

ARCHIVES

of Pathology & Laboratory Medicine

2022 Black+White Advertising Rates; *additional charge for color

Rate	1x	4x	6x	12x	18x	24x	36x	48x	60x
Full page	1,990	1,910	1,820	1,710	1,590	1,520	1,470	1,410	1,380
2/3 page	1,720	1,600	1,530	1,430	1,330	1,250	1,190	1,150	1,080
1/2 page	1,480	1,410	1,330	1,270	1,250	1,120	1,070	1,020	990

Commission: 15% to recognized agencies

*Color Costs

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

**Midwest and East:
Alex Prochaska**

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

**West and East:
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

2022 Bonus Distribution at important pathology shows

Please contact your Advertising Director for updates

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 2020



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

2022 ARCHIVES Mechanical Requirements

AD SIZES	Specifications			
	Nominal		Bleed	
	Width	Depth	Width	Depth
Full page trim: 8 x 10 ^{3/4}	7"	10"	8 ^{1/4} "	11"
2/3 Vertical trim: 5 x 10 ^{3/4}	4 ^{5/8} "	10"	5 ^{1/4} "	11"
1/2 Vertical trim: 3 ^{3/4} x 10 ^{3/4}	3 ^{3/8} "	10"	4"	11"
1/2 Horizontal trim: 8 x 5 ^{1/8}	7"	4 ^{7/8} "	8 ^{1/4} "	5 ^{3/8} "

Journal Trim: 8" x 10^{3/4}" **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
Total:	13,000

The latest Kantar 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

Digital Advertising

Archives of Pathology & Laboratory Medicine offers a full website free to all without registration or fee. Please see separate ARCHIVES 2022 Digital offerings.

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

The screenshot shows the website interface with several key elements:

- Header:** Navigation menu (HOME, ISSUES, EDITORIAL BOARD, SUBSCRIBE, INSTRUCTIONS FOR AUTHORS, ADVERTISING, JOBS) and the logo of the College of American Pathologists.
- Current Issue:** Volume 145, Issue 9, September 2021. Includes links for 'View This Issue', 'Early Online Releases', and 'Submit a Manuscript'.
- Recently Posted COVID-19 Articles:** A list of articles such as 'Early Antibody Temporal Responses to Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2) in Vaccinated Subjects Determined by the Cobas 6000 Spike Assay'.
- Latest Articles:** A list of recent publications including 'Telomerase Reverse Transcriptase Protein Expression is More Frequent in Acral Lentiginous Melanoma Than in Other Types of Cutaneous Melanoma'.
- Advertisements:**
 - Top Left:** 'Your Pipeline Can Have an Impact' by Agilent.
 - Bottom Left:** 'Pathology Visions' event advertisement for October 17-19 in Las Vegas, NV.
 - Bottom Right:** 'BIOMARKER STATUS CAN HELP DETERMINE APPROPRIATE TREATMENT' by Merck.
 - Bottom Center:** 'Sponsored Video' for JELMYTO (mitomycin) for pelvic/colorectal solution.
- Footer:** Social media links for PubMed, Twitter, and Facebook.

Rates	728 x 90 A	160 x 600 B	300 x 250 C	Video Post D
Frequency	1x	6x	1x	6x
Rate	\$860	\$645	\$675	\$590
Size	728 x 90 pixels	160 x 600 pixels	300 x 250 pixels	—
Format	jpg, animated gif, and third-party tags			Hosted URL
Deadline: 25th of month prior to publication				

Contact your Advertising Director for availability

Midwest and East: Alex Prochaska 402-290-8203 alex@captoday.org | West and East: Lori Prochaska 402-290-7670 lori@captoday.org

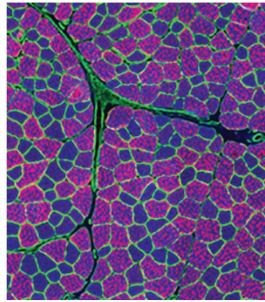
ARCHIVES

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	\$3,000
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

ARCHIVES
of Pathology & Laboratory Medicine

Archives of Pathology & Laboratory Medicine Latest Issue Alert



October 01, 2020;
Volume 144, Issue 10

The table of contents for this issue is listed below. Click the links below to view the full-text for each article, or click the link [here](#) to read the table of contents online.

LETTERS TO THE EDITOR

Adrenal Vascular Changes in COVID-19 Autopsies

Alina C. Iuga, MD; Charles C. Marboe, MD; Mine M. Yilmaz, MD; Jay H. Lefkowitz, MD; Cosmin Gauran, MD ...

Arch Pathol Lab Med October 2020, Vol.144, 1159-1160. doi: 10.5858/arpa.2020-0248-LE

Creation and Benefits of the "COVID Autopsy Listserve"

Alex K. Williamson, MD

Arch Pathol Lab Med October 2020, Vol.144, 1160-1161. doi: 10.5858/arpa.2020-0300-LE

Analysis of COVID-19 Transmission: Low Risk of Presymptomatic Spread?

Mark K. Slika, PhD; William B. Messer, MD; Ian J. Amanna, PhD

Arch Pathol Lab Med October 2020, Vol.144, 1161-1162. doi: 10.5858/arpa.2020-0255-LE

Amyloid Deposition in the Brain

Murat Gokden, MD

Arch Pathol Lab Med October 2020, Vol.144, 1162-1163. doi: 10.5858/arpa.2020-0136-LE

	eTOC banner A
Frequency	Monthly
Rate	\$1,075
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.