

2020
Digital
Rate
Card

CAP TODAY

Video
Specs

Open Website

www.captodayonline.com

The screenshot shows the CAP TODAY website interface. At the top, there's a navigation bar with links like 'HOME', 'THIS MONTH'S ISSUE', 'ALL ISSUES', 'PRODUCT GUIDES', 'JOBS', 'ADVERTISING', 'MARKETPLACE', 'WEBINARS', 'CONTACT US', 'SUBSCRIBE', and 'EVENTS FOR PATHOLOGISTS'. The main content area features several articles with images and headlines, such as 'Microbiome swims into our ken', 'PCR leads the way in antimicrobial stewardship', and 'Is that a "5" or an "S"?'. A sidebar on the right contains 'TOP NEWS' and 'FEATURED VIDEO' sections.

Format	Video Area	Total Area	Rate
MP4 16:9 aspect ratio 5 minutes max	300 px width	300 px width ~375 px height	\$2,500 Monthly
<p>You may provide a headline for above the video, text beneath the video, logo, and URL links.</p> <p>To take advantage of our metrics reporting, please send us your MP4 (web-optimized) video file for upload to our YouTube Channel.</p>			

Digital Edition

www.captodayonline.com/mag

The screenshot shows the digital magazine cover for CAP TODAY. The main headline is 'Low and inside: reducing staff turnover'. Other articles visible include 'CBD flies off shelves, fosters uncertainty in tox lab' and 'K19V gene mutation analysis'. The cover features a photograph of two people in a laboratory setting.

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<p>You may provide a headline for above the video, text beneath the video, logo, and URL links.</p> <p>To take advantage of our metrics reporting, please send us your MP4 (web-optimized) video file for upload to our YouTube Channel.</p>			

Contact your Advertising Director for availability

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