

CAP TODAY

Pathology • Laboratory Medicine • Laboratory Management

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Website Banners | captodayonline.com

CAP TODAY's website, captodayonline.com, stands as the premier destination for the latest in clinical diagnostics. From breaking laboratory news to product announcements, videos, webinars, white papers, and more, we offer a comprehensive resource for professionals. Just as readers have trusted CAP TODAY in print, they increasingly turn to captodayonline.com for the same reliable information. Website banners are Run of Site (ROS).

Great for:

- Driving traffic to your site
- Brand awareness
- Event promotion

Subspecialty Sponsorship:
600 x 160
\$2,000 per year

728 x 90
\$1,700 per month/1 month
\$1,500 per month/6 months
\$1,450 per month/12 months

The screenshot shows the CAP TODAY website homepage. At the top, there's a navigation bar with 'HOME', 'ALL ISSUES', 'SUBSPECIALTIES', 'PRODUCT GUIDES', 'JOBS', 'ADVERTISING', 'WEBINARS', 'MARKETPLACE', 'CONTACT US', 'SUBSCRIBE', and 'EVENTS FOR PATHOLOGISTS'. The main content area features several articles and promotional banners. A prominent banner for 'Targeted approach may help eligible patients with R/R FLT3m+ AML' is visible. Below this, there are articles such as 'Harm or help? Maternal AFP race adjustments', 'New system for hemolysis detection at point of care', and 'For machine learning model use, turn to checklists'. There are also sections for 'REGISTER NOW' (webinars) and 'WEBINARS ON DEMAND'. The right sidebar contains 'INDUSTRY NEWS' and 'RECENT JOBS'.

160 x 600
\$1,275 per month/1 month
\$1,100 per month/6 months
\$1,050 per month/12 months

Video
 (includes headline, descriptive text, and link)
\$2,500 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
\$1,500 per month/1 month
\$1,300 per month/6 months
\$1,250 per month/12 months