

ARCHIVES

of Pathology & Laboratory Medicine

2020 Advertising Rates

Commission: 15% to recognized agencies

Rate	1x	4x	6x	12x	18x	24x	36x	48x	60x
Full page	1,940	1,860	1,770	1,660	1,540	1,480	1,440	1,380	1,350
2/3 page	1,670	1,550	1,490	1,400	1,300	1,220	1,160	1,120	1,050
1/2 page	1,450	1,380	1,300	1,240	1,220	1,090	1,040	990	960

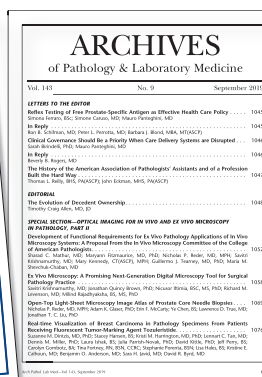
Color

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.

Inserts: Full-run insert rates are generally the B/W page rate times the number of insert pages. Please call for a specific quotation.

Outserts: Please contact your advertising director for details and availability.



Advertising Directors

East: Hally Birnbaum

Phone: 914-218-1943; Fax: 847-832-8153
captodayeast@gmail.com

Midwest: Alex Prochaska

Phone: 402-290-8203; Fax: 847-832-8153
alex@captoday.org

West: Lori Prochaska

Phone: 402-290-7670; Fax: 847-832-8153
lori@captoday.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 Advertising

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

2020 Bonus Distribution at important pathology shows:

USCAP (March—Los Angeles); ASCO (June—Chicago); CAP20 (October—Las Vegas); AMP (November—Vancouver); ASH (December—San Diego)

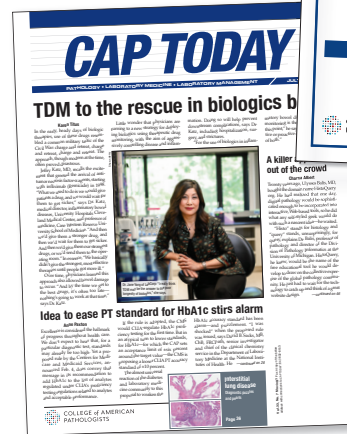
You should advertise in the

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*

Archives enjoys the highest receipt, readership, and ad exposure of any pathology journal worldwide.

*Kantar Media Readership Survey of Pathologist Publications 2017



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

2020 ARCHIVES Mechanical Requirements



Specifications				
Nominal		Bleed		
Width	Depth	Width	Depth	
Full page trim 8 x 10 ³ / ₄	7"	10"	8 ¹ / ₄ "	11"
2/3 Vertical	4 ⁵ / ₈ "	10"	5 ³ / ₁₆ "	11"
1/2 Vertical	3 ³ / ₈ "	10"	4"	11"
1/2 Horizontal	7"	4 ⁷ / ₈ "	8 ¹ / ₄ "	5 ³ / ₈ "

Journal Trim: 8" x 10³/₄" **Safety:** Please maintain 1/4" space inside trimming edges

Inserts and Outserts:

Bind-in Inserts: Allow for 1/4" head trim. Allow for 1/8" for grind-off on gutter edge. Please leave 1/4" safety area on all four sides. Minimum paper weight: 50# text stock.

Outserts: Must not exceed journal trim 8" x 10.75"

Please contact your representative for details and availability.

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:	500
Total:	13,500

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.

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

File format: High resolution PDF with trim marks

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 offers a full website free to all without registration or fee. The worldwide web usage ensures optimal returns on digital advertising and blasts. Please see separate ARCHIVES 2020 Digital offerings.

2020 Digital Rate Card

www.archivesofpathology.org

ARCHIVES

of Pathology & Laboratory Medicine

OPEN Website

www.archivesofpathology.org

The Archives of Pathology & Laboratory Medicine website attracts pathologists and laboratory directors in the U.S. and internationally recording impressive metrics. The United States, India, and Great Britain are the top three geographical usage countries. The latest Kantar Media Healthcare Research custom study on pathologist readership shows that Archives leads all pathology journals in both readership and ad exposures.

Send materials to:
Keith Eilers
Digital Production
Assistant Editor
Phone: 847-832-7528
keilers@cap.org



	728 x 90 A		160 x 600 B C		Video Post D
Frequency	1x	6x	1x	6x	Monthly
Rate	\$800	\$600	\$625	\$550	\$3,000
Size	728 x 90 pixels		160 x 600 pixels		—
Format	jpg, animated gif, and third-party tags				Hosted URL
Deadline: 25th of month prior to publication					

Contact your Advertising Director for availability

East: Hally Birnbaum 914-218-1943 captodayeast@gmail.com | Midwest: Alex Prochaska 402-290-8203 alex@captoday.org | West: Lori Prochaska 402-290-7670 lori@captoday.org

