

# CAP TODAY

Pathology • Laboratory Medicine • Laboratory Management

Contact your Advertising Director for availability  
 Midwest and East: Alex Pacheco | 402-290-8203 | alex@captoday.org  
 West and East: Lori Prochaska | 402-290-7670 | lori@captoday.org

## Product Guide Sponsorships

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.

Coagulation, Anatomic pathology computer systems, Urinalysis, Billing, NGS, Chemistry/Immunology analyzers low-volume and POC, Chemistry/Immunology analyzers mid-to high-volume, Hematology, LIS

- Includes:**
- **1/4 tabloid print ad** in listing pages
  - **728 x 90** on product guide page
  - **Video** on product guide page
  - **1 eNews** combo blast announcing when the guide is available online

**\$12,000** per year

### Product guide sponsorship required materials:

Please submit product guide banner—and click URL—by the 25th of each month.

Banner sizes—Product Guide page:

- 728 x 90
- 300 x 250 (banner or video)

Banner sizes—eNews combo:

- 600 x 160
- 300 x 250

Accepted banner formats:

- animated gif
- gif
- jpg
- third-party tags
- HTML5

Video (optional):

- YouTube link or a download link to your video (your downloaded video will be uploaded to the CAP TODAY YouTube channel)
- Headline (maximum of 70 characters)
- Descriptive text for beneath the video (maximum of 250 characters)
- Learn more click URL
- Logo

Note: The recommended length is 2 minutes or less.

Print ad:

- High resolution PDF file for 1/4 tabloid vertical ad

**Lab information systems—where the needs are greatest**

YOU WILL SEE AN ENTERPRISE SOLUTION THAT PROVIDES RELIABILITY, SCALABILITY, AND SECURITY

What labs want and need from their lab information systems and what the missing pieces are in interoperability are what pathologists and LIS company reps talked to CAP TODAY publisher Bob McGonagle about when they met online Sept. 12.

**ORCHARD Software**

Call us today to learn more about Orchard's cutting edge laboratory information solutions.

(800) 856-1948  
www.orchardsoft.com

**Experience the difference in laboratory informatics. Experience Orchard.**

Company	Name of laboratory information system	How LIS functionality is deployed	Distinguishing product features (supported by company)	Additional Features
Alexis Digital Health	Alexis LIS11	available as local server/software and as ASP	extremely scalable, flexible, and modular; automatically documents test use and compliance with regulatory requirements	Additional Features
Amyris LLC	CohortLAB	available as local server/software, ASP, and cloud-based	multi-site capability; pain-management reporting	Additional Features
Clinical Software Solutions	CLIN1 Laboratory	available as local server/software, ASP, and cloud-based	experienced and personalized support; business workflow for efficient performance; backed by powerful software modules; multi-line access with classification profiles and additional workflow analysis	Additional Features
Chitro (Formerly Sunquest, Health/MSL, Horizon Lab Sys)	ChitroX Laboratory Platform	available as local server/software, ASP, and cloud-based	functionally spanning all clinical and scientific laboratory disciplines; complete interoperability and scalability; open-format and modular; testing history reviewed, visible and flexible in analysis to help aid LIS in a complete HIS and RIS	Additional Features
Clinix	Clinix	available as an ASP and cloud-based	open-format and modular; testing history reviewed, visible and flexible in analysis to help aid LIS in a complete HIS and RIS	Additional Features

**LABORATORY INFORMATION SYSTEMS** NOVEMBER 2023 | CAP TODAY 16

Experience the difference in laboratory informatics. Call us today to learn more about how Orchard's cutting edge laboratory information solutions can help empower your lab.

(800) 856-1948  
www.orchardsoft.com

**Reports revisited—panel on preferences and pain points**

Reports—integrated or otherwise—were up for discussion when CAP TODAY publisher Bob McGonagle convened online in October a group of informatics experts, who spoke of the need for simplicity in a time of growing complexity, ease of access, where Epic isn't strong. The full conversation follows.

During last year's roundtable, the panel was clear about three important themes that had emerged from the pandemic. We had a need for device integration in the world of lab information systems.

We also had a need for report integration in the LIS and EHR. And ease of access was emphasized as things become increasingly complex and many more clinicians and others are interested in laboratory results.

