

# CAP TODAY

PATHOLOGY • LABORATORY MEDICINE • LABORATORY MANAGEMENT

## Black+White Advertising Rates; \*additional charge for color

Frequency	1x	4x	6x	12x	18x	24x	36x	48x	60x
<b>Tabloid</b>	6,980	6,800	6,650	6,410	6,180	6,010	5,750	5,630	5,520
<b>2/3 Tabloid</b>	6,160	5,920	5,720	5,360	5,170	4,960	4,770	4,610	4,380
<b>1/2 Tabloid</b>	5,110	5,010	4,810	4,710	4,500	4,340	4,150	4,070	3,920
<b>1/3 Tabloid</b>	3,490	3,370	3,210	3,150	3,090	3,060	2,970	2,860	2,700
<b>1/4 Tabloid</b>	3,300	3,160	3,060	2,950	2,740	2,670	2,500	2,430	2,330
<b>Standard</b>	5,470	5,360	5,240	4,920	4,770	4,550	4,340	4,170	4,090
<b>2/3 Standard</b>	3,490	3,370	3,210	3,150	3,090	3,060	2,970	2,860	2,700
<b>1/2 Standard</b>	3,020	2,920	2,800	2,710	2,590	2,520	2,440	2,370	2,250
<b>1/3 Standard</b>	2,370	2,300	2,180	1,910	1,860	1,750	1,690	1,600	1,550
<b>1/4 Standard</b>	1,740	1,660	1,600	1,510	1,440	1,380	1,320	1,290	1,240

**Commission:** 15% to recognized agencies    **Inserts:** Consult Advertising Director

## \*Color Costs

<b>4-color</b>	1,400
<b>2nd color matched from process</b>	700
<b>5th color or Pantone</b>	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 completed new studies on pathologists, clinical lab directors, lab managers and administrators, section managers and supervisors, and total hospital purchasing influence. In 2021, 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	19,000
Laboratory Managers and Laboratory Administrators	4,000
Chief Techs; Section Managers/Supervisors of Chemistry, Hematology, Microbiology, Immunology, Blood Bank, Cytology, or Histotechnology	20,000
<b>TOTAL</b>	<b>43,000</b>

\*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](http://www.captodayonline.com/mag). In addition, CAP TODAY advertisers have exclusive digital advertising opportunities available. Please see separate CAP TODAY 2022 digital offerings.



### Move Forward to Defeat SARS-CoV-2 Variants

Detection and Determination of Delta variants

**Delta / Delta +**

Global Concerns of SARS-CoV-2 Variants

WHO Label	Delta	Alpha	Beta	Gamma	Lambda
Range/Range	B.1.1.7.2, AY.1.1.2.2	B.1.1.7, B.1.351	P.1, C.37	-	-
Genetic Classifications	VOC	VOC	VOC	VOC	VCI
First Detected	India	United Kingdom	South Africa	Israel	Peru
Spike Protein Mutations	L452R, P246R, T478K, K417N	L452R, P246R, T478K, P681H	N501Y, E484K, K417N	N501Y, E484K, K417T	L452Q, F456S, Q494G
Concern	Significantly increase transmissibility and reduce neutralization	Increase transmissibility	Increase transmissibility and reduce neutralization	-	Reduce neutralization

### Seegene's Total Solution for SARS-CoV-2 Variants

Seegene's Total Solution for SARS-CoV-2 Variants

Product	Delta	Alpha	Beta	Gamma	Lambda
Delta	✓	✓	✓	✓	✓
Alpha	✓	✓	✓	✓	✓
Beta	✓	✓	✓	✓	✓
Gamma	✓	✓	✓	✓	✓
Delta	✓	✓	✓	✓	✓
Eta	✓	✓	✓	✓	✓
Kota	✓	✓	✓	✓	✓
Kappa	✓	✓	✓	✓	✓
Lambda	✓	✓	✓	✓	✓

One Streamlined Automation System

- Automated workflow
- Real-time results
- Seegene's Total Solution

# Services to advertisers

- ✓ **AD-MARK** In 2022, 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 2022 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](mailto: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](http://www.captodayonline.com/mag). Please provide your advertising director preferred target URL.

