

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	7,440	7,250	7,090	6,830	6,590	6,410	6,130	6,000	5,880
2/3 Tabloid	6,560	6,310	6,090	5,720	5,510	5,290	5,080	4,910	4,670
1/2 Tabloid	5,440	5,340	5,130	5,020	4,800	4,630	4,420	4,340	4,180
1/3 Tabloid	3,720	3,600	3,420	3,350	3,290	3,260	3,170	3,050	2,870
1/4 Tabloid	3,520	3,360	3,260	3,150	2,910	2,840	2,670	2,590	2,480
Standard	5,830	5,720	5,580	5,250	5,080	4,850	4,630	4,440	4,360
2/3 Standard	3,720	3,600	3,420	3,350	3,290	3,260	3,170	3,050	2,870
1/2 Standard	3,220	3,120	2,990	2,880	2,760	2,690	2,600	2,530	2,390
1/3 Standard	2,530	2,450	2,320	2,030	1,980	1,860	1,800	1,710	1,650
1/4 Standard	1,850	1,770	1,710	1,610	1,530	1,470	1,410	1,380	1,320

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

*Color Costs

4-color CMYK	\$1,500
2-color K+1	\$700

CAP TODAY is printed via 4-color process ink-CMYK. (Cyan, Magenta, Yellow, Black)

2-color pricing is available at a discount. (Black plus one other color)

Please e-mail all advertising artwork as a high resolution PDF, CMYK color settings to Keith Eilers, keilers@cap.org

Circulation Frequency: Monthly
Mailing: Periodical Class

Advertising Directors

West: Lori Prochaska
Phone: 402-290-7670; Fax: 847-832-8153
lori@captoday.org

Midwest: Alex Pacheco
Phone: 402-290-8203; Fax: 847-832-8153
alex@captoday.org

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

Sales and support
Nicole Quackenbush: 402-960-2869
nicole@captoday.org
Kristen Anderson: 402-290-6486
kristen@captoday.org

Classified Advertising

KERH Group, PO Box 207
Parker Ford, PA 19457
Phone: 888-489-1555 sales@kerhgroup.com
Career Center www.captodayonline.com/cc

Publisher/Sales Office

Bob McGonnagle
325 Waukegan Road, Northfield, IL 60093
Phone: 847-832-7476; Fax: 847-832-8153
bmcgonn@cap.org

Production

Keith Eilers, Managing Periodicals Editor
325 Waukegan Road, Northfield, IL 60093
Phone: 847-832-7528; Fax: 847-832-8528
keilers@cap.org

Jane Ure, Production Editor
325 Waukegan Road, Northfield, IL 60093
Phone: 847-832-7980; Fax: 847-832-8980
jure@cap.org

Tracy Erski, Production Editor
325 Waukegan Road, Northfield, IL 60093
Phone: 847-832-7514; Fax: 847-832-8514
terski@cap.org

Readers

All key decision-makers, no excess

Pathologists	14,000
Lab Directors	11,000
Laboratory Administrators and Managers	10,000
Laboratory Section Heads and Supervisors	15,000
Laboratory Executives in IDNs and Large Health Systems	2,500
TOTAL	52,500

Advertising Studies

Is your print ad working?

✓ **AD-MARK** As an advertiser in CAP TODAY in February, July or November, your ad will be included in the Ad-Mark study, providing valuable insight into how our readers engage with ads, articles, and different sections of the magazine. This feedback offers advertisers a clear picture of their ad's performance. Respondents assess each advertisement based on how helpful it is in understanding the product, providing key data to refine messaging and optimize impact.

◆ Signet Advertising Study

An advertisement in the May and September issue will be included in the Signet Advertising Study to examine multiple facets of readers' attitudes to ads—includes verbatim comments and measures of attention, appeal, and gauges interest in your company and products.

Now providing direct leads for advertisers in the issue.



Is your digital advertising working?

The January, June, August issues will offer a new study of the digital advertising.

Extras

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

Mailing Lists CAP TODAY mailing lists are available for rent to advertisers at reduced rates. Name, institution and address included. Contact your sales representative for details.

Unlock Savings with Combined Frequency Discounts!

Maximize your savings with our combined frequency discounts!

Maximize your marketing impact by placing ads in both CAP TODAY and our peer-reviewed *Archives of Pathology & Laboratory Medicine*. Benefit from exclusive discounts on print and digital placements. Contact your representative today to explore package options and get the best value for your marketing budget!



Proven Research

Independent research studies show that CAP TODAY is #1

in total ad exposures for the marketplace. M3-MI Kantar Media Healthcare Research has

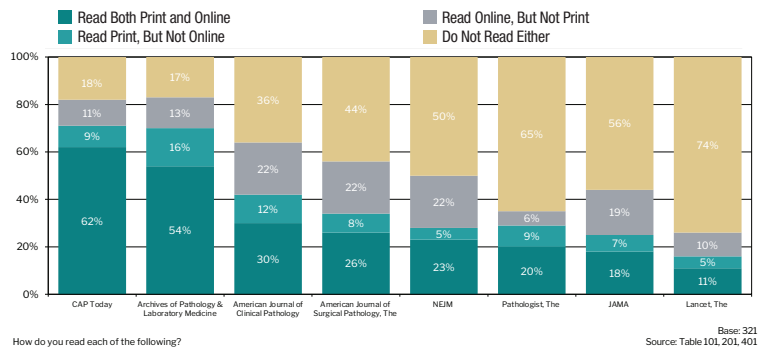
M3 MI completed new studies on pathologists, clinical lab directors, lab managers and administrators, section managers and supervisors, and total hospital purchasing influence. CAP TODAY carries more advertising than any other book in the field.