On the other hand, some people are more interested in a full report. Mark Tutthill, do those same themes remain important, and is there anything that has emerged in the past year you want to mention?

**Read More**

# CAP TODAY

Pathology • Laboratory Medicine • Laboratory Management

Contact your Advertising Director for availability  
 Midwest and East: Alex Pacheco | 402-290-8203 | alex@captoday.org  
 West and East: Lori Prochaska | 402-290-7670 | lori@captoday.org

## E-directs | Branded Message

**Is It Time to Upgrade Your QC Testing Data Management Systems? Key Questions to Consider**

QC Data management plays a crucial role in the effectiveness of QC testing. A powerful data management solution can help labs develop effective QC strategies and manage risks. An effective QC data management system helps troubleshoot problems faster, spot trends more easily, simplify reporting processes and enables run-time decisions to be made in real time.

Read this article to learn the latest about:

- Streamlining your QC data management systems
- Ensuring data security
- Common challenges of data management

Explore the importance of data management systems in QC testing and considerations to determine whether it's time to give your data management systems an upgrade.

[Learn More](#)

**About Bio-Rad**

Bio-Rad is a global leader in developing, manufacturing, and marketing a broad range of innovative products for the life science research and clinical diagnostic markets. With a focus on quality and customer service for over 65 years, our products advance the discovery process and improve healthcare. Our customers include university and research institutions, hospitals, public health and commercial laboratories, biotechnology, pharmaceutical, as well as applied laboratories that include food safety and environmental quality.

View this email in your browser

**MAYO CLINIC LABORATORIES**

**REGISTER**  
for our education conferences

Our education conferences provide in-person and virtual opportunities for participants to expand their knowledge, discover new information, and network with other industry professionals.

Learn to harness your outreach program to position your organization for success in healthcare's dynamic environment at this year's **Leveraging the Laboratory** conference in Chicago, Sept. 26-27.

Discover how to evaluate, diagnose, and manage common and rare blood diseases at the **Classical Hematology and Bleeding and Thrombosing Diseases** conference, happening Oct. 3-4 virtually and in Rochester.

Explore our conferences

[Learn more](#)

Register for Hematology Laboratory [Register](#)

Register for Bleeding and Thrombosing Diseases [Register](#)

Register for Leveraging the Laboratory [Register](#)

**Roche**

**Discover More with Roche Digital Pathology**

Personalized healthcare is here, and digital pathology is at the core of this patient-centered revolution.

An cancer cases continue to rise and fewer pathologists enter the profession, Roche is dedicated to creating a true digital ecosystem, focused on providing the latest innovative tools and software to your lab, all in one platform.

Roche offers our partners a flexible, end-to-end digital pathology solution designed to address your unique lab needs.

Explore how the advanced digital pathology solutions in the Roche portfolio can help you and your lab today!

[Discover the Roche Digital Pathology Portfolio](#)

© 2023 Roche Digital Pathology portfolio is for Research Use Only. Not for use in diagnostic procedures.

**epredia**

**The Epredia Experience**  
At the heart of successful pathology labs

Explore our range of implementation, consultation and service to best fit your lab's needs.

**Instrumentation**

- 3D HISTOTECH Digital Pathology System
- Genentix Slide Scanner
- Shimadzu and Leica Stainer
- ThermoFisher
- High and Low Capacity
- Freezers
- Protein Storage Containers

**Consulting**

- Support Full Lab Needs
- Issue Consulting
- State
- Region
- System-Scale IACB Status
- Cybernetics and Cybernetics
- Finance
- Project/Program Consulting

**Epredia Service**

- Project per treatment, with a service model to meet the demands of your laboratory
- On-demand Project Technical Support
- Comprehensive Application Support
- Proactive Maintenance Contracts

[Learn More](#)

**HOLOGIC**

**Panther Fusion® GBS assay: Proven effective**

The Panther Fusion® GBS assay is a PCR-based nucleic acid amplification test (NAAT) that detects Streptococcus agalactiae from asymptomatic women. It demonstrated 100% sensitivity and detected 31% more positives than culture in a prospective multi-center clinical study.†

[EXPAND ASSAY MENU](#)

