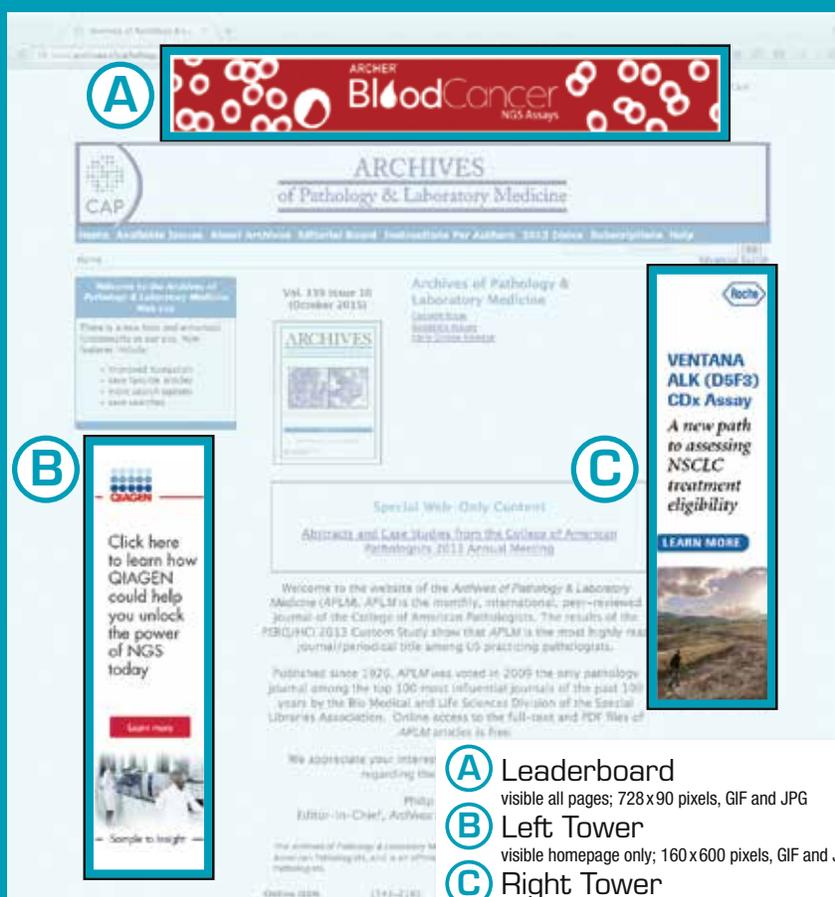


## 2017 DIGITAL RATE CARD

# ARCHIVES

## of Pathology & Laboratory Medicine

**ARCHIVES PORTAL**  
www.archivesofpathology.org



- A** **Leaderboard**  
visible all pages; 728x90 pixels, GIF and JPG
- B** **Left Tower**  
visible homepage only; 160x600 pixels, GIF and JPG
- C** **Right Tower**  
visible homepage only; 160x600 pixels, GIF and JPG

### Full website metrics January–August 2016 monthly average

|                            |                |
|----------------------------|----------------|
| Sessions (distinct visits) | <b>77,907</b>  |
| Unique users, visitors     | <b>44,977</b>  |
| Impressions (pageviews)    | <b>132,497</b> |
| Unique pageviews           | <b>115,283</b> |

Metrics above provided via Google Analytics.  
Note: 15% agency discount is not offered for digital advertising

| Rates            | Leaderboard  | Tower        |
|------------------|--------------|--------------|
| <b>6+ months</b> | <b>\$440</b> | <b>\$390</b> |
| <b>monthly</b>   | <b>\$515</b> | <b>\$405</b> |

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.**

## eTOC e-blast banner

**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](http://www.archivesofpathology.org).



Table of Contents Alert  
Archives of Pathology & Laboratory Medicine - Vol. 140, Issue 8 (August 2016)

The above issue is now available online at:  
<http://www.archivesofpathology.org/doi/10.5858/140.87112401-5067&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.

If you need any further help, please visit <http://www.archivesofpathology.org> and click on "help".

### LETTERS TO THE EDITOR

**HER2 Immunohistochemistry-Guided Targeted Fluorescence In Situ Hybridization Analysis Does Not Help Identify Intratumoral Heterogeneity in Breast Cancer**  
H. Erin Colbache, Rachel Pastor, Katherine Quisenberry, and Erin Downs-Kelly  
Archives of Pathology & Laboratory Medicine, Vol. 140, No. 8, August 2016: 741-741.  
Citation | Full Text | PDF (42 KB)

### In Reply

M. Elizabeth H. Hammond, and David G. Hicks  
Archives of Pathology & Laboratory Medicine, Vol. 140, No. 8, August 2016: 741-741.  
Citation | Full Text | PDF (42 KB)

**Hands-free: A Low-Cost Adapter for Smartphone Microscopic Photography Using a Cardboard Toilet-Paper Roll**

Samaya Singarayeri, and Mohammed Abdul Aleem  
Archives of Pathology & Laboratory Medicine, Vol. 140, No. 8, August 2016: 741-743.  
Citation | Full Text | PDF (622 KB)

### EDITORIALS

**First-Line Immune Therapy—Implications for Pathologists**  
Ross A. Miller, Philip T. Cagle, and Eric J. Bernicker  
Archives of Pathology & Laboratory Medicine, Vol. 140, No. 8, August 2016: 739-740.  
Citation | Full Text | PDF (1317 KB)

**Reports of the Death of the Microscope Have Been Greatly Exaggerated**  
Scott R. Granter  
Archives of Pathology & Laboratory Medicine, Vol. 140, No. 8, August 2016: 744-745.  
Citation | Full Text | PDF (46 KB)

### SPECIAL SECTION—CONTRIBUTIONS FROM THE CANADIAN ANATOMIC AND MOLECULAR PATHOLOGY CONFERENCE (CAMP), PART I

**Insights on the "Why, When, and How" of Integrating Molecular Testing in Anatomic Pathology Practice: Dedicated to the Memory of Gregory J. Naus, MD (1951–2015)**

Dianna N. Ionescu  
Archives of Pathology & Laboratory Medicine, Vol. 140, No. 8, August 2016: 746-747.  
Citation | Full Text | PDF (123 KB)

## 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**

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### 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.

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**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  
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