

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
Tabloid	6,460	6,310	6,180	5,940	5,740	5,580	5,320	5,220	5,130
2/3	5,720	5,490	5,290	4,980	4,790	4,600	4,420	4,280	4,070
1/2	4,730	4,650	4,460	4,360	4,170	4,030	3,850	3,770	3,630
1/4	3,050	2,940	2,840	2,730	2,530	2,470	2,330	2,260	2,160
Standard	5,080	4,980	4,860	4,560	4,420	4,220	4,030	3,870	3,790
2/3	3,240	3,120	2,990	2,930	2,870	2,840	2,750	2,650	2,490
1/2	2,800	2,710	2,590	2,500	2,400	2,340	2,270	2,200	2,090
1/3	2,200	2,130	2,020	1,770	1,720	1,620	1,560	1,480	1,430
1/4	1,610	1,530	1,480	1,400	1,350	1,290	1,230	1,200	1,150

Color

4-color	1,400
2nd color matched from process	700
5th color or Pantone	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

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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 2016, CAP TODAY carried more advertising than any other book in the field.

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	16,000
Laboratory Managers and Laboratory Administrators	6,000
Chief Techs; Section Managers/Supervisors of Chemistry, Hematology, Microbiology, Immunology, Blood Bank, Cytology, or Histotechnology	21,000
Hospital Administrators	5,000
TOTAL	48,000

*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 allows advertisers to understand exactly how CAP TODAY delivers messages to the various professional titles and personnel in the circulation and serves to explain the laboratory market.

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

1. Pathologist readership
2. Readership by section managers and supervisors—often the backbone of your lab contacts and relationships
3. Portrait of the clinical laboratory—purchasing and personnel data and readership by lab directors and lab administrators
4. Purchasing influence—hospital executives tell us how their institutions acquire a range of lab 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 www.captodayonline.com/mag

In addition, CAP TODAY advertisers have exclusive digital advertising opportunities available. Please see separate CAP TODAY 2017 Digital offerings.

2017 CAP TODAY Media Planner

2017 Issues	Bonus Distribution	Instrument/Software Product Guides	What's inside CAP TODAY:	Editorial Planner*
January	Texas Society of Pathologists (Bastrop, TX) HIMSS (Orlando) Inaugural DMT Conference with Mike Laposata (Galveston)	Bedside glucose testing systems Coagulation analyzers	<p>▶ Editorial: 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>	Molecular markers in colorectal testing Coag update Cytopathology
February ◊ ReadEx Red Sticker Study	USCAP (San Antonio)	Anatomic pathology computer systems	<p>▶ Q&A: 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>▶ Newsbytes: Software and technology news—a great spot to showcase IT-related products.</p>	Digital pathology forum Biomarkers in cancer
March ✓ AD-MARK	CLMA (Nashville) AACR (Washington, DC)	POC coagulation analyzers		HER2 in gastric cancer NIPT Diabetes
April	Executive War College (New Orleans) Clinical Virology Symposium (Savannah, GA)	Laboratory-provider links software (portals) Chemistry analyzers low-volume and POC	<p>▶ Selected Abstracts: Clinical, anatomic, and molecular abstracts of relevant peer-reviewed papers—editorial that receives extremely high readership scores every month.</p>	Lab in the cloud Molecular POC
May	Pathology Informatics (Pittsburgh) ASM (New Orleans) ASCO (Chicago)	Billing systems In vitro blood gas analyzers		Flu Cytopathology Microbiology automation
June ✓ AD-MARK	AACC Preview	Immunoassay analyzers	<p>▶ Classifieds: The source for targeting laboratory professionals, products, and services.</p> <p>▶ Marketplace: An extensive multi-page spread of innovative laboratory products and vendor news.</p>	Analytics POC testing Transfusion
July	AACC (San Diego)	Chemistry analyzers mid- to high-volume		IDN's instrumentation plans Can the lab's value be proven?
August	ASCP (Chicago) NSH (Orlando)	AP automation instruments	<p>▶ Put It on the Board: Highlights of legislative, association, and industry developments presented in concise, easy-to-read news capsules.</p> <p>▶ Cytopathology and More: A special quarterly section featuring what's new.</p>	Cytopathology AP automation
September ✓ AD-MARK	CAP17 (Washington, DC) AABB (San Diego)	Blood bank information systems Lab automation systems and workcells		Liquid biopsy HIV Diabetes
October ◊ ReadEx Red Sticker Study	ASC (Phoenix) AMP (Salt Lake City)	Automated molecular platforms	<p>▶ Put It on the Board: Highlights of legislative, association, and industry developments presented in concise, easy-to-read news capsules.</p> <p>▶ Cytopathology and More: A special quarterly section featuring what's new.</p>	Biomarkers and genes PD-L and PD-L1 testing update HPV
November ✓ AD-MARK	ASH (Atlanta)	Laboratory information systems Hematology analyzers		New IT modules for labs Lung cancer guidelines
December		Next-gen sequencing instruments Urinalysis systems		NGS update Thyroid

*Two weeks before reservation deadlines, CAP TODAY sales representatives can forecast the more detailed monthly lineup.

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—includes verbatim comments and measures of 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/2017/Advertising/2017_CAPTODAYDigital_RateCard.pdf

Mechanical Requirements

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

***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).

Services to advertisers

✓ **AD-MARK** In 2017, CAP TODAY will test all ads in the March, 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** February and October 2017 issues. The Red Sticker Study examines multiple facets of readers' attitudes to ads—includes verbatim comments and measures of 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 can 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

Send advertising materials to:

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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 **2017 Digital offerings 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

Independent syndicated media research on readership and ad placement. CAP TODAY participates in and can share results from independent media research on 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 essential metrics.

Digital extras In 2017, all CAP TODAY run-of-book advertisers can enjoy a free hot link at www.captodayonline.com. Send an email to mlindsa@cap.org for details. Internet advertising and sponsorship opportunities are described on request. Ask your representative for details.

All advertisements in CAP TODAY are mirrored each month in the digital edition, at www.captodayonline.com/mag