

CAP TODAY

OPEN Website
www.captodayonline.com

Put your message at a central point of access.

www.captodayonline.com features print friendly articles, links to the digital edition and online product guides, original content specially designed for Internet viewing, and daily updates of news and events pertinent to readers.

Banners and videos will rotate.

The screenshot shows the CAP TODAY website interface. Key elements include:

- Header:** CAP TODAY logo, navigation menu (HOME, DIGITAL EDITION, THIS MONTH'S ISSUE, ALL ISSUES, PRODUCT GUIDES, JOBS, ADVERTISING, MARKETPLACE, WEBINARS, CONTACT US, SUBSCRIBE), and a search bar.
- Hero Section:** A large banner for Bio-Rad with the headline "CAN THIS DROPLET CHANGE HER PATIENT'S CANCER TREATMENT?" (labeled A).
- News Section:** Multiple articles with headlines such as "Addressing the gender gap: Women and burnout-like men, but not", "Serial NT-proBNP found to identify risk for adverse CV outcomes", and "PGx testing: recommended alleles for CYP2C19 panels".
- Product Guides:** A section titled "Chemistry and immunoassay analyzers product guides" with a "LAUNCH DIGITAL EDITION" button.
- Microbiology Section:** An article titled "Microbiology's shifting role in war on sepsis" with a "Read More" button.
- Departments Section:** Includes "AUGUST DEPARTMENTS" with sub-sections like "Put it on the Board" (highlighted B), "Clinical pathology selected abstracts", and "QA column".
- Alpha-Tec Section:** A vertical banner for Alpha-Tec with the text "Get certainty. Get Alpha-Tec." (highlighted C).
- Bio-Rad Section:** A banner for Bio-Rad data management solutions, "tailored to fit you", with a video player (highlighted E).
- Webinars Section:** "UPCOMING CAP TODAY WEBINARS" listing a webinar on Procalcitonin on August 21, 2019.
- Recommendations Section:** "CAP TODAY RECOMMENDS" featuring "Cancer Biomarkers Conference III" and "CMS national coverage decision on next-generation sequencing".

	Leaderboard A		Tower B C		Top Box D		Video Post E
Frequency	1x	6x	1x	6x	1x	6x	Monthly
Rate	\$1,000	\$820	\$790	\$690	\$1,000	\$820	\$2,000
Size	728 x 90 pixels		160 x 600 pixels		300 x 250 pixels		—
Format	jpg, gif, animated gif, and third-party tags						Hosted URL
Deadline: 5th of month of publication							

Contact your Advertising Director for availability

East: Hally Birnbaum 914-218-1943 captodayeast@gmail.com | Midwest: Lori Prochaska 402-290-7670 captodaycentral@cox.net | West: Diana Kelker 847-832-7749 dkelker@cap.org



2019 Digital
Rate Card

CAP TODAY

eToC Banners & Towers

Reaching 50,000 readers per mailing, the eToC notifies readers about new featured stories and offers an interactive table of contents. Put your message before users eager for news and previews.

Having to
CAP TODAY

Genomic solutions to change how cancer will be identified and treated. **A**

This partnership is personal. **A**

REINFORCING SCIENTIFIC CERTAINTY IN CYTOLOGICAL PATHOLOGY
B **INTEC**
High-grade disease can't hide anymore. **B**

From the President's Desk: Staying close to our knitting

Dr. Richard Friedberg—Nearly two years ago, I mentioned that I wanted to start a conversation about how we as pathologists and the CAP as our professional society must evolve in order to meet our emerging needs as individuals and as a specialty. Now, as my time in the perch is coming to a close, I'd like to explore what we have come to realize—and sometimes reinforced—about building and maintaining a complex infrastructure that reflects and serves our core purposes.

Read more >>

Anatomic pathology abstract: Analysis of microglandular adenosis and acinic cell carcinoma of the breast

Acinic cell carcinoma is an indolent form of invasive breast cancer, whereas microglandular adenosis has been shown to be a neoplastic proliferation. Both entities display a triple-negative phenotype and may give rise to, as well as display, somatic genomic alterations typical of high-grade triple-negative breast cancers.

Read more >>

IMPROVE LAB EFFICIENCY
WITH SYNDROMIC TESTING FROM BIOFIRE **C**

LEARN MORE >

PATIENT RESULTS

BIOFIRE
A BIOMERIEUX COMPANY

Digital Edition captodayonline.com Online product guides

Current Article Index

- Making it personal: transgender medicine
- In digital age, new focus on specimen, slide prep
- A slimmer molecular micro section among changes to checklists
- Ownership remix as hospitals, national labs jockey for position
- From the President's Desk: Staying close to our knitting
- Laboratory director duties clarified in 2017 checklist
- NGS panel aids in diagnosis of rare collision tumor
- Cytopathology in focus: Cell blocks—Getting the most from the least invasive method
- Cytopathology in focus: Closing cytopathology, cytotechnology practice gaps—three years later
- AP Automation product guide