**Switch to Full Automation**

The Panther Fusion® GBS assay runs on the Panther Fusion® system, offering:

- Full automation
- High throughput
- Ready-to-use reagents with 30-40 day on-board stability, eliminating reagent prep and waste!†
- A non-batch workflow

**We enable healthier lives, everywhere, every day.**

**HOLOGIC**

References: 1. Panther Fusion® GBS assay. 20 pathways used. JAMA Network Open. 2023; 6(8):e230747. 2. Shen J, et al. Panther Fusion® GBS assay. 20 pathways used. JAMA Network Open. 2023; 6(8):e230747. 3. Shen J, et al. Panther Fusion® GBS assay. 20 pathways used. JAMA Network Open. 2023; 6(8):e230747. 4. Shen J, et al. Panther Fusion® GBS assay. 20 pathways used. JAMA Network Open. 2023; 6(8):e230747.

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.

**\$4,300** per blast  
~~\$4,100~~ 6 or more per year  
~~\$4,000~~ 12 or more per year

## eNEWS Banners

Pathology • Laboratory Medicine  
Laboratory Management

**CAP TODAY**

**Enabling 'the magic' in hematology**

New and better solutions for the hematology laboratory. That was at the center of a Sept. 2 virtual roundtable, led by CAP TODAY publisher Bob McGonagh. With him were Joseph Calceoli, MD, of the University of North Carolina School of Medicine and representatives of Sysmex America, Siemens Healthineers, Beckman Coulter, and CellaVision.

**Monitoring with a dual-chain assay provides confidence to clinicians and patients.**

**Hematology Roundtable**

Hematology analyzers and the related workflow, expertise, efficiency, and IT matters were the topic of a roundtable on August 29. Their conversation follows. Click here for CAP TODAY's guide to hematology analyzers.

**CAP TODAY ROUNDTABLES**

People, partners, and platforms at the point of care

Point-of-care testing—the requests and the committees that oversee them, the connectivity, what it might bring.

**Q&A column**

Some recent clinical guidelines recommend lower therapeutic and toxic levels for digoxin than those provided in assay package inserts. What therapeutic ranges and toxic thresholds should laboratories use?

**The Cost of Quality: Managing Risk to Ensure Confidence in Patient Test Results**

**WEBINARS ON DEMAND**

**Post-Transplant Viral Infections: Challenges with Clinical Management**

Webinar presenters Elena Beam, MD, and Joseph Yao, MD, discuss the need for standardization in post-transplant diagnostics with emphasis on Epstein-Barr virus (EBV), BK virus (BKV), and CMV.

**COVID-19 can have a significant impact on the Cardiovascular System.**

**Rapid, Automated Cardiac Screening at your Point of Care.**

Pathology • Laboratory Medicine  
Laboratory Management

**CAP TODAY**

**Many knots to untangle in lab test names**

Abbreviations, inconsistencies, omissions, and other defects in the naming of laboratory tests can send test orders and results interpretation awry, particularly with some of the most common tests. Even among clinicians and laboratorians working at the same hospital for years, smooth sailing is not guaranteed.

**HORIBA** **Yumizen**

Need a new way to manage chemistry testing? Introducing the Yumizen C1200

#1 New Choice for Chemistry Analyzers in its Class

Call 1-888-805-5001 Visit www.horiba.com

**Disruptive technologies—what impact on lab workflow?**

New from CAP Publications is Disruptive Technologies in Clinical Medicine, by Frederick Kiechle, MD, PhD. In his new book, Dr. Kiechle says, "Disruptive technologies offer new paradigms in diagnostic medicine."

**Few but notable—new accreditation checklist changes**

Climate control, calculation verification, block retention, and histocompatibility section director (technical supervisor) qualifications are among the areas in which laboratories can expect to see revisions in the new edition of the CAP laboratory accreditation checklist, to be released this month.

**HORIBA** **Yumizen**

Need a new way to manage chemistry testing? Introducing the Yumizen C1200

#1 New Choice for Chemistry Analyzers in its Class

Big Laboratory Automation in a Small Footprint™

Call 1-888-805-5001 | Visit www.horiba.com for more info

**The human gut microbiome and blood biochemistry connection**

The human microbiome has been called the forgotten organ, and at one time it was. But not in the past 10 years. James Versalovic, MD, PhD, pathologist-in-chief and chair of pathology at Texas Children's Hospital, made that clear in his talk at the Association for Molecular Pathology meeting last year.

