

# ARCHIVES

## of Pathology & Laboratory Medicine

### 2018 Advertising Rates

**Commission:** 15% to recognized agencies

UNITS	1x	4x	6x	12x	18x	24x	36x	48x	60x
Full	1,880	1,800	1,710	1,600	1,490	1,430	1,390	1,340	1,310
2/3	1,610	1,500	1,440	1,360	1,260	1,180	1,120	1,080	1,010
1/2	1,400	1,340	1,260	1,200	1,180	1,050	1,000	950	920
1/3	1,100	1,030	960	940	880	840	770	730	710
1/4	770	720	690	630	590	560	520	490	480
1/6	590	560	490	480	450	430	400	380	360

### Color

4-color	1,000
2nd color matched from process	500
5th color or Pantone	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: 847-832-8153  
captodayeast@gmail.com

#### Midwest: Lori Prochaska

Omaha, NE  
Phone: 402-290-7670; Fax: 847-832-8153  
captodaycentral@cox.net

#### West: Diana Kelker

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: 847-832-8153  
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

## 2018 Bonus Distribution at important pathology shows:

**USCAP** (March–Vancouver); **ASCO** (June–Chicago); **CAP18** (October–Chicago);  
**AMP** (November–San Antonio); **ASH** (December–San Diego)

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



	Specifications			
	Standard		Bleed	
	Width	Depth	Width	Depth
<b>Full page</b>	7"	10"	8 1/4"	11"
<b>2/3 Vertical</b>	4 5/8"	10"	5 3/16"	11"
<b>1/2 Vertical</b>	3 3/8"	10"	4"	11"
<b>1/2 Horizontal</b>	7"	4 7/8"	8 1/4"	5 3/8"
<b>1/3 Vertical</b>	2 1/4"	10"	2 7/8"	11"
<b>1/3 Horizontal</b>	4 5/8"	4 7/8"		
<b>1/4 Vertical</b>	3 3/8"	4 7/8"		
<b>1/6 Vertical</b>	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 2018 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.