700
<b>5th color or Pantone</b>	900

Ads produced with combinations of process inks (cyan, magenta, yellow, and black) use color most economically. Many Pantone (PMS) specified colors can often be approximated using process inks. CAP TODAY can help you plan the most efficient use of your color. Call Al McAtee, 847-832-7514, for specific information.

**Circulation Frequency:** Monthly  
**Mailing:** Periodical Class

### 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

### Classified

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

### Publisher/Sales Office

#### Bob McGonnagle

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

### Production

#### Al McAtee, Production Manager

325 Waukegan Road, Northfield, IL 60093  
Phone: 847-832-7514; Fax: 847-832-8514  
amcatee@cap.org

#### Keith Eilers, Production Editor

325 Waukegan Road, Northfield, IL 60093  
Phone: 847-832-7528; Fax: 847-832-8528  
keilers@cap.org





## Distribution

Every month CAP TODAY brings essential news to all key decision-makers responsible for clinical laboratory purchases.

This news includes advances in tests and equipment, trends in management and clinical operation, regulatory changes, and finance, plus news about the laboratory improvement programs of the College of American Pathologists.

**Independent research studies show that CAP TODAY is #1** in total ad exposures for the marketplace. Kantar Media has completed new studies on pathologists (PERQ/HCI), clinical lab directors, lab managers and administrators, section managers and supervisors, and total hospital purchasing influence. In 2015, CAP TODAY carried more advertising than any other book in the field and grew its market shares.

**Essential monthly reporting on the clinical laboratory for lab managers and administrators, physicians, lab directors, and supervisory technologists.**

## Readers\*

All key decision-makers, no excess

Pathologists and Laboratory Directors	<b>15,000</b>
Laboratory Managers and Laboratory Administrators	<b>6,000</b>
Chief Techs; Section Managers/Supervisors of Chemistry, Hematology, Microbiology, Immunology, Blood Bank, Cytology, or Histotechnology	<b>22,000</b>
Hospital Administrators	<b>5,000</b>
<b>TOTAL</b>	<b>48,000</b>

\*This listing is specially grouped for convenience. See the BPA Publisher's Statement for detailed circulation data.

## Proven Research

CAP TODAY offers the most thorough research in the field. This research not only allows advertisers to understand exactly how CAP TODAY delivers messages to the various titles and personnel in the circulation, it serves to help understand the laboratory market itself.

**Ask for copies or, better, presentations of studies on:**

- 1. Pathologist readership**
- 2. Readership of section managers and supervisors—** often the backbone of contacts and relationships
- 3. Portrait of the Clinical Laboratory—** purchasing, personnel, and readership by lab directors and administrators
- 4. Purchasing Influence—** hospital executives tell us how their institution acquires a range of products and services

## Combined Frequency Discounts

Insertions in CAP TODAY and the *Archives of Pathology & Laboratory Medicine* combine to determine the earned rate in each publication. Call your representative for details.

## Digital Advertising

Print advertisers receive value-added online ads. See our digital edition at <http://www.captodayonline.com/mag> In addition, CAP TODAY advertisers have exclusive digital advertising opportunities available. Please see separate CAP TODAY 2016 Digital Rate Card.

