

CAP TODAY

PATHOLOGY ♦ LABORATORY MEDICINE ♦ LABORATORY MANAGEMENT

Advertising Rates

Commission: 15% to recognized agencies

Inserts: Consult Advertising Director

Frequency	1x	4x	6x	12x	18x	24x	36x	48x	60x
Tabloid	6,790	6,620	6,480	6,240	6,020	5,850	5,590	5,490	5,380
2/3 Tabloid	6,000	5,760	5,560	5,220	5,030	4,830	4,640	4,490	4,270
1/2 Tabloid	4,970	4,880	4,680	4,580	4,380	4,230	4,040	3,960	3,810
1/3 Tabloid	3,400	3,280	3,130	3,070	3,010	2,980	2,890	2,780	2,620
1/4 Tabloid	3,210	3,080	2,980	2,870	2,660	2,600	2,440	2,370	2,270
Standard	5,330	5,220	5,100	4,790	4,640	4,430	4,230	4,060	3,980
2/3 Standard	3,400	3,280	3,130	3,070	3,010	2,980	2,890	2,780	2,620
1/2 Standard	2,940	2,840	2,720	2,630	2,520	2,460	2,380	2,310	2,190
1/3 Standard	2,310	2,240	2,120	1,860	1,810	1,700	1,640	1,550	1,500
1/4 Standard	1,690	1,610	1,550	1,470	1,410	1,350	1,290	1,260	1,210

Color

4-color	1,400
2nd color matched from process	700
5th color or Pantone	900

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. CAP TODAY can help you plan the most efficient use of your color. Call Keith Eilers, 847-832-7528, for specific information.

Circulation Frequency: Monthly
Mailing: Periodical Class

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Distribution

Every month CAP TODAY brings essential news to all key decision-makers responsible for clinical laboratory purchases.

This news includes advances in tests and equipment, trends in management and clinical operation, regulatory changes, and finance, plus news about the laboratory improvement programs of the College of American Pathologists.

Independent research studies show that CAP TODAY is #1

in total ad exposures for the marketplace. Kantar Media Healthcare Research has

KANTAR MEDIA completed new studies on pathologists, clinical lab directors, lab managers and administrators, section managers and supervisors, and total hospital purchasing influence. In 2019, CAP TODAY carried more advertising than any other book in the field.

Essential monthly reporting on the clinical laboratory for lab managers and administrators, physicians, lab directors, and supervisory technologists.

Readers*

All key decision-makers, no excess

Pathologists and Laboratory Directors	18,000
Laboratory Managers and Laboratory Administrators	6,000
Chief Techs; Section Managers/Supervisors of Chemistry, Hematology, Microbiology, Immunology, Blood Bank, Cytology, or Histotechnology	20,000
TOTAL	44,000

*This listing is specially grouped for convenience. See the BPA Publisher's Statement for detailed circulation data.

Proven Research

CAP TODAY offers the most thorough research in the field. This allows advertisers to understand exactly how CAP TODAY delivers messages to the various professional titles and personnel in the circulation and serves to explain the laboratory market.

Ask for copies or, better, presentations of studies on:

- 1. Pathologist readership**
- 2. Readership by section managers and supervisors**—often the backbone of your lab contacts and relationships
- 3. Portrait of the clinical laboratory**—purchasing and personnel data and readership by lab directors and lab administrators
- 4. Purchasing influence**—hospital executives tell us how their institutions acquire a range of lab products and services

Combined Frequency Discounts

Insertions in CAP TODAY and the *Archives of Pathology & Laboratory Medicine* combine to determine the earned rate in each publication. Call your representative for details.

Digital Advertising

Print advertisers receive value-added online ads. See our digital edition at www.captodayonline.com/mag. In addition, CAP TODAY advertisers have exclusive digital advertising opportunities available. Please see separate CAP TODAY 2020 digital offerings.



CAP TODAY
PATHOLOGY • LABORATORY MEDICINE • LABORATORY MANAGEMENT
JULY 2019

TDM to the rescue in biologics boom

Key Take
In the rapidly rising rates of biologics...
Key Take
A new...
Key Take
A new...
Key Take
A new...

A killer app comes out of the crowd

Idea to ease PT standard for HbA1c stirs alarm

Suboptimal lung disease

COLLEGE OF AMERICAN PATHOLOGISTS

Hologic

FIRST FDA-CLEARED

Aptima[®] Mycoplasma genitalium Assay

Now Available on the Panther[®] System

Setting the standard of excellence.
U.S. prevalence of Mycoplasma genitalium is higher than Neisseria gonorrhoeae and similar to or higher than Chlamydia trachomatis.*

One orange vial. One scalable instrument. Use one collection vial to run a comprehensive STI offering on the Panther system.