**Supported? Satisfied? Keeping staff from moving on**

When hiring is difficult, how to improve retention becomes what it's all about. Linking sign-on bonuses with performance metrics rather than time in the job is one way to try to retain employees in an industry in which demand for staff far outweighs the supply. Maggie Matthews, director of recruiting and staffing at Lighthouse Lab Services, Charlotte, NC, is accustomed to filling long-quiet laboratory positions.

Our weekly eNews blasts contain feature articles from the latest issue of CAP TODAY. Your banner ad(s) reach readers eager for news and previews.

**One banner**  
 300 × 250 or 600 × 160  
**\$3,100** per blast  
**Combo**  
**\$3,900** per blast  
**\$3,600** per 6 or more blasts

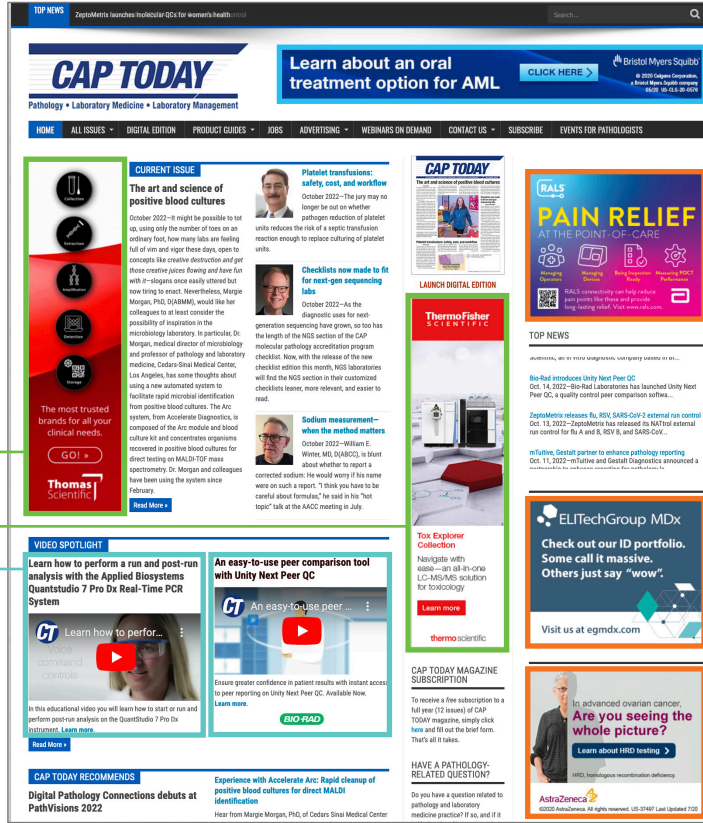
# CAP TODAY

Pathology • Laboratory Medicine • Laboratory Management

Contact your Advertising Director for availability  
 Midwest and East: Alex Pacheco | 402-290-8203 | alex@captoday.org  
 West and East: Lori Prochaska | 402-290-7670 | lori@captoday.org

Website Banners | captodayonline.com

160 x 600  
**\$1,175** per month/1 month  
**\$1,000** per month/6 months  
**\$950** per month/12 months