# 2022 CAP TODAY Media Planner

2022 Issues	Bonus Distribution—Virtual, live or hybrid	Instrument/Software Product Guides	What's inside CAP TODAY:	Editorial Planner* Extensive COVID coverage continues as news and developments warrant
<b>January</b>	Texas Society of Pathologists (Houston)	Coagulation analyzers	<p>➤ <b>Editorial:</b> 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.</p> <p>Interviews with experts from forefront institutions who discuss <b>up-to-the-minute advances</b> (some new, some tried and true) in anatomic, clinical, and molecular pathology and dozens of subspecialties.</p> <p>Special Laboratory Accreditation Program updates.</p> <p>➤ <b>Q&amp;A:</b> Covering all lab disciplines, with answers provided by experts. Placed at the back of the magazine, this section is one of the best read.</p> <p>➤ <b>Newsbytes:</b> Software and technology news—a great spot to showcase IT-related products.</p> <p>➤ <b>Selected Abstracts:</b> Clinical, anatomic, and molecular abstracts of relevant peer-reviewed papers—editorial that receives extremely high readership scores every month.</p> <p>➤ <b>Classifieds:</b> The source for targeting laboratory professionals with job postings and services.</p> <p>➤ <b>Marketplace:</b> An extensive multi-page spread of innovative laboratory products and vendor news.</p> <p>➤ <b>Put It on the Board:</b> Highlights of legislative, association, and industry developments presented in concise, easy-to-read news capsules.</p> <p>➤ <b>Cytopathology in Focus:</b> A special section featuring what's new, published three times per year.</p> <p>➤ <b>AMP Case Reports:</b> 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.</p>	HPV-related head and neck cancer Coagulation testing TB screening and testing Cytopathology
<b>February</b> ✓ <b>AD-MARK</b>	USCAP Preview HIMSS (Orlando)	Anatomic pathology computer systems		Molecular tumor profiling AI/machine learning Gastric neoplasms AP LIS roundtable
<b>March</b>	AACR (New Orleans) USCAP (Los Angeles)	Bedside glucose testing systems		Molecular tumor profiling Allergy/autoimmune testing Challenges in breast core biopsy POC system connectivity
<b>April</b>	Executive War College (New Orleans) ACP (Chicago) Clinical Virology Symposium (West Palm Beach, FL) Pathology Informatics (Pittsburgh)	Billing systems		Coagulation testing Cardiovascular disease and viral infections Liver pathology Billing roundtable
<b>May</b>	ASCO (Chicago) ASM (Washington D.C.)	Next-generation sequencing		Infectious disease NGS and cytopenias Cytopathology
<b>June</b> ✓ <b>AD-MARK</b>	AACC Preview	Chemistry/Immunoassay analyzers low-volume and POC		Natriuretic peptides in heart failure GI biopsies Chem/immuno roundtable
<b>July</b>	AACC (Chicago)	Chemistry/Immunoassay analyzers mid- to high-volume		Hereditary breast cancer Monoclonal gammopathies Hematology at POC
<b>August</b>	ASCP (Chicago) Cancer Biomarkers V (Jackson, MS)			Nonthyroidal head/neck FNA biopsy Cytopathology PD-L1 testing in lung cancer
<b>September</b>	AABB (Orlando) CAP (New Orleans) NSH (Reno)			Transfusion update Gut: GI/microbiology team approach Infectious disease at POC
<b>October</b> ◆ <b>ReadEx Red Sticker Study</b>	Pathology Visions Conference (Las Vegas) AMP (Phoenix)	Hematology analyzers		AI/machine learning Influenza testing Tumor mutational burden
<b>November</b> ✓ <b>AD-MARK</b>	ASC (Baltimore) ASH (New Orleans)	Laboratory information systems		LIS roundtable Future of immunoassay
<b>December</b>				Diabetes Urinalysis

\*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."