Aptima[®] Mycoplasma genitalium Assay
Aptima Combo 2 Assay
Aptima[®] Neisseria gonorrhoeae Assay
Aptima[®] HIV-1/2 Assay

Hologic

Aptima[®] Mycoplasma genitalium Assay from Hologic is the First and Only FDA-Cleared Diagnostic Test to Detect This Emerging Health Threat

FDA clearance makes clinically validated assay available for sexually-transmitted infection listed as emerging threat by the CDC.

The U.S. Food and Drug Administration recently granted clearance for the first and only FDA-cleared test for detection of Mycoplasma genitalium, an under-recognized but increasingly common sexually transmitted infection (STI). The Aptima[®] Mycoplasma genitalium assay from Hologic, Inc., cleared through the FDA's De Novo research and innovation pathway, is a highly sensitive and specific molecular diagnostic method to identify infections and enable effective treatment.

First discovered in the early 1980s, Mycoplasma genitalium (M. genitalium) was listed as an emerging public health threat by the U.S. Centers for Disease Control and Prevention (CDC) in 2015. Current estimates indicate that M. genitalium may affect more than 15 percent of men and women in certain high-risk populations, and its prevalence is growing. Because of the lack of an FDA-cleared and well-tolerated M. genitalium test, many individuals are often misdiagnosed as other STIs and, in some cases, treated with the wrong antibiotics. This often leaves the underlying infection untreated, which can lead to increased transmission and recurrent infections.

"Although Mycoplasma genitalium is typically more common than gonorrhea, there is very little clinical awareness of this newly sexually transmitted infection, which can cause serious and potentially irreversible health problems," said Tom West, president, Diagnostic Solutions at Hologic. "The introduction of the Aptima Mycoplasma genitalium assay gives healthcare professionals the opportunity to provide optimal care for their patients and reflects Hologic's commitment to developing innovative solutions that address emerging public health threats."

In men, M. genitalium infections may include urethritis, the swelling and infection of the urethra. In women, M. genitalium has been linked to cervicitis, the swelling and inflammation of the cervix. If left untreated, infections can lead to infertility in women and increased risk of HIV acquisition and transmission. Patients infected with M. genitalium may be asymptomatic or experience symptoms similar to those associated with a chlamydial infection, so accurate diagnostic tests are critical to help healthcare professionals and their laboratory partners identify these infections, manage and treat them appropriately. Research has shown that as many as 50 percent of men and 42 percent of men with M. genitalium infections are antibiotic-resistant, further emphasizing the importance of early detection and regular screening.

In published research, Hologic's molecular RNA-based M. genitalium assay demonstrated greater sensitivity than lab-developed or CE-marked DNA-based tests.* Hologic introduced

Including the first test for the detection of Mycoplasma genitalium, Hologic's Panther and Panther Express[®] system uses other M. genitalium or approved assays that tested more than 200 patients, meeting the only high-throughput molecular diagnostic platform in the United States to combine comprehensive sexual health, gonorrhea, and chlamydia testing and open channel[®] functionality on a fully automated system.

For more information on the Aptima assay, visit Hologic.com.

Aptima[®] Mycoplasma genitalium Assay

Services to advertisers

✓ **AD-MARK** In 2020, CAP TODAY will test all ads in the February, June, and November issues. This service provides direct feedback from readers as to how an ad is received. Companies can track how an ad stacks up to others in the same product category, evaluate the half-life of an ad that has been running, and perform valuable benchmarking for new campaigns. Ask your representative for details.

♦ **ReadEx Red Sticker Study** October 2020 issue. The Red Sticker Study examines multiple facets of readers' attitudes to ads—includes verbatim comments and measures of attention, appeal, and reading.

List rental CAP TODAY makes its list available to advertisers at nominal rates. Ask your representative for details.

Merchandising CAP TODAY can provide assistance to advertisers through customized research projects and sales support efforts.

Reprints CAP TODAY reprints make valuable sales aids for the field. Contact Production Editor Jane Ure at 847-832-7980 or jure@cap.org

Independent syndicated media research on readership and ad placement. CAP TODAY participates in and can share results from independent media research on readership and ad placement in the clinical laboratory marketplace. Such media research is often the best aid in planning the most effective ad schedule. Ad placement and spending data for the market help establish essential metrics.