2020 Digital
Rate Card

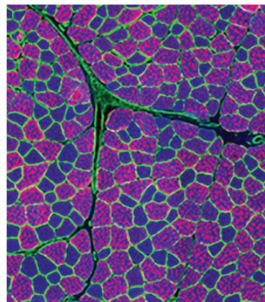
ARCHIVES

of Pathology & Laboratory Medicine

E-direct

OLYMPUS

Setting a New Standard in Ergonomics and Productivity



Our new BX53 microscope delivers true-to-life images thanks to a new high luminosity, long-life LED that replicates the color rendering properties and brightness of a 100-watt halogen lamp. Experience features that help you stay comfortable while you work and increase productivity:

- Save time: the Light Intensity Manager adjusts the light source's intensity based on the position of the lens during brightfield observations
- Choose what to automate: semi-motorized configurations enable you to automate the components you need without the price tag of a fully motorized setup
- Get the most out of your dimmest samples: achieve maximum flexibility with an eight-position fluorescence illuminator and mirror units designed to reduce stray light

Increase Your Productivity

Your Science Matters™

Olympus technology solutions for a wide range of industries
Microscopy • Flaw Detectors • Remote Visual • Thickness Gages • Analytical Instruments



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Olympus Corporation of the Americas, Scientific Solutions Group, 48 Woerd Avenue,
Waltham, MA 02453, USA

	E-direct
Rate	\$2,800
Size	max width 600 pixels
Format	html and text version
Deadline:	7 days prior to mail date

Print advertisers can e-blast their branded message to at least 13,000 pathologists selected from the CAP email list.

eToC banners

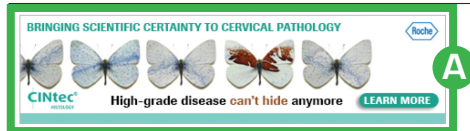


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Archives of Pathology & Laboratory Medicine - Vol. 141, Issue 8 (August 2017)

The above issue is now available online at:
<http://www.archivesofpathology.org/toc/arpa/141/8?ai=zt&ui=4ogf&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 wish to update your preferences, please visit
<http://www.archivesofpathology.org/action/showPreferences?menuTab=Alerts>
If you need any further help, please visit <http://www.archivesofpathology.org> and click on "help".

SPECIAL SECTION—FIRST CHINESE AMERICAN PATHOLOGISTS ASSOCIATION DIAGNOSTIC PATHOLOGY COURSE, PART I

Best Practices in Immunohistochemistry in Surgical Pathology and Cytopathology

[Lanjing Zhang and Fan Lin](#)

Archives of Pathology & Laboratory Medicine, Vol. 141, No. 8, August 2017: 1011-1013.
[Citation](#) | [Full Text](#) | [PDF \(125 KB\)](#)

Application of Immunohistochemistry in Undifferentiated Neoplasms: A Practical Approach

[Shiyani R. Kandukuri, Fan Lin, Lizhen Gui, Yun Gong, Fang Fan, Longwen Chen, Guoping Cai, and Haiyan Liu](#)

Archives of Pathology & Laboratory Medicine, Vol. 141, No. 8, August 2017: 1014-1032.
[Abstract](#) | [Full Text](#) | [PDF \(8156 KB\)](#)

Update on Immunohistochemical Analysis in Breast Lesions

[Yan Peng, Yasmeen M. Butt, Beiyun Chen, Xinmin Zhang, and Ping Tang](#)

Archives of Pathology & Laboratory Medicine, Vol. 141, No. 8, August 2017: 1033-1051.
[Abstract](#) | [Full Text](#) | [PDF \(5987 KB\)](#)

Immunohistochemistry in Gynecologic Pathology: An Example-Based Practical Update

[Natalia Buza and Pei Hui](#)

Archives of Pathology & Laboratory Medicine, Vol. 141, No. 8, August 2017: 1052-1071.
[Abstract](#) | [Full Text](#) | [PDF \(9526 KB\)](#)

Soft Tissue Tumor Immunohistochemistry Update: Illustrative Examples of Diagnostic Pearls to Avoid Pitfalls

[Shi Wei, Evita Henderson-Jackson, Xiaohua Qian, and Marilyn M. Bui](#)

Archives of Pathology & Laboratory Medicine, Vol. 141, No. 8, August 2017: 1072-1091.
[Abstract](#) | [Full Text](#) | [PDF \(7624 KB\)](#)

Cutaneous and Superficial Soft Tissue CD34⁺ Spindle Cell Proliferation

[Hongyu Yang and Limin Yu](#)

Archives of Pathology & Laboratory Medicine, Vol. 141, No. 8, August 2017: 1092-1100.
[Abstract](#) | [Full Text](#) | [PDF \(2828 KB\)](#)

	eTOC banner A
Frequency	Monthly
Rate	\$1,000
Size	468 × 120 pixels
Format	jpg
Deadline: 25th of month prior to publication	

The Archives eToC e-blast notifications reach at least 13,000 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.

Contact your Advertising Director for availability. Send materials to: Keith Eilers 847-832-7528 keilers@cap.org

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