<<< Choose size: **A** Super or **B** Standard

<<< 468x60 shown (468x120 available)

	Super A	Standard B	Tower C	Combo A or B + C
Frequency	Monthly	Monthly	Monthly	Monthly
Rate	\$2,400	\$2,100	\$2,400	\$3,800
Size	300 × 250 pixels	468 × 60 or 468 × 120 pixels	160 × 600 pixels	
Format	jpg, gif An animated gif may be submitted, but most mail clients will only display the first frame			
Deadline: 5th of month of publication				

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E-direct

	E-direct
Rate	\$3,800
Size	max width 600 pixels
Format	html and text version
Deadline:	7 days prior to mail date

LabLeaders.com
Redefining the value of the laboratory. Together.

LabLeaders WEBINAR SERIES

Frederick S. Nolte, PhD, D(ABMM), F(AAM)
Professor and Vice Chair for Laboratory Medicine, Department of Pathology and Laboratory Medicine, Medical Director of Clinical Laboratories, Molecular Pathology Laboratory and Point-Care-Testing, Medical University of South Carolina

Please join me next month for the next installment of the 2017 LabLeaders Webinar Series where I'll be sharing valuable insights about the recent FDA reclassification of Rapid Antigen flu testing, who it affects and why it's an excellent opportunity for lab leadership.

During my presentation, I'll also review new advances in flu testing technology and discuss what to consider if you're thinking about switching your lab's current flu testing methodology.

Ready to take part in the learning? We've got you covered. Register today for this upcoming LabLeaders webinar.

FDA RECLASSIFICATION OF RAPID ANTIGEN FLU TESTING AND WHY IT'S AN OPPORTUNITY FOR LAB LEADERSHIP

Wednesday, June 7
1 p.m. EDT

SIGN UP NOW

E-blast your branded message to 50,000 pathologists, lab directors, lab managers, lab administrators, chief technologists, section managers, supervisors, and hospital administrators selected from the CAP email list.

Materials needed:

- **HTML version** (maximum width of 600 pixels recommended)
Images in gif or jpg format. You can embed the image links or we can host them on our server.
- **Text version** (unformatted text document file, please include target URLs)
- **Subject line** (advantageous to limit length to 50 characters)
- **List of test emails**

The Future of the Lab in Healthcare
Watch Orchard Software's Third Provocative Roundtable Discussion

Stay Informed: The Future of the Lab in Healthcare
Watch Orchard Software's Second Provocative Roundtable Discussion

The May, Bob McGonagle, Publisher of CAP Today, reunited with Orchard Software's Curt Johnson, COO, and Matt Modesti, COO of American Health Network, to continue their discussion on the future of the lab in healthcare.

This spontaneous and provocative roundtable discussion has been edited and made available as a short, seven-part series highlighting the laboratory's dynamic role as we move to value-based care.

View the 2017 Roundtable Discussion

What Topics to Expect:

Healthcare's Evolution from FFS to Value, and How it is Reshaping the Lab
Bob McGonagle moderates the discussion between Curt Johnson and Matt Modesti on what have been the most surprising influences in the lab's changing role in healthcare.

Is the Lab a Crucial Ancillary Service or a Pure Commodity?
Watch session three to hear what Curt and Matt think: Is the lab a crucial ancillary or a pure commodity? How will MACRA and MIPS impact laboratory reimbursements? How important is monitoring test utilization? Where does the lab fit in providing information to the provider that improves patient care?

The Lab's Role in Population Health, Preventive Care, and Evidence-Based Care
In session four, Bob inquires about the lab's role in acute care as compared to taking on risk for an entire population. Curt offers specific insights about how the lab can play a larger role in prevention, and Matt discusses how competing interests for payment confuse the focus on patient-centered care and the role of evidence-based medicine.

View the 2017 Roundtable Discussion

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View the 2017 Roundtable Discussion

While the healthcare environment continues to evolve, the way that laboratories provide value is also shifting. Orchard Software understands the importance of keeping laboratory professionals informed. That's why we continue to create free resources with the laboratory in mind.

Webinar on myeloproliferative neoplasms (MPN), associated mutations and clinical implications

• Title: Myeloproliferative neoplasms, latest discoveries and data on mutations associated with MPN, clinical implications of testing
• Time: 12:00 PM CDT
• Date: Tuesday, May 16, 2017
• Speaker: Robert Knäuper, PhD, Independent Principal Investigator, CeMM Research Center for Molecular Medicine, Vienna, Austria

REGISTER NOW

Updated WHO guidelines for classification of MPN & leucemias
Advances in the identification of driver biomarkers associated with some myeloid neoplasms and acute leukemia prompted the World Health Organization (WHO) last year to update its 2008 Classification of Tumors of Hematopoietic Tissues. Read our [review](#) of the publication.

