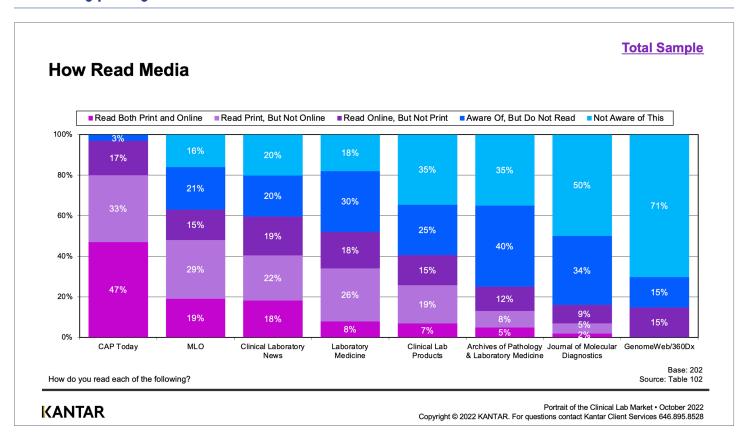


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Advertising packages



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.



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E-directs | Branded Message











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





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 x 250 or 600 x 160

\$3,100 per blast

Combo

\$3,900 per blast

\$3,600 per 6 or more blasts

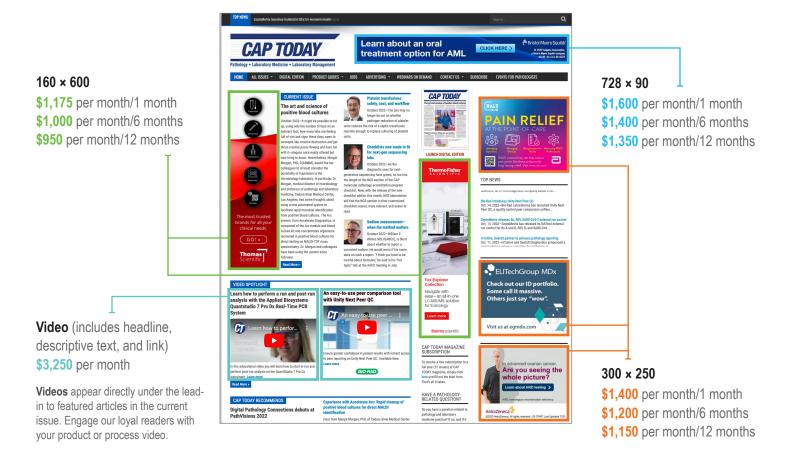
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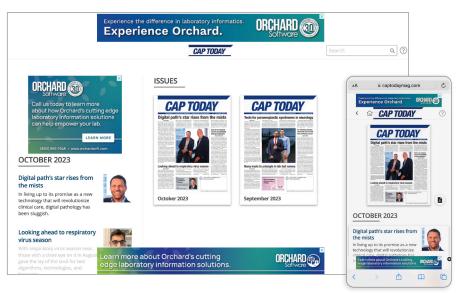
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Website Banners | captodayonline.com



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:

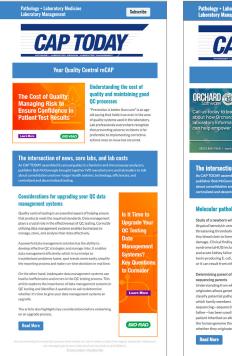
Three banners, **728** \times **90** (2) and **300** \times **250** (1)

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

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reCAP





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

Example topics: women's health, oncology, NGS, molecular, Al, 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

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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 × 250** spots

\$1,500 each



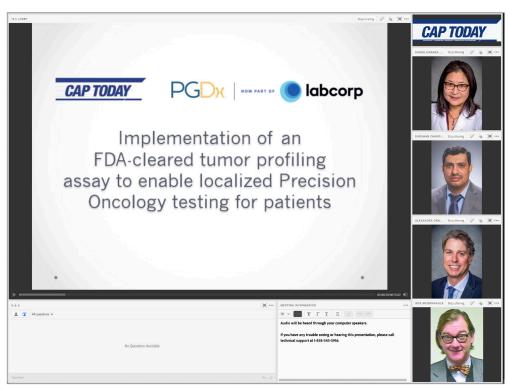
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Commercial Webinars



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







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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 × 90
- 300 × 250 (banner or video)

Banner sizes - eNEWS combo:

- 600 × 160
- 300 × 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 a

 High resolution PDF file for ¼ tabloid vertical ad