

Distribution

Every month CAP TODAY brings essential news to all key decision-makers—clinical lab managers and administrators, pathologists, physicians, lab directors, and supervisory technologists 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.

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	16,000
TOTAL	40,000

Services to advertisers

✓ **AD-MARK** In 2024, CAP TODAY will test all ads in the February, July, and November issues. This service provides feedback from readers as to how an ad is received. Companies can track how an ad stacks up to others, evaluate the effectiveness of an ad that has been running, and perform valuable benchmarking for new campaigns. Ask your representative for details.

◆ **Readex Ad Impact Study** September 2024 issue. The Readex Ad Impact 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 reduced rates. Ask your representative for details.

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

Digital Advertising

Print advertisers receive value-added online ads. Your print ad will be mirrored in our digital edition with a URL of your choice. See our digital edition at www.captodaymag.com. In addition, CAP TODAY advertisers have exclusive digital advertising opportunities available. Please see separate CAP TODAY 2024 digital offerings.

Combined Frequency Discounts

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

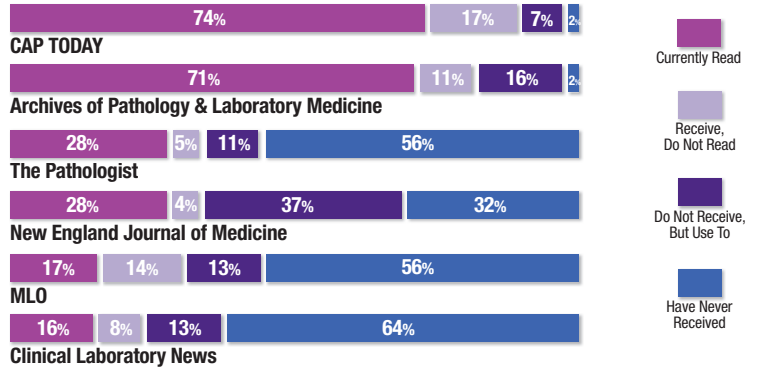


Proven Research

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. CAP TODAY carries more advertising than any other book in the field.

Publications Read/Receive by Pathologists



Kantar Media Healthcare Research

Media Measurement 2023 - Pathology
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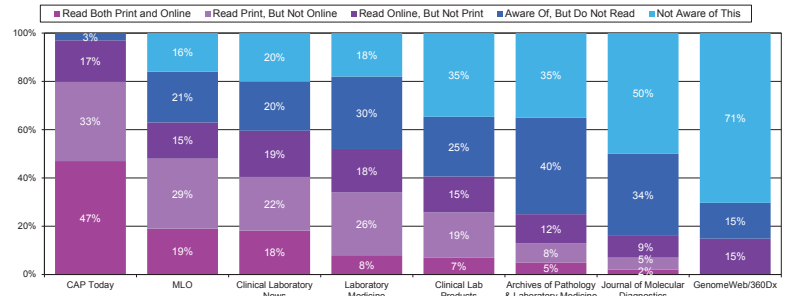
Ask for copies or, better, presentations of studies on:

- 1. Pathology Media**
- 2. Portrait of the clinical laboratory—** purchasing and personnel data and readership by lab directors and administrators, lab managers, and section supervisors
- 3. Purchasing influence—** hospital executives tell us how their institutions acquire a range of lab products and services. **Discover who makes purchasing decisions.**



Results from lab directors and administrators, lab managers, and section supervisors

How Read Media



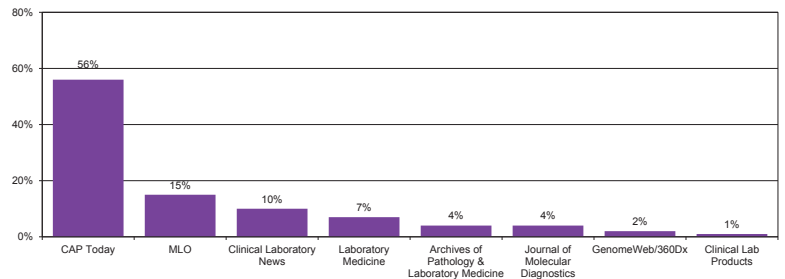
How do you read each of the following?