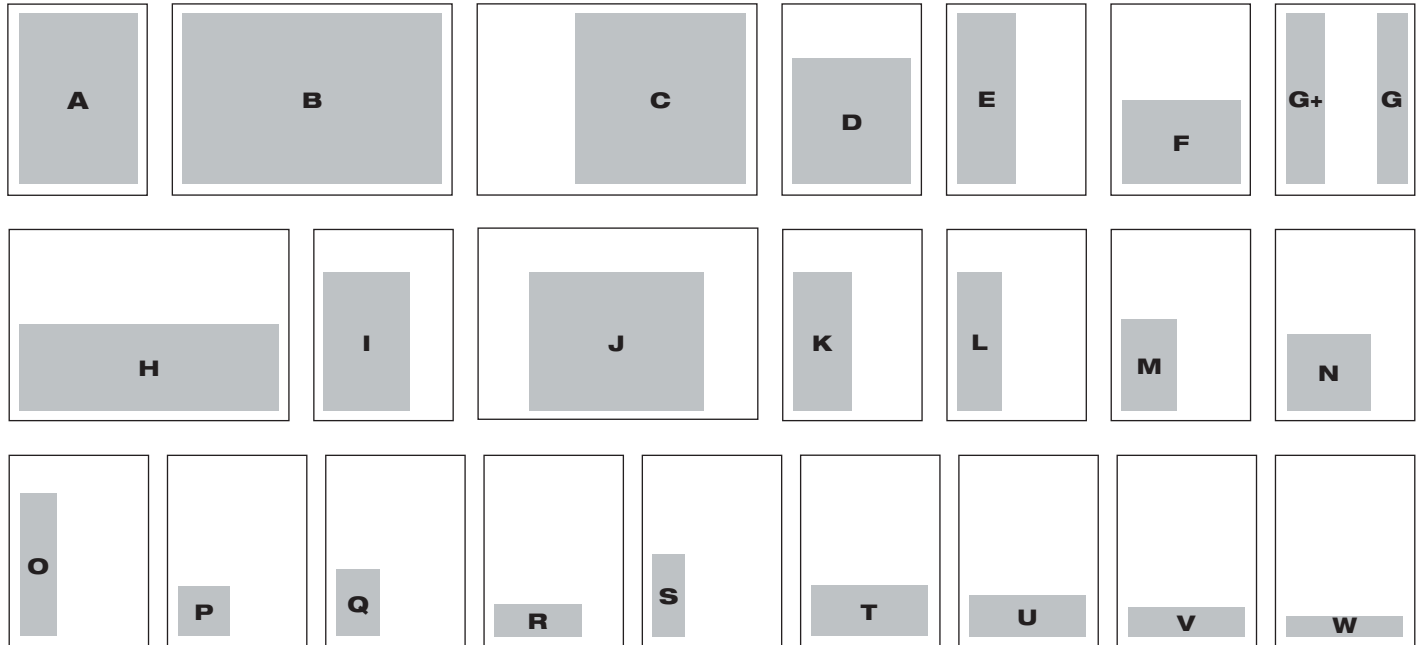
Ranks **No. 1 in Readership and Ad Exposures** for: (1) pathologists and medical lab directors; (2) clinical laboratory section managers and supervisors; and (3) lab directors, managers, and lab administrators in hospitals with 100+ beds and independent labs. Source: Kantar Media research studies

## Digital and Mobile Access

See our digital rate card [www.captodayonline.com/2022/Advertising/2022\\_CAPTODAY\\_DigitalRateCard.pdf](http://www.captodayonline.com/2022/Advertising/2022_CAPTODAY_DigitalRateCard.pdf)