# 2016 CAP TODAY Media Planner

2016 Issues	Bonus Distribution	Instrument/Software Product Guides	What's inside CAP TODAY:	Editorial Planner*
<b>January</b>	Texas Pathology Society (Dallas)	Bedside glucose testing systems Coagulation analyzers	<p>➤ <b>Editorial:</b> 20–25 editorial items, highlighted by in-depth, front-cover features with long story continuations that support back-and-forth reading patterns—readers return to the front cover up to three times.</p> <p>Interviews with experts from forefront institutions who discuss up-to-the-minute advances (some new, some tried and true) in anatomic, clinical, and molecular pathology and dozens of subspecialties.</p> <p>Special Laboratory Accreditation Program updates.</p> <p>➤ <b>Q&amp;A:</b> Covering all lab disciplines, with answers provided by experts. Placed at the back of the magazine, this section is one of the best read.</p> <p>➤ <b>Newsbytes:</b> Software and technology news—a great spot to showcase IT-related products.</p> <p>➤ <b>Selected Abstracts:</b> Clinical, anatomic, and molecular abstracts of relevant peer-reviewed papers—editorial that receives extremely high readership scores every month.</p> <p>➤ <b>Classifieds:</b> The source for targeting laboratory professionals, products, and services.</p> <p>➤ <b>Marketplace:</b> An extensive multi-page spread of innovative laboratory products and vendor news.</p> <p>➤ <b>Put It on the Board:</b> Highlights of legislative, association, and industry developments presented in concise, easy-to-read news capsules.</p> <p>➤ <b>Cytopathology and More:</b> A special quarterly section featuring what's new.</p>	Immunohistochemistry Multiplex testing for GI, respiratory infections Melanoma—dermatopathology Exomes vs. genomes vs. targeted panels Cytopathology
<b>February</b> ◊ <i>ReadEx Red Sticker Study</i>	USCAP (Seattle) HIMSS (Las Vegas)	Anatomic pathology computer systems		Prostate cancer diagnosis PD-L1—cancer immunotherapy Bladder cancer – molecular testing
<b>March</b>	CLMA (Orlando) AACR (New Orleans)	POC coagulation analyzers		Molecular testing in virology Middleware update Liquid biopsy
<b>April</b> ✓ <i>AD-MARK</i>	Executive War College (New Orleans) ACP (Washington, DC)	Laboratory-provider links software Chemistry analyzers low-volume		Cardiac markers—AMI Quality control Flu retrospective
<b>May</b>	Clinical Virology Symposium, (Daytona Beach) Pathology Informatics (Pittsburgh) ASCO (Chicago)	Billing systems In vitro blood gas analyzers		Myocarditis and viral infections HIV Kidney Cytopathology
<b>June</b> ✓ <i>AD-MARK</i>	ASM (Boston) AACC Preview	Immunoassay analyzers		Next-generation sequencing Testing for TB Therapeutic drug monitoring
<b>July</b>	AACC (Philadelphia)	Chemistry analyzers mid- to high-volume		Lung cancer biomarkers Toxicology Quality control
<b>August</b>	ASCP (Las Vegas) NSH (Long Beach)	AP automation instruments		Plebotomy Analytics –laboratory Cytopathology
<b>September</b> ✓ <i>AD-MARK</i>	CAP '16 (Las Vegas)	Lab automation systems and workcells		Clinical pathologists Population health Diabetes Cancer biomarkers
<b>October</b> ◊ <i>ReadEx Red Sticker Study</i>	AABB (Orlando) ASC (New Orleans) AMP (Charlotte)	Automated molecular platforms Blood bank information systems		Transfusion Analytics—health system Hepatitis C Reference labs today
<b>November</b> ✓ <i>AD-MARK</i>	ASH (San Diego)	Hematology analyzers Laboratory information systems		Acute leukemia Lab in the cloud Liver Flu forecast
<b>December</b>		Molecular IT listing** Next-gen sequencing instruments		Immunotherapy NGS: outsource vs. in-house Testing standards

\*Two weeks before reservation deadlines, CAP TODAY sales representatives can forecast the more detailed monthly lineup. \*\*New product guide or a simple listing

**Product Guides** Detailed charts provide criteria essential to lab directors, administrators, and managers. Product guide listings, an editorial feature, are always free and companies provide the content for their listings, including contact information.

## Independent Research

✓ *AD-MARK* is a quarterly readership and advertising study. Advertise and get a comparative report on your ad and every ad in the issue.

◊ *ReadEx Red Sticker Study* examines multiple facets of readers' attitudes to ads—including verbatim comments, attention, appeal, and reading.

## What others are saying about CAP TODAY

All categories of lab professionals consistently rate CAP TODAY **"Most important to my job."**

Ranks **No.1 in Readership and Ad Exposures** for: (1) pathologists and medical lab directors; (2) clinical laboratory section managers and supervisors; and (3) lab directors, managers, and lab administrators in hospitals with 100+ beds and independent labs.

## Digital and Mobile Access

See our digital rate card [www.captodayonline.com/advertising/2016\\_CAPTODAY\\_Digital.pdf](http://www.captodayonline.com/advertising/2016_CAPTODAY_Digital.pdf)