Digital extras All advertisements in CAP TODAY are mirrored each month in the digital edition, at www.captodayonline.com/mag. Please provide your advertising director preferred target URL.

COVID-19 UPDATE: 2020 CAP TODAY Media Planner

2020 Issues	Bonus Distribution as of May 1; subject to change	Instrument/Software Product Guides	What's inside CAP TODAY:	Editorial Planner*
July ✓ AD-MARK		Chemistry/Immunoassay analyzers mid- to high-volume	<ul style="list-style-type: none"> ▶ Editorial: 20–25 editorial items, highlighted by in-depth, front-cover features with long story continuations that support back-and-forth reading patterns—readers return to the front cover up to three times. Interviews with experts from forefront institutions who discuss up-to-the-minute advances (some new, some tried and true) in anatomic, clinical, and molecular pathology and dozens of subspecialties. Special Laboratory Accreditation Program updates. ▶ Q&A: Covering all lab disciplines, with answers provided by experts. Placed at the back of the magazine, this section is one of the best read. ▶ Newsbytes: Software and technology news—a great spot to showcase IT-related products. 	Diabetes Colorectal cancer prognostic factors—part 1 Digital pathology QC COVID-19 Molecular testing case report AI for detection of outbreaks and unusual pathogens Chemistry/immunoassay roundtable
August	Executive War College (New Orleans)		<ul style="list-style-type: none"> ▶ Selected Abstracts: Clinical, anatomic, and molecular abstracts of relevant peer-reviewed papers—editorial that receives extremely high readership scores every month. ▶ Classifieds: The source for targeting laboratory professionals with job postings and services. 	CRC prognostic factors—part 2 COVID-19 Cytopathology POC testing roundtable Molecular testing case report Machine learning algorithms to support microbiology culture interpretation
September	AABB (Baltimore) NSH (Reno)		<ul style="list-style-type: none"> ▶ Marketplace: An extensive multi-page spread of innovative laboratory products and vendor news. ▶ Put It on the Board: Highlights of legislative, association, and industry developments presented in concise, easy-to-read news capsules. 	Massive transfusion AML—targeting immune signaling checkpoints COVID-19 Lab consolidation Molecular testing case report
October ◆ ReadEx Red Sticker Study	AMP (Vancouver) Pathology Visions Conference (Orlando) ASC (Orlando)	Hematology analyzers	<ul style="list-style-type: none"> ▶ Cytopathology in Focus: A special section featuring what's new, published three times per year. 	Hematology update Coagulation testing COVID-19 Molecular testing case report
November ✓ AD-MARK	ASH (San Diego) AACC (Chicago)	Laboratory information systems	<ul style="list-style-type: none"> ▶ AMP Case Reports: An analysis of molecular case reports from the Association for Molecular Pathology that shows the importance of the discipline in advancing diagnosis, prognosis, and treatment. 	LIS roundtable Therapeutic drug monitoring COVID-19 AACC preview
December		Urinalysis systems		Diabetes COVID-19 Urine-based testing War College highlights

*Five weeks before reservation deadlines, CAP TODAY sales representatives can forecast the more complete and detailed monthly lineup.

*EDITORIAL PLANNER SUBJECT TO CHANGE

Instrument/IT System Product Guides

Detailed charts provide information essential to lab directors, administrators, and managers making buying decisions. Product guide listings, an editorial feature, are always free and companies provide the content for their listings, including contact information.

Independent Research

✓ **AD-MARK** is a readership and advertising study. Advertise and get a comparative report on your ad and every ad in the issue.

◆ **ReadEx Red Sticker Study** examines multiple facets of readers' attitudes to ads—includes verbatim comments and measures of attention, appeal, and reading.

What others are saying about CAP TODAY

All categories of lab professionals consistently rate CAP TODAY "Most important to my job."