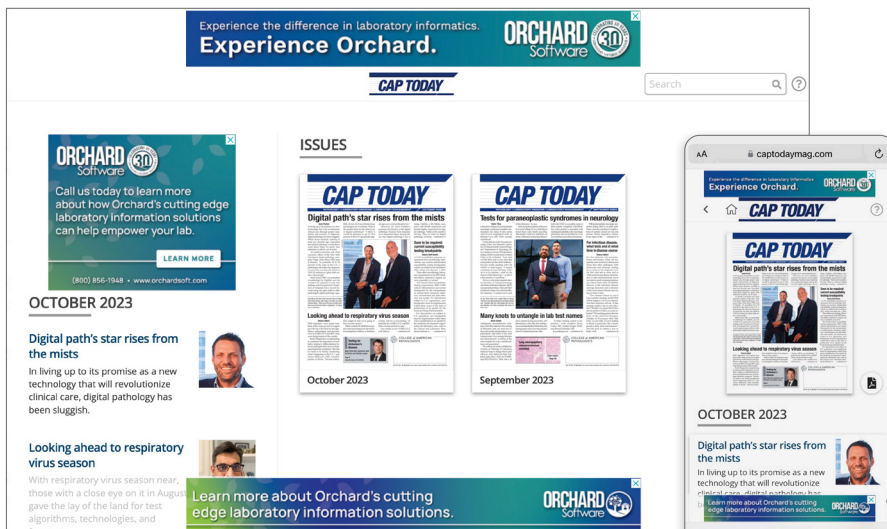
728 x 90  
**\$1,600** per month/1 month  
**\$1,400** per month/6 months  
**\$1,350** per month/12 months

**Video** (includes headline, descriptive text, and link)  
**\$3,250** per month

Videos appear directly under the lead-in to featured articles in the current issue. Engage our loyal readers with your product or process video.

300 x 250  
**\$1,400** per month/1 month  
**\$1,200** per month/6 months  
**\$1,150** per month/12 months

## Digital Edition



Our digital edition replicates our full editorial and advertising content. Banners surround the viewing portal and complement the interactive version of our print magazine. Wrap the digital issue with your messaging. 100% SOV.

### Sponsorship includes:

Three banners, **728 x 90** (2)  
 and **300 x 250** (1)

**\$5,000** per month/3-month max

# CAP TODAY

Pathology • Laboratory Medicine • Laboratory Management

## reCAP

Pathology • Laboratory Medicine  
Laboratory Management [Subscribe](#)

**Your Quality Control reCAP**

**The Cost of Quality: Managing Risk to Ensure Confidence in Patient Test Results**

Understanding the cost of quality and maintaining good QC processes

"Prevention is better than cure" is an age-old saying that holds true even in the area of quality systems used in the laboratory. Lab professionals everywhere recognize that preventing adverse incidents is far preferable to implementing corrective actions once an issue has occurred.

[Learn More](#) [BIO-RAD](#)

**The intersection of news, core labs, and lab costs**

As CAP TODAY assembled its annual guides to chemistry and immunology analysis, publisher Bob McGinnis brought together IVD manufacturers and lab leaders to talk about consolidation and their larger health systems, technology, efficiencies, and centralized and decentralized testing.

**Considerations for upgrading your QC data management systems**

Quality control testing is an essential aspect of helping ensure that products meet the required standards. Data management plays a crucial role in the effectiveness of QC testing. Correctly utilizing data management systems enables businesses to manage, store, and analyze their data effectively.

A powerful data management solution has the ability to develop effective QC strategies and manage risks. It enables data management efficiently which in turn helps to troubleshoot problems faster, spot trends more easily, simplify the reporting process and make run-time decisions in real time.

On the other hand, inadequate data management systems can lead to inefficiencies and errors in the QC testing process. This article explores the importance of data management systems in QC testing and identifies 6 questions to ask to determine whether it's time to give your data management systems an upgrade.

The article also highlights key considerations before embarking on an upgrade process.

[Read More](#) [BIO-RAD](#)

**Is It Time to Upgrade Your QC Testing Data Management Systems? Key Questions to Consider**

[Learn More](#) [BIO-RAD](#)

This was reworded for this email because you have opted not to receive our "other" email on about the regular newsletter. Make sure our messages get to your inbox (and not your bulk or junk folders). [Privacy and/or Unsubscribe](#)

Pathology • Laboratory Medicine  
Laboratory Management [Subscribe](#)

**Your Molecular reCAP**

**ORCHARD Software**

Call us today to learn more about how Orchard's cutting edge laboratory information solutions can help empower your lab.

[Learn More](#) [BIO-RAD](#)

**How a US Can Assist with Cervical Cancer Screening Protocols**

Guidelines for cervical testing include recommendations for Pap smear and HPV testing. Laboratories performing cytology and clinical testing can use their LIS tools to effectively track and communicate these guidelines, enhancing their contribution to patient care.