Base: 202
Source: Table 102

KANTAR

Portrait of the Clinical Lab Market - October 2022
Copyright © 2022 KANTAR. For questions contact Kantar Client Services 846.895.8528

Most Important to Job



Which one of these is most important to your job?

Base: 202
Source: Table 112

KANTAR

Portrait of the Clinical Lab Market - October 2022
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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
Tabloid	7,300	7,110	6,960	6,700	6,470	6,290	6,020	5,890	5,770
2/3 Tabloid	6,440	6,190	5,980	5,610	5,410	5,190	4,990	4,820	4,580
1/2 Tabloid	5,340	5,240	5,030	4,930	4,710	4,540	4,340	4,260	4,100
1/3 Tabloid	3,650	3,530	3,360	3,290	3,230	3,200	3,110	2,990	2,820
1/4 Tabloid	3,450	3,300	3,200	3,090	2,860	2,790	2,620	2,540	2,430
Standard	5,720	5,610	5,480	5,150	4,990	4,760	4,540	4,360	4,280
2/3 Standard	3,650	3,530	3,360	3,290	3,230	3,200	3,110	2,990	2,820
1/2 Standard	3,160	3,060	2,930	2,830	2,710	2,640	2,550	2,480	2,350
1/3 Standard	2,480	2,400	2,280	1,990	1,940	1,830	1,770	1,680	1,620
1/4 Standard	1,820	1,740	1,680	1,580	1,500	1,440	1,380	1,350	1,300

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

*Color Costs

4-color	1,500
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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2024 CAP TODAY Media Planner

2024 Issues	Meetings & Exhibitions	Product Guides	Editorial Planner*
January	Texas Society of Pathologists (Bonus Distribution)	Coagulation analyzers	Coagulation testing Coagulation analyzer roundtable Pathology Cytopathology in Focus—special section Clinical chemistry: point-of-care cardiac troponin Anatomic, molecular, clin path abstracts; Q&A; IT; Compass conversation
February ✓ AD-MARK	USCAP (Baltimore- Bonus Distribution) HIMSS (Orlando)	Anatomic pathology computer systems	Toxicology testing Pathology Coagulation testing Anatomic pathology computer systems roundtable Anatomic, molecular, clin path abstracts; Q&A; IT; Compass conversation
March	AACR (San Diego- Bonus Distribution) ACP (Boston)	Urinalysis systems	Infectious disease testing Urinalysis roundtable Rapid molecular diagnostics Pathology Molecular testing—biomarker reports Anatomic, molecular, clin path abstracts; Q&A; IT; Compass conversation
April	Executive War College (New Orleans- Bonus Distribution) ECCMID (Barcelona)	Billing systems	Laboratory efficiencies Diabetes and heart failure Laboratory workforce Transplantation Laboratory/pathology billing roundtable Anatomic, molecular, clin path abstracts; Q&A; IT; Compass conversation
May	Pathology Informatics (Ann Arbor- Bonus Dist.) ASCO (Chicago- Bonus Distribution) ASM Microbe (Atlanta- Bonus Distribution)	Next-generation sequencing	Artificial intelligence Monoclonal gammopathy Oncology NGS roundtable Cytopathology in Focus—special section Anatomic, molecular, clin path abstracts; Q&A; IT; Compass conversation
June	AACC-ADLM Preview ASCLS/AGT/SAFMLS (Pittsburgh)	Chemistry/Immunoassay analyzers low-volume and POC	Pathology Immunoassay/mass spectrometry Cytopathology and LGBTQI health ADLM meeting preview Toxicology Anatomic, molecular, clin path abstracts; Q&A; IT; Compass conversation
July ✓ AD-MARK	AACC-ADLM (Chicago- Bonus Distribution)	Chemistry/Immunoassay analyzers mid- to high-volume	Core lab automation Immunohistochemistry Chemistry/immunoassay analyzers roundtable Anatomic, molecular, clin path abstracts; Q&A; IT; Compass conversation
August	Clinical Virology Symposium (Bonus Distribution)		Sequencing in infectious disease AP lab roundtable Hematopathology Cytopathology in Focus—special section Anatomic, molecular, clin path abstracts; Q&A; IT; Compass conversation
September ◆ Readex Ad Impact Study	NSH (New Orleans- Bonus Distribution)		Artificial intelligence Clinical chemistry Tumor mutation burden Anatomic, molecular, clin path abstracts; Q&A; IT; Compass conversation
October	CAP24 (Las Vegas- Bonus Distribution) AABB (Houston) ASCP (Denver) Pathology Visions Conference (Orlando- Bonus Distribution) ASC (Orlando- Bonus Distribution)	Hematology analyzers	Hematopathology Clinical chemistry Hematology analyzers roundtable Anatomic, molecular, clin path abstracts; Q&A; IT; Compass conversation
November ✓ AD-MARK	AMP (Vancouver- Bonus Distribution) ASH (San Diego- Bonus Distribution)	Lab information systems	Respiratory disease testing Clinical chemistry LIS roundtable Anatomic, molecular, clin path abstracts; Q&A; IT; Compass conversation
December			Clinical chemistry Digital path and AI roundtable Anatomic, molecular, clin path abstracts; Q&A; IT; Compass conversation