# 2022 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](http://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
<b>A</b>	Tabloid King	10 <sup>1</sup> / <sub>8</sub> "	12 <sup>7</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "	13 <sup>7</sup> / <sub>8</sub> "	11 <sup>1</sup> / <sub>8</sub> "	14 <sup>1</sup> / <sub>8</sub> "
<b>B</b>	Tabloid Spread	21"	12 <sup>7</sup> / <sub>8</sub> "	21 <sup>3</sup> / <sub>4</sub> "	13 <sup>7</sup> / <sub>8</sub> "	22"	14 <sup>1</sup> / <sub>8</sub> "
<b>C</b>	5th Col Spread	13"	12 <sup>7</sup> / <sub>8</sub> "	13 <sup>3</sup> / <sub>8</sub> "	13 <sup>7</sup> / <sub>8</sub> "	13 <sup>5</sup> / <sub>8</sub> "	14 <sup>1</sup> / <sub>8</sub> "
<b>D</b>	2/3 Tabloid Square	10 <sup>1</sup> / <sub>8</sub> "	10 <sup>1</sup> / <sub>4</sub> "	10 <sup>7</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "	11 <sup>1</sup> / <sub>8</sub> "	11 <sup>1</sup> / <sub>8</sub> "
<b>E</b>	1/2 Tabloid Vertical	4 <sup>3</sup> / <sub>4</sub> "	12 <sup>7</sup> / <sub>8</sub> "	5 <sup>3</sup> / <sub>8</sub> "	13 <sup>7</sup> / <sub>8</sub> "	5 <sup>5</sup> / <sub>8</sub> "	14 <sup>1</sup> / <sub>8</sub> "
<b>F</b>	1/2 Tabloid Horizontal	10 <sup>1</sup> / <sub>8</sub> "	7 <sup>1</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "	7 <sup>3</sup> / <sub>4</sub> "	11 <sup>1</sup> / <sub>8</sub> "	8"
<b>G+</b>	1/3 Tabloid Vertical	3"	12 <sup>7</sup> / <sub>8</sub> "	3 <sup>3</sup> / <sub>4</sub> "	13 <sup>7</sup> / <sub>8</sub> "	4"	14 <sup>1</sup> / <sub>8</sub> "
<b>G</b>	1/4 Tabloid Vertical	2 <sup>1</sup> / <sub>4</sub> "	12 <sup>7</sup> / <sub>8</sub> "	2 <sup>7</sup> / <sub>8</sub> "	13 <sup>7</sup> / <sub>8</sub> "	3 <sup>1</sup> / <sub>8</sub> "	14 <sup>1</sup> / <sub>8</sub> "
<b>H</b>	1/2 Tabloid Horizontal Spread	21"	7 <sup>1</sup> / <sub>8</sub> "	21 <sup>3</sup> / <sub>4</sub> "	7 <sup>3</sup> / <sub>4</sub> "	22"	8"
<b>I</b>	Standard "A" Island	7 <sup>1</sup> / <sub>2</sub> "	10 <sup>1</sup> / <sub>4</sub> "	7 <sup>7</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "	8 <sup>1</sup> / <sub>8</sub> "	11 <sup>1</sup> / <sub>8</sub> "
<b>J</b>	Standard "A" Spread	15"	10 <sup>1</sup> / <sub>4</sub> "	15"	10 <sup>7</sup> / <sub>8</sub> "	15 <sup>1</sup> / <sub>4</sub> "	11 <sup>1</sup> / <sub>8</sub> "
<b>K</b>	2/3 Standard Island	4 <sup>3</sup> / <sub>4</sub> "	10 <sup>1</sup> / <sub>4</sub> "	5 <sup>3</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "	5 <sup>5</sup> / <sub>8</sub> "	11 <sup>1</sup> / <sub>8</sub> "