**The intersection of news, core labs, and lab costs**

As CAP TODAY assembled its annual guides to chemistry and immunology analysis, publisher Bob McGinnis brought together IVD manufacturers and lab leaders to talk about consolidation and their larger health systems, technology, efficiencies, and centralized and decentralized testing.

**Molecular pathology selected abstracts**

**Study of a newborn with atypical hemolytic uremic syndrome**

Atypical hemolytic uremic syndrome is a rare, potentially life-threatening thrombotic microangiopathy. The disorder causes tiny blood clots to form in blood vessels and results in organ damage. Clinical findings in atypical hemolytic uremic syndrome (aHUS) include hemolytic anemia, low platelet count, and acute kidney failure. In many cases, aHUS is caused by Shiga toxin-producing E. coli, other infections, or certain medications, or it can result from other health conditions.

**Determining parent of origin for inherited alleles without sequencing parents**

Understanding from which side of the family an inherited allele originates allows genetic counselors and clinicians to better classify potential pathogenic variants and better determine which family members need additional genetic testing. Trio sequencing—sequencing the patient and the mother and father—has been used to determine from which parent a patient inherited an allele. However, there are regions across the human genome that are differentially methylated based on whether they originate from the mother or father.

[Read More](#) [BIO-RAD](#)

**Set your pathology laboratory up for maximum growth with Orchard.**

[Learn More](#)

Contact your Advertising Director for availability  
Midwest and East: Alex Pacheco | 402-290-8203 | alex@captoday.org  
West and East: Lori Prochaska | 402-290-7670 | lori@captoday.org

## Publisher's Picks eblast

Once a quarter our publisher will review which topics readers were eager to hear more about or kept coming back to reference. These topics will vary depending on what is top of readers' minds in the laboratory world. **Example topics include:** oncology, digital pathology, and staffing shortages.

Sent quarterly to 140,000 of our subscribers

Four 300 x 250 spots

\$1,500 each

Pathology • Laboratory Medicine  
Laboratory Management [Subscribe](#)

**Digital path's star rises from the mists**

In living up to its promise as a new technology that will revolutionize clinical care through greater ease, speed, and accuracy of diagnosis, digital pathology has been sluggish. While many analysts, starting at least two decades ago, forecasted that digital pathology would elbow aside glass slides for good, that milestone is still far out of reach.

**Digital pathology now, and where to from here**

Nearly 800 registrants were at the Digital Pathology Association's Pathology Visions meeting this fall, and 54 companies exhibited.

[Read More](#)

**Fast or comprehensive? Lab offers both for NSCLC**

For molecular testing in oncology, the choice is often fast or slow. PCR-based platforms are rapid, and comprehensive genomic profiling by next-generation sequencing is slower, and each has its pros and cons.

**Digital Pathology Connections**

Digital Pathology Connections, a worldwide community for professionals interested in the digital future of the anatomic pathology laboratory, debuted at the Pathology Visions 2022 conference.

[Read Answer](#)

**illumina**

Bring cancer into focus with Comprehensive Genomic Profiling

[Download the eBook](#)

**For infectious disease, what tests and at what time in disease course**

For the tickborne and mosquito-borne arboviruses, which are frequently more transient in blood and tissue than other pathogens, both molecular and serologic testing have a place in the diagnostic toolkit.

**AMA announces new CPT digital pathology codes**

The CAP has worked with the American Medical Association CPT Editorial Panel to add 13 new digital pathology add-on codes.

[Read More](#)

**ThermoFisher**

**HiP HiP ARRAY**

Webinar: CytoScan™ HD Accel is now even faster

[Register now](#)

Your personalized reCAP of a topic of your choice blasted to 140,000 of our subscribers.