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 Ad Impact 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."**

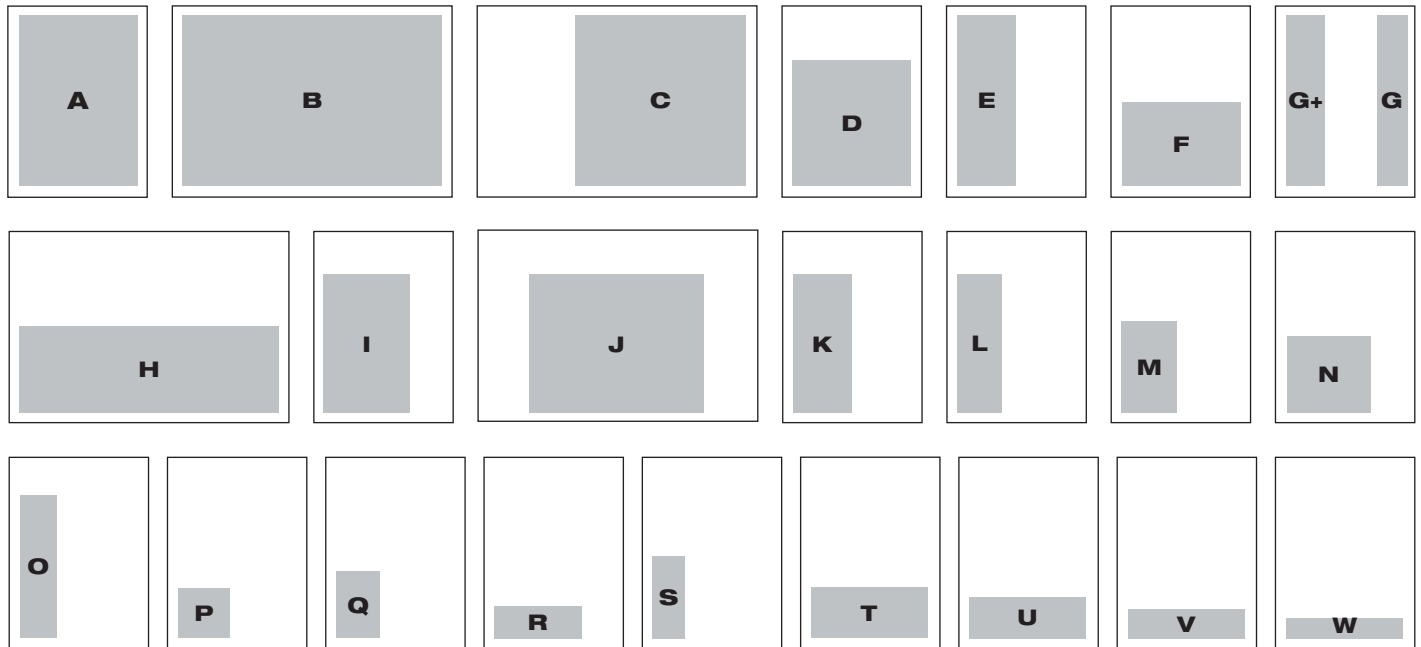
Ranks **No.1 in Readership and Ad Exposures** for: (1) pathologists and medical lab directors; (2) clinical laboratory section managers and supervisors; and (3) lab directors, managers, and lab administrators in hospitals with 100+ beds and independent labs. Source: Kantar Media research studies

