E-direct

Specifications

Rate	$4,000
Size	max width 600 px
Format	HTML

Deadline: 10 days prior to mail date

Materials needed:

- **HTML version** (recommended maximum width of 600 px)

  Images in jpg or static gif format

  You can embed the image links or we can host them on our server

- **Subject line** (recommended maximum length of 50 characters)

- **List of test and seed emails**

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.

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 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.

eTOC

	300 × 250 px	160 × 600 px	Combo
Rate	$2,800	$2,400	$4,000
Format	jpg, static gif In most mail clients, animated gifs will only display the first frame		
Deadline: 5th of month of publication			

Reaching 50,000 readers per mailing, our weekly eTOC blasts notify readers about new, featured stories and offer an interactive table of contents. Put your message before users eager for news and previews.

CAP TODAY

Open Website

www.captodayonline.com

	728 × 90 px		160 × 600 px		300 × 250 px		300 × 250 px Slider	Video
Frequency	1×	6×	1×	6×	1×	6×	Monthly	Monthly
Rate	$1,200	$1,000	$950	$800	$1,200	$1,000	$3,000	$2,500
Format	jpg, static gif, animated gif, and third-party tags							Hosted URL
Deadline: 5th of month of publication								

Put your message at a central point of access.

captodayonline.com features articles from each new issue, daily news and events, and a print-friendly online archive of articles indexed by category.

Weekly blasts keep readers informed about new content available on the site.

Banners rotate.

Digital Edition

www.captodayonline.com/mag

	728 × 90 px		160 × 600 px		Welcome Video
Frequency	1×	6×	1×	6×	Monthly
Rate	$1,200	$1,000	$950	$800	$2,000
Format	jpg, static gif, animated gif, and third-party tags				Hosted URL
Deadline: 5th of month of publication					

Our digital edition replicates our full editorial and advertising content. A welcome video and banners above and to the right side of the viewing portal complement the interactive version of our print magazine. Print advertisers can enrich their advertising content with complementary hyperlinks and embedded videos.

Weekly blasts keep readers informed about content available with each new digital edition.

Banners rotate.

Interactive Product Guide

www.captodayonline.com

Annual Sponsorship Banners	Rate	Size	Format
728 × 90 px		728 × 90 px	jpg static gif animated gif third-party tags
225 × 155 px	$12,000	225 × 155 px	
One eTOC combo with the release of the updated product guide		300 × 250 px 160 × 600 px	jpg, static gif
Deadline: 5th of month of publication			

Sponsor the interactive version of a CAP TODAY product guide. Potential purchasers use our guides to view and compare instruments and software systems feature by feature. Many new purchases begin here.

Monthly blasts keep readers informed about updated product guides.

A single product guide may have two sponsors.