**Example topics:** women's health, oncology, NGS, molecular, AI, POC & more!

**Blast includes:**

- 3 CAP TODAY articles of your choice
- 2 static banners, sizes 300 x 250, 160 x 600, or 600 x 160

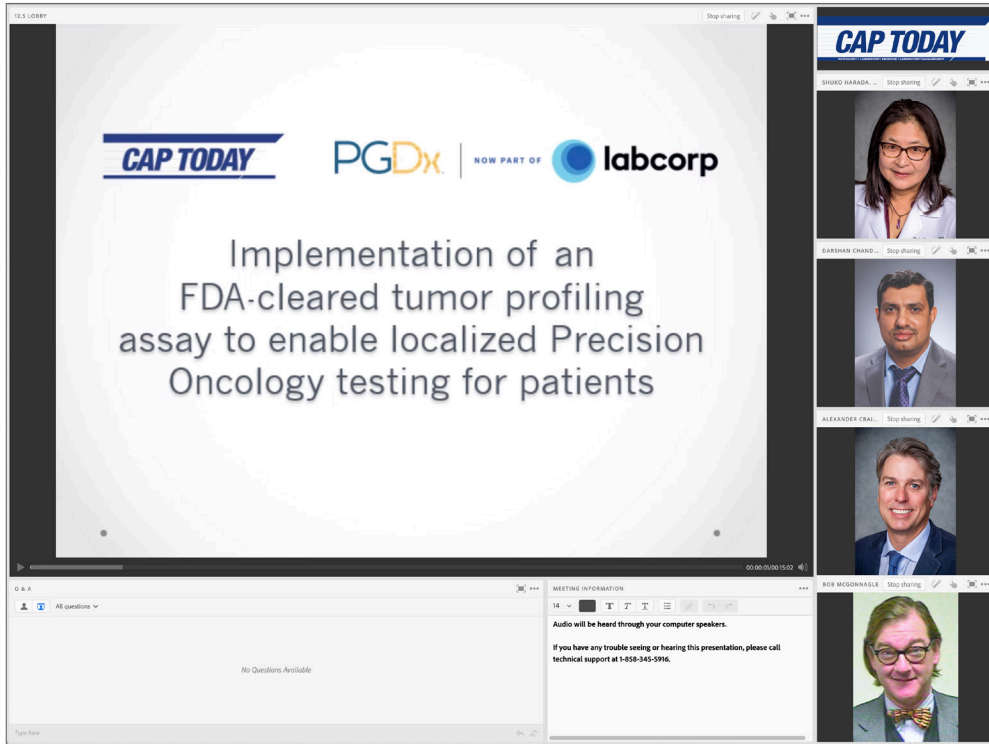
**\$5,000** per blast

# CAP TODAY

Pathology • Laboratory Medicine • Laboratory Management

Contact your Advertising Director for availability  
 Midwest and East: Alex Pacheco | 402-290-8203 | alex@captoday.org  
 West and East: Lori Prochaska | 402-290-7670 | lori@captoday.org

## Commercial Webinars



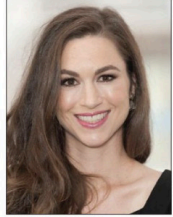
CAP TODAY webinars are a trusted source for industry information and sharing of innovative ideas. For over 30 years, we have been bringing essential news to the clinical laboratory with our monthly magazine. Our webinars build on that foundation as a trusted news provider.

From webinar idea to final attendance lead information, CAP TODAY webinars are a complete turnkey program.

- Planning
- Promotion and online registration
- Webinar – event and Q&A session moderated by CAP TODAY publisher Bob McGonnagle
- Registrations and Lead
- Webinar posted on captodayonline.com for one year

**\$26,000**

**CAP TODAY Webinar**  
**HER2 Testing in Metastatic Colorectal Cancer (mCRC)**  
 Wednesday, August 9, 2023, 1:00 PM–2:00 PM ET




Jaclyn Hechtman, MD  
 Oncologic and Molecular Pathologist  
 Cans Life Sciences

John Marshall, MD  
 Professor of Medicine and Oncology  
 Director, The Fluorocenter for the Cure of GI Cancers  
 Washington, DC

**Why should you register now for this webinar?**

- HER2 testing in mCRC opens a powerful new window for patients
- Presenters: Jaclyn Hechtman, MD, and John Marshall, MD
- Moderated by: Bob McGonnagle, Publisher, CAP TODAY

**What will this webinar empower you to do?**


- Learn about testing methodology to identify HER2+ mCRC and introduce a new treatment for patients with HER2+ mCRC
- Discuss the importance of testing for HER2 in mCRC
- Look at efficacy and safety data from the MOUNTAINEER trial

Register FREE of charge at <http://www.captodayonline.com/080923webinar>

CAP TODAY does not endorse any of the products or services named within. The webinar is made possible by a special educational grant from Seagen.

