

# CAP TODAY

Pathology • Laboratory Medicine • Laboratory Management

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## Digital Edition Sponsorship

Promote your brand with our monthly CAP TODAY digital edition banners. These sponsorship banners frame the pages of our online magazine, ensuring visibility every time a reader turns the page. Each month, your message will engage a targeted audience as they explore our content-rich publication. Visit: [captodaymag.com/captoday/library](http://captodaymag.com/captoday/library)

### ► Sponsorship includes:

- Four Desktop banners: 728 × 90 (2) and 300 × 250 (2)
- Two Mobile banners: 320 × 50
- eNews blast announcing the new issue

**\$6,000** per month/3-month max

100% SOV

The screenshot shows a desktop view of the CAP TODAY digital edition. At the top, there is a navigation bar with 'CAP TODAY' and a search bar. Below the navigation, there are several article thumbnails. A prominent banner at the top reads 'Implementing Biomarker-Informed Cancer Care' with a 'LEARN MORE' button and the LOXO@Lilly logo. The main content area features an article titled 'LDT thoughts offer nuance, and advice' with a photo of a man in a lab coat. At the bottom, another banner for 'Implementing Biomarker-Informed Cancer Care' is visible.

Digital Edition

The screenshot shows a mobile view of the CAP TODAY digital edition. At the top, there is a navigation bar with 'CAP TODAY' and a search bar. Below the navigation, there is a banner for 'Choose Orchard' with the text 'Choose a laboratory information system that can streamline your laboratory workflow and help your business thrive.' Below the banner, there are two article thumbnails with photos of people.

Mobile View

The screenshot shows a CAP TODAY eNews banner. It features the CAP TODAY logo at the top. Below the logo, there are several article teasers with titles and 'LEARN MORE' buttons. The teasers include: 'Implementing Biomarker-Informed Cancer Care', 'Q&A column', 'For sepsis, no solo biomarker but closer to a strategy', 'Pathology informatics selected abstracts', and 'Implementing Biomarker-Informed Cancer Care'. At the bottom, there is a 'Subscribe' button and the website URL 'captodayonline.com'.

Digital Edition eNews banner

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## Topical reCAP

Showcase your expertise to 140,000 subscribers with a personalized reCAP on a topic of your choice. Alongside your two banners—300 × 250 and 160 × 600—you'll have the opportunity to feature two CAP TODAY articles that highlight your topic. Plus, enhance your message with a contributed white paper and/or press release, giving your content even greater impact.

### ► eBlast includes:

- Two CAP TODAY articles of your choice
  - Two static banners, sizes 300 × 250, 160 × 600, or 600 × 160
  - One customer content piece
- \$5,500** per blast

The banner is titled 'Women's Health reCAP'. It features the CAP TODAY logo at the top. Below the logo, there are two main sections. The first section is titled 'BD COR' and 'What if you could expect more from your HPV assay - and boost efficiencies?'. It includes a photo of a man in a lab coat and a laboratory setting. The second section is titled 'The BD COR System' and 'Are you getting the most comprehensive HPV test results?'. It includes a photo of a man in a lab coat and a laboratory setting. At the bottom, there is a 'Subscribe' button and the website URL 'captodayonline.com'.

The banner is titled 'Billing and Accounts Receivable reCAP'. It features the CAP TODAY logo at the top. Below the logo, there are two main sections. The first section is titled 'ATELCOR' and 'Your Solution to Reimbursement Challenges'. It includes a photo of a woman in a lab coat and a computer screen. The second section is titled 'Billing headwinds grow stronger for labs' and includes text about the challenges of billing in pathology and laboratory services. At the bottom, there is a 'Discover' button and the website URL 'captodayonline.com'.

TOPICAL RECAP

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