

# ARCHIVES

## of Pathology & Laboratory Medicine

### 2017 Advertising Rates

**Commission:** 15% to recognized agencies

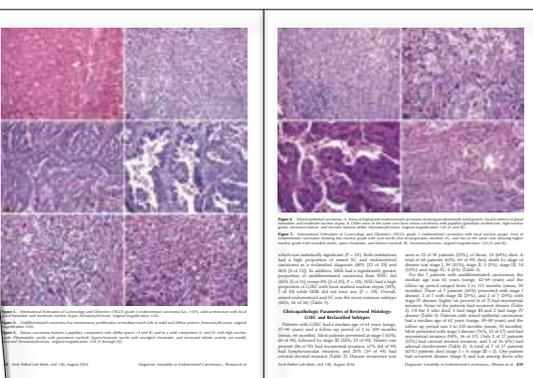
UNITS	1x	4x	6x	12x	18x	24x	36x	48x	60x
<b>Full</b>	1,860	1,780	1,690	1,580	1,480	1,420	1,380	1,330	1,300
<b>2/3</b>	1,590	1,490	1,430	1,350	1,250	1,170	1,110	1,070	1,000
<b>1/2</b>	1,390	1,330	1,250	1,190	1,170	1,040	990	940	910
<b>1/3</b>	1,090	1,020	950	930	870	830	760	720	700
<b>1/4</b>	760	710	680	620	580	550	510	490	480
<b>1/6</b>	580	550	490	480	450	430	400	380	360

### Color

<b>4-color</b>	1,000
<b>2nd color matched from process</b>	500
<b>5th color or Pantone</b>	750

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. 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.



### Advertising Directors

#### 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 Kelser

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

### Advertising Materials

#### Keith Eilers, Ad Materials Manager

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

### Classified

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

## 2017 Bonus Distribution at important pathology shows:

**USCAP** (March—San Antonio); **ASCO** (June—Chicago); **CAP17** (October—Washington D.C.); **AMP** (November—Salt Lake City); **ASH** (December—Atlanta)

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

\*Kantar Media Readership Survey of Pathologist Publications 2015



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

## Mechanical Requirements

AD SIZES	Specifications			
	Standard		Bleed	
	Width	Depth	Width	Depth
Full page (1)	7"	10"	8 1/4"	11"
2/3 Vertical (2)	4 5/8"	10"	5 3/16"	11"
1/2 Vertical (3)	3 3/8"	10"	4"	11"
1/2 Horizontal (4)	7"	4 7/8"	8 1/4"	5 3/8"
1/3 Vertical (5)	2 1/4"	10"	2 7/8"	11"
1/3 Horizontal (6)	4 5/8"	4 7/8"		
1/4 Vertical (7)	3 3/8"	4 7/8"		
1/6 Vertical (8)	2 1/4"	4 7/8"		

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

## Issue and Closing dates

**Frequency:** Monthly

**Insertion Orders:** 21st of second month preceding issue date. March issue closes January 21.

**Materials:** 28th of second month preceding issue date. March materials are due January 28.

### Send advertising materials to:

Keith Eilers  
Advertising Materials Manager  
College of American Pathologists  
325 Waukegan Road  
Northfield, IL 60093  
Phone: 847-832-7528  
Fax: 847-832-8528  
keilers@cap.org

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

**Extensions:** Granted on case-by- case basis; contact your representative.

### Specifications:

**Binding:** Perfect bound

### Classifieds:

Contact KERH Group at 888-489-1555 or sales@kerhgroup.com

### Digital Advertising

*Archives of Pathology & Laboratory Medicine* advertisers have exclusive digital advertising opportunities available at [www.archivesofpathology.org](http://www.archivesofpathology.org). Please see separate ARCHIVES 2017 Digital offerings.

## Circulation

*Archives of Pathology & Laboratory Medicine* is received and read every month by 13,000 pathologists, including members of the College of American Pathologists, who enjoy their subscriptions as a member benefit through personal written request.

### Readership:

Pathologists: 13,000  
Paid Subscriptions: 1,000  
**Total:** 14,000

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.