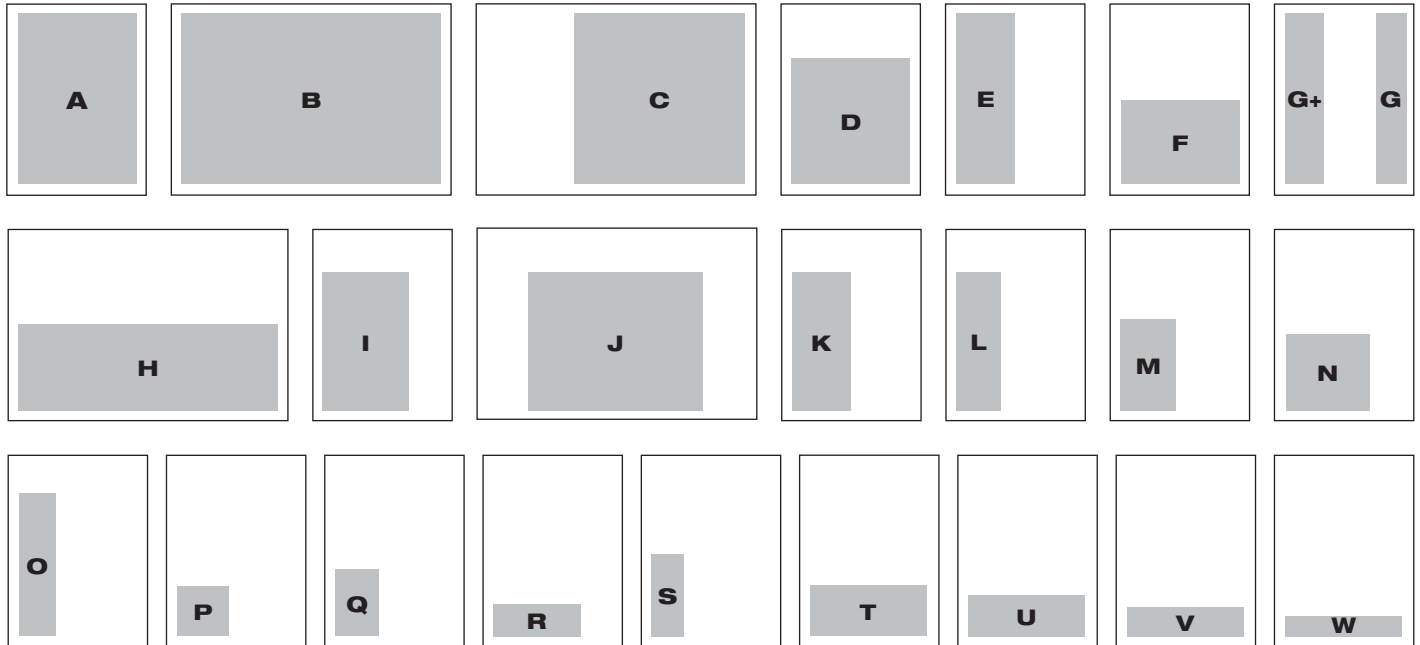
Ranks **No. 1 in Readership and Ad Exposures** for: (1) pathologists and medical lab directors; (2) clinical laboratory section managers and supervisors; and (3) lab directors, managers, and lab administrators in hospitals with 100+ beds and independent labs. Source: Kantar Media research studies

Digital and Mobile Access

See our digital rate card www.captodayonline.com/2020/Advertising/2020_CAPTODAYDigital_RateCard.pdf

2020 CAP TODAY Mechanical Requirements

Please send **high resolution PDF files <10 MB** to Keith Eilers, keilers@cap.org. Please send larger PDF files via web file share: www.hightail.com/u/captoday. **Closing dates:** IOs: 4th of month preceding issue date. Materials: 14th of month preceding issue date.