Digital and Mobile Access

See our digital rate card www.captodayonline.com/2024/Advertising/2024_CAPTODAY_DigitalRateCard.pdf

2024 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 "	127 ⁷ / ₈ "	107 ⁷ / ₈ "	137 ⁷ / ₈ "	111 ⁷ / ₈ "	141 ⁷ / ₈ "
B	Tabloid Spread	21"	127 ⁷ / ₈ "	21 ³ / ₄ "	137 ⁷ / ₈ "	22"	141 ⁷ / ₈ "
C	5th Col Spread	13"	127 ⁷ / ₈ "	133 ⁷ / ₈ "	137 ⁷ / ₈ "	135 ⁷ / ₈ "	141 ⁷ / ₈ "
D	2/3 Tabloid Square	10 ¹ / ₈ "	10 ¹ / ₄ "	107 ⁷ / ₈ "	107 ⁷ / ₈ "	111 ⁷ / ₈ "	111 ⁷ / ₈ "
E	1/2 Tabloid Vertical	4 ³ / ₄ "	127 ⁷ / ₈ "	5 ³ / ₈ "	137 ⁷ / ₈ "	5 ⁵ / ₈ "	141 ⁷ / ₈ "
F	1/2 Tabloid Horizontal	10 ¹ / ₈ "	7 ¹ / ₈ "	107 ⁷ / ₈ "	7 ³ / ₄ "	111 ⁷ / ₈ "	8"
G+	1/3 Tabloid Vertical	3"	127 ⁷ / ₈ "	3 ³ / ₄ "	137 ⁷ / ₈ "	4"	141 ⁷ / ₈ "
G	1/4 Tabloid Vertical	2 ¹ / ₄ "	127 ⁷ / ₈ "	2 ⁷ / ₈ "	137 ⁷ / ₈ "	3 ¹ / ₈ "	141 ⁷ / ₈ "
H	1/2 Tabloid Horizontal Spread	21"	7 ¹ / ₈ "	21 ³ / ₄ "	7 ³ / ₄ "	22"	8"
I	Standard "A" Island	7 ¹ / ₂ "	10 ¹ / ₄ "	7 ⁷ / ₈ "	107 ⁷ / ₈ "	8 ¹ / ₈ "	111 ⁷ / ₈ "
J	Standard "A" Spread	15"	10 ¹ / ₄ "	15"	107 ⁷ / ₈ "	15 ¹ / ₄ "	111 ⁷ / ₈ "
K	2/3 Standard Island	4 ³ / ₄ "	10 ¹ / ₄ "	5 ³ / ₈ "	107 ⁷ / ₈ "	5 ⁵ / ₈ "	111 ⁷ / ₈ "
L	1/2 Standard Vertical	3 ¹ / ₂ "	10 ¹ / ₄ "	4"	107 ⁷ / ₈ "	4 ¹ / ₄ "	111 ⁷ / ₈ "
M	1/2 Standard Island	4 ³ / ₄ "	8 ¹ / ₂ "	5 ³ / ₈ "	9 ¹ / ₈ "	5 ⁵ / ₈ "	9 ³ / ₈ "
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 "	107 ⁷ / ₈ "	3 ¹ / ₈ "	111 ⁷ / 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 ³ / ₈ "
S	1/4 Standard Vertical	2 ¹ / ₄ "	8 ¹ / ₂ "	2 ⁷ / ₈ "	9 ¹ / ₈ "	3 ¹ / ₈ "	9 ³ / ₈ "
T	2/3 Standard Banner	10 ¹ / ₈ "	4 ³ / ₄ "	107 ⁷ / ₈ "	5 ¹ / ₄ "	111 ⁷ / ₈ "	5 ¹ / ₂ "
U	1/2 Standard Banner	10 ¹ / ₈ "	3 ³ / ₄ "	107 ⁷ / ₈ "	4 ¹ / ₄ "	111 ⁷ / ₈ "	4 ¹ / ₂ "
V	1/3 Standard Banner	10 ¹ / ₈ "	2 ³ / ₄ "	107 ⁷ / ₈ "	3 ¹ / ₄ "	111 ⁷ / ₈ "	3 ¹ / ₂ "
W	1/4 Standard Banner	10 ¹ / ₈ "	1 ⁷ / ₈ "	107 ⁷ / ₈ "	2 ¹ / ₂ "	111 ⁷ / 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.