Siemens Healthineers

Cardiac Biomarkers & Clinical Decision Making
Video highlights the importance of cardiac biomarkers in the diagnosis of CVD.

Watch the video

Stay up-to-date with the Siemens Healthineers Newsletter.
[Sign up today](#) for the latest news, education, and offers.

This email was sent by Siemens Healthineers AG, Inc., 41 Liberty Avenue, Edison, NJ 08839, USA. www.siemens.com/healthineers

Design Tips

- A good call to action should be clearly defined and easily discernible at a glance. It should also be more descriptive than "click here"; use command verbs to make it clear just what clicking a link or button will lead to: *Learn more about [this product]*; *Download the PDF*.
- Your e-direct layout should stay within 600 pixels wide, since many email clients provide a preview window that isn't very wide. Generally, the shorter your e-direct is, the better it will perform. Email is increasingly read on-the-go, by busy people, on different types of devices. Write e-directs for a distracted audience, make it clear which content is most important, and make calls to action easy to perform.
- Because most email clients block images by default, using images for text can create problems: 1) image-based e-directs look like spam; 2) your content is invisible, so people don't know your message unless they load images; 3) you're adding to the e-direct's file size, which will lengthen the image display time.
- Buttons should be used for primary actions in your e-direct. They're the best way to define an item that requires reader action. Buttons are attention-grabbing and prominent, even at a quick glance.

CAP TODAY

Digital Edition

www.captodayonline.com/mag



www.captodayonline.com/mag

Leaderboards and tower banners on the digital edition remain on display throughout the magazine. Your welcome banner greets users at the cover page. Print advertisers can enrich their print advertising content with complimentary hyperlinks. Embedded websites and videos can deepen your impact on readers.

The digital edition is distributed via eToC notifications, the CAP TODAY portal, and the website for the College of American Pathologists. Videos will rotate.

	Leaderboard A		Tower B		Welcome C		Embedded website or video D
Frequency	1x	6x	1x	6x	1x	6x	—
Rate	\$1,000	\$820	\$800	\$670	\$900	\$725	\$1,000
Size	728 x 90 pixels		160 x 600 pixels		300 x 250 pixels		—
Format	jpg, gif, animated gif, and third-party tags						Hosted URL
Deadline: 5th of month of publication							

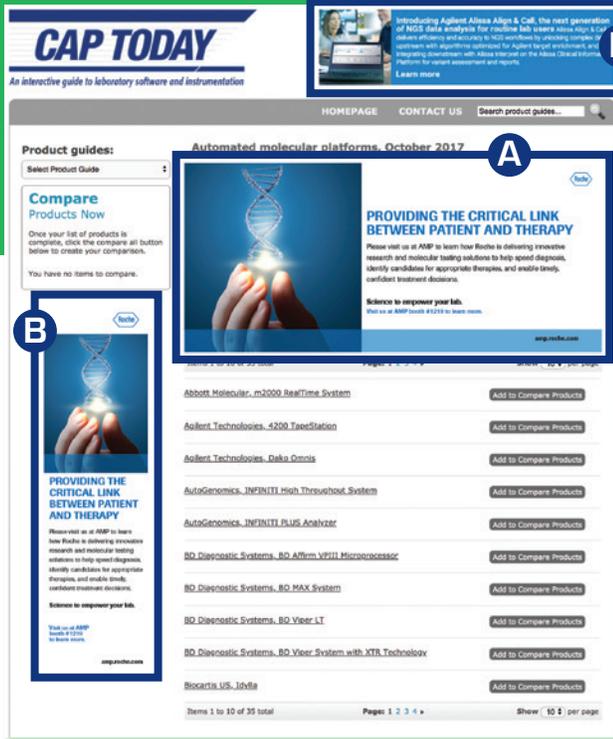
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CAP TODAY

Product Guide page



Individual listing page



E-blasts



Interactive Product Guide Sponsor

www.captodayonline.com/productguides

The interactive version of CAP TODAY's product guide allows potential purchasers to view and compare instruments and software systems feature by feature. Many new purchases begin here.

Annual Sponsorship Banners	Rate	Size	Format
Large Banner A	\$12,000	690 x 300 pixels	jpg gif
Tower B		160 x 600 pixels	animated gif
Listing Banner C		468 x 60 pixels	third-party tags
Two complimentary e-blast Banners with purchase of annual sponsorship D E		468 x 60 pixels 160 x 600 pixels	jpg, gif

Single product guide may have two sponsors

Monthly Individual Banners	Rate	Size	Format
E-blast Standard Banner D	\$2,350	468 x 60 pixels	jpg, gif
E-blast Tower E	\$1,800	160 x 600 pixels	
Home Banner F	\$1,000	468 x 120 pixels	jpg, gif animated gif third-party tags

Deadline: 5th of the month of publication

Product Guides Home page



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