

CAP TODAY

Pathology • Laboratory Medicine • Laboratory Management

Website required materials

Please submit website banners—and **click URLs**—by the 25th of every month.

Banner sizes:

- 728 × 90
- 300 × 250
- 160 × 600

Accepted banner formats:

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

Banner size recommendations:

- 150 kB Initial load
- 300 kB subload
- 50 kB file size

Animated banners:

- 10–12 second maximum animation length (5–7 seconds recommended)
- Under 20 frames maximizes the number of times a viewer sees the entire message.
- 15 frames per second (4–6 frames at 1 FPS is optimal)

Note: Animated banners that exceed the limits of our recommendations will require additional time to load and may significantly reduce viewability.

Digital Edition Sponsorship required materials

Please submit digital edition banners—and **click URLs**—by the 15th of each month.

Banner positions and sizes:

- Four desktop banners: 728 × 90 (2) and 300 × 250 (2)
- Two mobile banners: 320 × 50 (2)
- Since some of the banner positions are displayed at the same time, we recommend unique banners be provided for each position.

Accepted banner formats:

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

Banner size recommendations:

- 150 kB Initial load
- 300 kB subload
- 50 kB file size

Animated banner recommendations:

- Under 20 frames maximizes the number of times a viewer sees the entire message.
- 15 frames per second (4–6 frames at 1 FPS is optimal)
- 30-second animation length (includes looping with 3x loop max)

Note: Animated banners that exceed the limits of our recommendations will require additional time to load and may significantly reduce viewability.

For more information and availability contact:

West: Lori Prochaska | 402-290-7670 | lori@captoday.org

Midwest: Alex Pacheco | 402-290-8203 | alex@captoday.org

East: Lori Prochaska and Alex Pacheco | lori@captoday.org and alex@captoday.org

eDirect required materials

Please submit the following eDirect materials at least five days prior to the mail date to allow for testing and for resolving any unexpected design issues:

- HTML file
- Subject line text (maximum 150 characters)
- Preview line (minimum 60 characters; maximum 150 characters) – optional
- List of email addresses the test message will be sent to for review and approval
- List of email addresses the eDirect will be sent to on the mail date

Design recommendations:

- Table layouts (critical to maintaining your design across multiple mail clients and browsers)
- To avoid Outlook rendering issues, include MSO conditional comments, inline CSS, and HTML symbol entities; remove CSS buttons, background images, and floating images and type
- Inline styles (even when using CSS in the header)
- Width maximum of 600 pixels

Test messages:

- A test message will be sent for your review and approval.
- On occasion, company firewalls may flag our test message because the word “TEST” is incorporated into the subject line. If you don’t receive your test message within 10 minutes of the send time, please let us know.

Reblast:

- reBlasts are sent within 7 days of the initial eDirect.
- reBlast subject lines must be included with the initial eDirect materials.

New to HTML:

- If you’re unsure how to create an HTML blast, we suggest you sign up for a free account with MailChimp; it’s the marketing platform we use. Their drag and drop tools make it easy to create your HTML. Once you’re finished, you can share your template with us at mlindsa@cap.org.
- You may also want to use a free version of the online tool Canva to create specialty headers.
- If you prefer to hire someone, Upwork is a great resource for freelance designers.

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Video required materials

Please submit these video materials by the 25th of each month:

- 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 30–60 seconds.

Topical reCAP required materials

Please submit the following reCAP materials at least five days prior to the mail date:

- Two banners (can be the same size) and click URLs
- Topical reCAP category (used for the eNews banner and email subject line)
- Two CAP TODAY articles of your choice
- One customer content piece: white paper or press release with content related to the topic and 2–4 sentences of summary text that will be included in the eNews announcement
- List of email addresses the test message will be sent to for review and approval
- List of email addresses the Topical reCAP will be sent to on the mail date

Banner sizes:

- 300 × 250
- 600 × 160
- 160 × 600

Accepted banner formats:

- animated gif
- gif
- jpg
- png

Note: If you choose to include an animated gif, the first frame should contain the most important information.

Publisher's Picks eBlast Banner required materials

Please submit the banner—and click URL(s)—at least five days prior to the mail date.

Banner size:

- 300 × 250

Accepted banner formats:

- gif (static)
- jpg

For more information and availability contact:

West: Lori Prochaska | 402-290-7670 | lori@captoday.org

Midwest: Alex Pacheco | 402-290-8203 | alex@captoday.org

East: Lori Prochaska and Alex Pacheco | lori@captoday.org and alex@captoday.org

Product guide sponsorship required materials

Please submit all materials by the 25th of the month.

The Product Guide Sponsorship includes a banner and/or video on the Product Guide page, Print ad, and eNews announcement.

Product Guide page:

Includes a single banner or a banner and a video

- Banner size options: 728 × 90 or 300 × 250
- Video: See below

Print ad:

- High resolution PDF for ¼ tabloid vertical ad (see Print Mechanical Requirements for specifics)

eNews announcement:

- 600 × 160 or 160 × 600
- 300 × 250

Accepted banner formats:

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

Video (optional):

- Provide video or external link from YouTube
- 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 30 to 60 seconds.

eNews blast required materials

Please submit eNews banner(s)—and click URL(s)—at least five days prior to the mail date.

eNews Combo Banners:

- Two banners (they can be the same or different sizes).
- If submitting two URLs, specify which is associated with each banner

eNews Single Banner:

- Submit one banner along with a click URL.

Banner size options:

- 300 × 250
- 600 × 160
- 160 × 600

Accepted banner formats:

- gif (static)
- jpg

Note: If you choose to include an animated gif, the first frame should contain the most important information.