## Mechanical Requirements

AD SIZES	Nominal Live Area for Non-Bleed Ads		Bleed Ads*			
	Width	Depth	Trim		Bleed	
			Width	Depth	Width	Depth
<b>Tabloid King (A)</b>	10 <sup>1</sup> / <sub>8</sub> "	14"	10 <sup>7</sup> / <sub>8</sub> "	15"	11 <sup>1</sup> / <sub>8</sub> "	15 <sup>1</sup> / <sub>4</sub> "
<b>Tabloid Spread (B)</b>	21"	14"	21 <sup>3</sup> / <sub>4</sub> "	15"	22"	15 <sup>1</sup> / <sub>4</sub> "
<b>2/3 Tabloid Square (D)</b>	10 <sup>1</sup> / <sub>8</sub> "	10 <sup>1</sup> / <sub>4</sub> "	10 <sup>7</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "	11 <sup>1</sup> / <sub>8</sub> "	11 <sup>1</sup> / <sub>8</sub> "
<b>1/2 Tabloid Vertical (E)</b>	4 <sup>3</sup> / <sub>4</sub> "	14"	5 <sup>3</sup> / <sub>8</sub> "	15"	5 <sup>5</sup> / <sub>8</sub> "	15 <sup>1</sup> / <sub>4</sub> "
<b>1/2 Tabloid Horizontal (F)</b>	10 <sup>1</sup> / <sub>8</sub> "	7 <sup>1</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "	7 <sup>3</sup> / <sub>4</sub> "	11 <sup>1</sup> / <sub>8</sub> "	8"
<b>1/4 Tabloid Vertical (G)</b>	2 <sup>1</sup> / <sub>4</sub> "	14"	2 <sup>7</sup> / <sub>8</sub> "	15"	3 <sup>1</sup> / <sub>8</sub> "	15 <sup>1</sup> / <sub>4</sub> "
<b>1/2 Tabloid Horizontal Spread (H)</b>	21"	7 <sup>1</sup> / <sub>8</sub> "	21 <sup>3</sup> / <sub>4</sub> "	7 <sup>3</sup> / <sub>4</sub> "	22"	8"
<b>Standard "A" Page (I)</b>	7 <sup>1</sup> / <sub>2</sub> "	10 <sup>1</sup> / <sub>4</sub> "	7 <sup>7</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "	8 <sup>1</sup> / <sub>8</sub> "	11 <sup>1</sup> / <sub>8</sub> "
<b>Standard "A" Page Spread (J)</b>	15"	10 <sup>1</sup> / <sub>4</sub> "	15"	10 <sup>7</sup> / <sub>8</sub> "	15 <sup>1</sup> / <sub>4</sub> "	11 <sup>1</sup> / <sub>8</sub> "
<b>2/3 Standard Banner (T)</b>	10 <sup>1</sup> / <sub>8</sub> "	4 <sup>3</sup> / <sub>4</sub> "	10 <sup>7</sup> / <sub>8</sub> "	5 <sup>1</sup> / <sub>4</sub> "	11 <sup>1</sup> / <sub>8</sub> "	5 <sup>1</sup> / <sub>2</sub> "
<b>2/3 Standard Island (K)</b>	4 <sup>3</sup> / <sub>4</sub> "	10 <sup>1</sup> / <sub>4</sub> "	5 <sup>3</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "	5 <sup>5</sup> / <sub>8</sub> "	11 <sup>1</sup> / <sub>8</sub> "
<b>1/2 Standard Banner (U)</b>	10 <sup>1</sup> / <sub>8</sub> "	3 <sup>3</sup> / <sub>4</sub> "	10 <sup>7</sup> / <sub>8</sub> "	4 <sup>1</sup> / <sub>4</sub> "	11 <sup>1</sup> / <sub>8</sub> "	4 <sup>1</sup> / <sub>2</sub> "
<b>1/2 Standard Island (M)</b>	4 <sup>3</sup> / <sub>4</sub> "	8 <sup>1</sup> / <sub>2</sub> "	5 <sup>3</sup> / <sub>8</sub> "	9 <sup>1</sup> / <sub>8</sub> "	5 <sup>5</sup> / <sub>8</sub> "	9 <sup>3</sup> / <sub>8</sub> "
<b>1/2 Standard Vertical (L)</b>	3 <sup>1</sup> / <sub>2</sub> "	10 <sup>1</sup> / <sub>4</sub> "	4"	10 <sup>7</sup> / <sub>8</sub> "	4 <sup>1</sup> / <sub>4</sub> "	11 <sup>1</sup> / <sub>8</sub> "
<b>1/2 Standard Horizontal (N)</b>	7 <sup>3</sup> / <sub>8</sub> "	5 <sup>1</sup> / <sub>2</sub> "	7 <sup>7</sup> / <sub>8</sub> "	6"	8 <sup>1</sup> / <sub>8</sub> "	6 <sup>1</sup> / <sub>4</sub> "
<b>1/3 Standard Banner (V)</b>	10 <sup>1</sup> / <sub>8</sub> "	2 <sup>3</sup> / <sub>4</sub> "	10 <sup>7</sup> / <sub>8</sub> "	3 <sup>1</sup> / <sub>4</sub> "	11 <sup>1</sup> / <sub>8</sub> "	3 <sup>1</sup> / <sub>2</sub> "
<b>1/3 Standard Vertical (O)</b>	2 <sup>1</sup> / <sub>4</sub> "	10 <sup>1</sup> / <sub>4</sub> "	2 <sup>7</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "	3 <sup>1</sup> / <sub>8</sub> "	11 <sup>1</sup> / <sub>8</sub> "
<b>1/3 Standard Square (P)</b>	4 <sup>3</sup> / <sub>4</sub> "	4 <sup>3</sup> / <sub>4</sub> "	5 <sup>3</sup> / <sub>8</sub> "	5 <sup>3</sup> / <sub>8</sub> "	5 <sup>5</sup> / <sub>8</sub> "	5 <sup>5</sup> / <sub>8</sub> "
<b>1/4 Standard Banner (W)</b>	10 <sup>1</sup> / <sub>8</sub> "	1 <sup>7</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "	2 <sup>1</sup> / <sub>2</sub> "	11 <sup>1</sup> / <sub>8</sub> "	2 <sup>3</sup> / <sub>4</sub> "
<b>1/4 Standard Horizontal (R)</b>	7 <sup>3</sup> / <sub>8</sub> "	2 <sup>1</sup> / <sub>2</sub> "	7 <sup>7</sup> / <sub>8</sub> "	3 <sup>1</sup> / <sub>8</sub> "	8 <sup>1</sup> / <sub>8</sub> "	3 <sup>1</sup> / <sub>4</sub> "
<b>1/4 Standard Island (Q)</b>	3 <sup>1</sup> / <sub>2</sub> "	5"	4"	5 <sup>5</sup> / <sub>8</sub> "	4 <sup>1</sup> / <sub>4</sub> "	5 <sup>7</sup> / <sub>8</sub> "
<b>1/4 Standard Vertical (S)</b>	2 <sup>1</sup> / <sub>4</sub> "	8 <sup>1</sup> / <sub>2</sub> "	2 <sup>7</sup> / <sub>8</sub> "	9 <sup>1</sup> / <sub>8</sub> "	3 <sup>1</sup> / <sub>8</sub> "	9 <sup>3</sup> / <sub>8</sub> "