<b>L</b>	1/2 Standard Vertical	3 <sup>1</sup> / <sub>2</sub> "	10 <sup>1</sup> / <sub>4</sub> "	4"	10 <sup>7</sup> / <sub>8</sub> "	4 <sup>1</sup> / <sub>4</sub> "	11 <sup>1</sup> / <sub>8</sub> "
<b>M</b>	1/2 Standard Island	4 <sup>3</sup> / <sub>4</sub> "	8 <sup>1</sup> / <sub>2</sub> "	5 <sup>3</sup> / <sub>8</sub> "	9 <sup>1</sup> / <sub>8</sub> "	5 <sup>5</sup> / <sub>8</sub> "	9 <sup>1</sup> / <sub>4</sub> "
<b>N</b>	1/2 Standard Horizontal	7 <sup>3</sup> / <sub>8</sub> "	5 <sup>1</sup> / <sub>2</sub> "	7 <sup>7</sup> / <sub>8</sub> "	6"	8 <sup>1</sup> / <sub>8</sub> "	6 <sup>1</sup> / <sub>4</sub> "
<b>O</b>	1/3 Standard Vertical	2 <sup>1</sup> / <sub>4</sub> "	10 <sup>1</sup> / <sub>4</sub> "	2 <sup>7</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "	3 <sup>1</sup> / <sub>8</sub> "	11 <sup>1</sup> / <sub>8</sub> "
<b>P</b>	1/3 Standard Square	4 <sup>3</sup> / <sub>4</sub> "	4 <sup>3</sup> / <sub>4</sub> "	5 <sup>3</sup> / <sub>8</sub> "	5 <sup>3</sup> / <sub>8</sub> "	5 <sup>5</sup> / <sub>8</sub> "	5 <sup>5</sup> / <sub>8</sub> "
<b>Q</b>	1/4 Standard Island	3 <sup>1</sup> / <sub>2</sub> "	5"	4"	5 <sup>5</sup> / <sub>8</sub> "	4 <sup>1</sup> / <sub>4</sub> "	5 <sup>7</sup> / <sub>8</sub> "
<b>R</b>	1/4 Standard Horizontal	7 <sup>3</sup> / <sub>8</sub> "	2 <sup>1</sup> / <sub>2</sub> "	7 <sup>7</sup> / <sub>8</sub> "	3 <sup>1</sup> / <sub>8</sub> "	8 <sup>1</sup> / <sub>8</sub> "	3 <sup>1</sup> / <sub>4</sub> "
<b>S</b>	1/4 Standard Vertical	2 <sup>1</sup> / <sub>4</sub> "	8 <sup>1</sup> / <sub>2</sub> "	2 <sup>7</sup> / <sub>8</sub> "	9 <sup>1</sup> / <sub>8</sub> "	3 <sup>1</sup> / <sub>8</sub> "	9 <sup>1</sup> / <sub>4</sub> "
<b>T</b>	2/3 Standard Banner	10 <sup>1</sup> / <sub>8</sub> "	4 <sup>3</sup> / <sub>4</sub> "	10 <sup>7</sup> / <sub>8</sub> "	5 <sup>1</sup> / <sub>4</sub> "	11 <sup>1</sup> / <sub>8</sub> "	5 <sup>1</sup> / <sub>2</sub> "
<b>U</b>	1/2 Standard Banner	10 <sup>1</sup> / <sub>8</sub> "	3 <sup>3</sup> / <sub>4</sub> "	10 <sup>7</sup> / <sub>8</sub> "	4 <sup>1</sup> / <sub>4</sub> "	11 <sup>1</sup> / <sub>8</sub> "	4 <sup>1</sup> / <sub>2</sub> "
<b>V</b>	1/3 Standard Banner	10 <sup>1</sup> / <sub>8</sub> "	2 <sup>3</sup> / <sub>4</sub> "	10 <sup>7</sup> / <sub>8</sub> "	3 <sup>1</sup> / <sub>4</sub> "	11 <sup>1</sup> / <sub>8</sub> "	3 <sup>1</sup> / <sub>2</sub> "
<b>W</b>	1/4 Standard Banner	10 <sup>1</sup> / <sub>8</sub> "	1 <sup>7</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "	2 <sup>1</sup> / <sub>2</sub> "	11 <sup>1</sup> / <sub>8</sub> "	2 <sup>3</sup> / <sub>4</sub> "

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