	AD SIZES High resolution PDFs preferred	Nominal Live Area for Non-Bleed Ads		Bleed Ads*			
		Width	Depth	Trim		Bleed	
				Width	Depth	Width	Depth
A	Tabloid King	10 ¹ / ₈ "	12 ⁷ / ₈ "	10 ⁷ / ₈ "	13 ⁷ / ₈ "	11 ¹ / ₈ "	14 ¹ / ₈ "
B	Tabloid Spread	21"	12 ⁷ / ₈ "	21 ³ / ₄ "	13 ⁷ / ₈ "	22"	14 ¹ / ₈ "
C	5th Col Spread	13"	12 ⁷ / ₈ "	13 ³ / ₈ "	13 ⁷ / ₈ "	13 ⁵ / ₈ "	14 ¹ / ₈ "
D	2/3 Tabloid Square	10 ¹ / ₈ "	10 ¹ / ₄ "	10 ⁷ / ₈ "	10 ⁷ / ₈ "	11 ¹ / ₈ "	11 ¹ / ₈ "
E	1/2 Tabloid Vertical	4 ³ / ₄ "	12 ⁷ / ₈ "	5 ³ / ₈ "	13 ⁷ / ₈ "	5 ⁵ / ₈ "	14 ¹ / ₈ "
F	1/2 Tabloid Horizontal	10 ¹ / ₈ "	7 ¹ / ₈ "	10 ⁷ / ₈ "	7 ³ / ₄ "	11 ¹ / ₈ "	8"
G+	1/3 Tabloid Vertical	3"	12 ⁷ / ₈ "	3 ³ / ₄ "	13 ⁷ / ₈ "	4"	14 ¹ / ₈ "
G	1/4 Tabloid Vertical	2 ¹ / ₄ "	12 ⁷ / ₈ "	2 ⁷ / ₈ "	13 ⁷ / ₈ "	3 ¹ / ₈ "	14 ¹ / ₈ "
H	1/2 Tabloid Horizontal Spread	21"	7 ¹ / ₈ "	21 ³ / ₄ "	7 ³ / ₄ "	22"	8"
I	Standard "A" Page	7 ¹ / ₂ "	10 ¹ / ₄ "	7 ⁷ / ₈ "	10 ⁷ / ₈ "	8 ¹ / ₈ "	11 ¹ / ₈ "
J	Standard "A" Spread	15"	10 ¹ / ₄ "	15"	10 ⁷ / ₈ "	15 ¹ / ₄ "	11 ¹ / ₈ "
K	2/3 Standard Island	4 ³ / ₄ "	10 ¹ / ₄ "	5 ³ / ₈ "	10 ⁷ / ₈ "	5 ⁵ / ₈ "	11 ¹ / ₈ "
L	1/2 Standard Vertical	3 ¹ / ₂ "	10 ¹ / ₄ "	4"	10 ⁷ / ₈ "	4 ¹ / ₄ "	11 ¹ / ₈ "
M	1/2 Standard Island	4 ³ / ₄ "	8 ¹ / ₂ "	5 ³ / ₈ "	9 ¹ / ₈ "	5 ⁵ / ₈ "	9 ¹ / ₄ "
N	1/2 Standard Horizontal	7 ³ / ₈ "	5 ¹ / ₂ "	7 ⁷ / ₈ "	6"	8 ¹ / ₈ "	6 ¹ / ₄ "
O	1/3 Standard Vertical	2 ¹ / ₄ "	10 ¹ / ₄ "	2 ⁷ / ₈ "	10 ⁷ / ₈ "	3 ¹ / ₈ "	11 ¹ / ₈ "
P	1/3 Standard Square	4 ³ / ₄ "	4 ³ / ₄ "	5 ³ / ₈ "	5 ³ / ₈ "	5 ⁵ / ₈ "	5 ⁵ / ₈ "
Q	1/4 Standard Island	3 ¹ / ₂ "	5"	4"	5 ⁵ / ₈ "	4 ¹ / ₄ "	5 ⁷ / ₈ "
R	1/4 Standard Horizontal	7 ³ / ₈ "	2 ¹ / ₂ "	7 ⁷ / ₈ "	3 ¹ / ₈ "	8 ¹ / ₈ "	3 ¹ / ₄ "
S	1/4 Standard Vertical	2 ¹ / ₄ "	8 ¹ / ₂ "	2 ⁷ / ₈ "	9 ¹ / ₈ "	3 ¹ / ₈ "	9 ¹ / ₄ "
T	2/3 Standard Banner	10 ¹ / ₈ "	4 ³ / ₄ "	10 ⁷ / ₈ "	5 ¹ / ₄ "	11 ¹ / ₈ "	5 ¹ / ₂ "
U	1/2 Standard Banner	10 ¹ / ₈ "	3 ³ / ₄ "	10 ⁷ / ₈ "	4 ¹ / ₄ "	11 ¹ / ₈ "	4 ¹ / ₂ "
V	1/3 Standard Banner	10 ¹ / ₈ "	2 ³ / ₄ "	10 ⁷ / ₈ "	3 ¹ / ₄ "	11 ¹ / ₈ "	3 ¹ / ₂ "
W	1/4 Standard Banner	10 ¹ / ₈ "	1 ⁷ / ₈ "	10 ⁷ / ₈ "	2 ¹ / ₂ "	11 ¹ / ₈ "	2 ³ / ₄ "

*Crop and register marks offset should be set ¹/₄" beyond trim. Live type is recommended to maintain at least ¹/₄" space inside trimming edges.