\***Crop and register marks** offset should be set 1/4" beyond trim. **Live type** is recommended to maintain at least 1/4" space inside trimming edges. Refer to separate Electronic ad submission guidelines for (A-W).

### Send advertising materials to:

Al McAtee  
Production Manager  
College of American Pathologists  
325 Waukegan Road  
Northfield, IL 60093  
Phone: 847-832-7514  
Fax: 847-832-8514  
amcatee@cap.org

### Specifications:

**Binding:** Saddle-stitched  
**Ad Materials:** CAP TODAY is a computer-to-plate publication.

### Preferred file formats:

See separate **Electronic ad submission guidelines**.  
Call Al McAtee at 847-832-7514

### Links for digital:

See separate **2016 Digital Edition Guide for Advertisers**.  
Contact Mary Lindsay at 847-832-7377 or mlindsa@cap.org

### Closing dates:

**Insertion Orders:** 4th of month preceding issue date.  
**Materials:** 14th of month preceding issue date.  
**Extensions:** Granted on case-by-case basis; contact your representative.  
**Classifieds:** Contact KERH Group at 888-489-1555 or sales@kerhgroup.com

## Services to advertisers

✓ **AD-MARK** In 2016, CAP TODAY will test all ads in the April, June, September, and November issues. This service provides direct feedback from readers as to how an ad is received. Companies can track how an ad stacks up to others in the same product category, evaluate the half-life of an ad that has been running, and perform valuable benchmarking for new campaigns. Ask your representative for details.

◆ **ReadEx Red Sticker Study** examines multiple facets of readers' attitudes to ads—including verbatim comments, attention, appeal, and reading.

**List rental** CAP TODAY makes its list available to advertisers at nominal rates. Ask your representative for details.

**Merchandising** CAP TODAY will provide assistance to advertisers through customized research projects and sales support efforts.

**Reprints** CAP TODAY reprints make valuable sales aids for the field. Contact Production Editor Keith Eilers at 847-832-7528 or keilers@cap.org

**Independent syndicated media research** on readership and ad placement. CAP TODAY participates in and can share results from the independent media research studying readership and ad placement in the clinical laboratory marketplace. Such media research is often the best aid in planning the most effective ad schedule. Ad placement and spending data for the market help establish the need for advertising in the context of competitive spending levels. Ask your representative for details.

**Digital extras** In 2016, all CAP TODAY run-of-book advertisers can enjoy a free hot link at <http://www.captodayonline.com>. Send email to mlindsa@cap.org for details. Internet advertising and sponsorship opportunities are described on a separate card, available on request. Ask your representative for details.

All advertisements in CAP TODAY are mirrored each month in our digital edition, which you can access at <http://www.captodayonline.com/mag>