**CAP TODAY Webinar**  
**Diagnostic Stewardship in Acute Infectious Gastroenteritis: What Can Real-World Data Tell Us?**  
 Tuesday, October 24, 2023, 1:00 PM–2:00 PM ET

**Register Now**



Ferric C. Fang, MD  
 Professor of Laboratory Medicine  
 Microbiology and Medicine  
 University of Washington School of Medicine

**Why should you register now for this webinar?**

- Hear a national thought leader discuss the relationship between diagnostic test method and clinical outcomes
- Presenter: Ferric C. Fang, MD
- Moderated by: Bob McGonnagle, Publisher, CAP TODAY

**What will this webinar empower you to do?**

- Explore challenges in diagnostic testing for acute infectious gastroenteritis
- See how real-world data shows us the impact diagnostic testing can have on clinical outcomes
- Discuss the role of diagnostic stewardship in optimizing diagnostic testing for gastroenteritis

Professional Acknowledgment for Continuing Education (P.A.C.E.®) credits will be offered. bioMérieux is approved as a provider of continuing education programs in the clinical laboratory sciences by the ASCLS P.A.C.E.® Program.

CAP TODAY does not endorse any of the products or services named within. The webinar is made possible by a special educational grant from bioMérieux.

**Register Now**

# CAP TODAY

Pathology • Laboratory Medicine • Laboratory Management

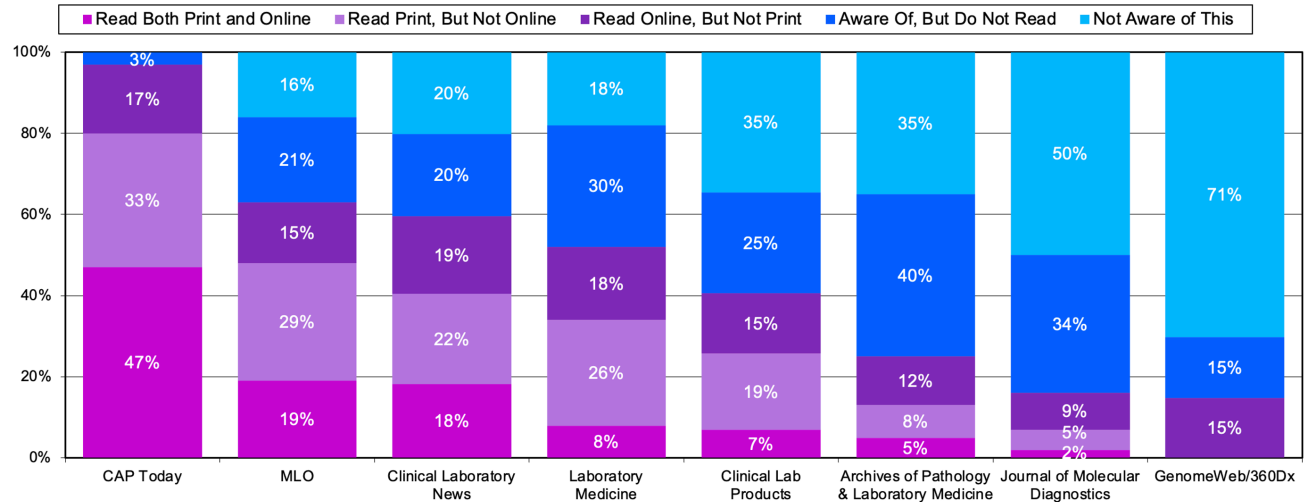
Contact your Advertising Director for availability

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

## Advertising packages

Total Sample

### How Read Media



How do you read each of the following?

Base: 202  
Source: Table 102



Portrait of the Clinical Lab Market • October 2022  
 Copyright © 2022 KANTAR. For questions contact Kantar Client Services 646.895.8528

Research shows that the best way to reach your audience is through a mix of digital and print. CAP TODAY offers customizable packages with a mix of both to help you reach key decision makers effectively. For the best rates and your own personal plan contact your advertising director.