Ask your advertising representative for a copy of these studies:

- 1. Pathology Media**
- 2. Portrait of the clinical laboratory—** purchasing and personnel data and readership by lab directors and administrators, pathologists, 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.**



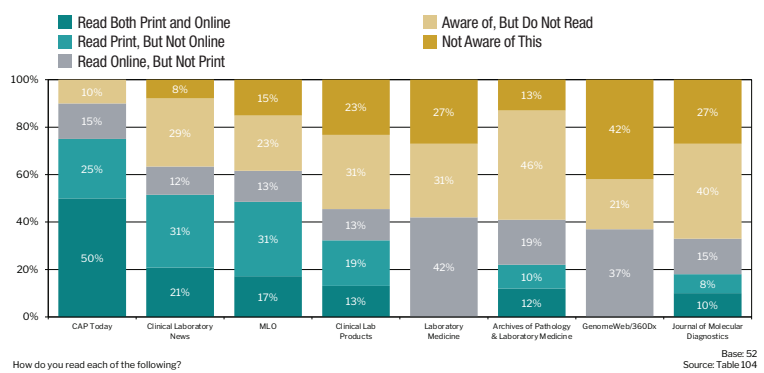
How Pathologists Read Media Print and Online-Pathology Study 2024



M3 MI

Pathology 2024 Media Measurement Study
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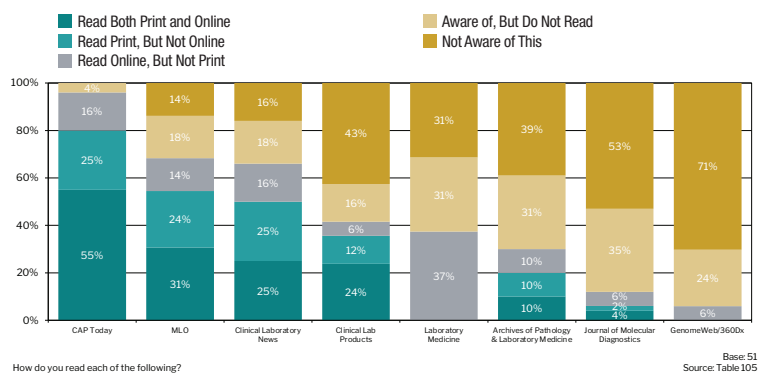
How Directors, Associate/Assistant Directors, and other Physicians Read Media-Portrait 2024



M3 MI

Portrait of the Clinical Lab Market - October 2024
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How Lab Administrators/Managers Read Media-Portrait 2024



M3 MI

Portrait of the Clinical Lab Market - October 2024
Copyright © 2024 M3 MI

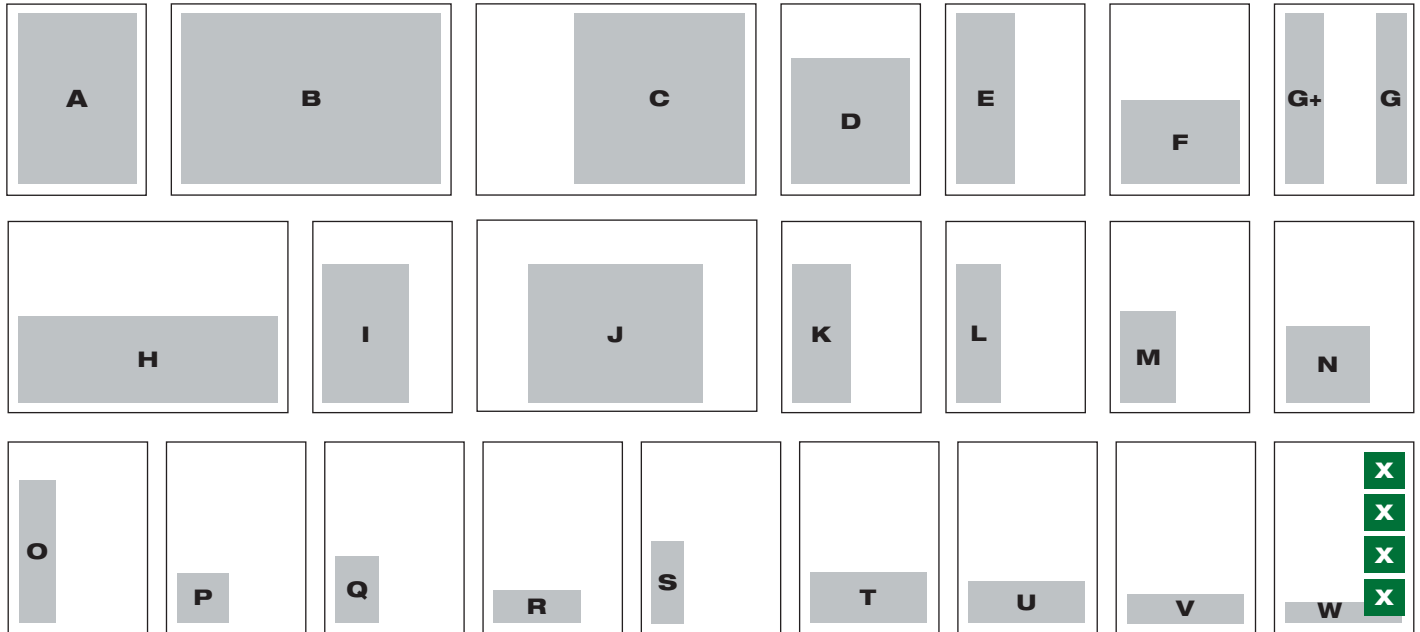
2025 CAP TODAY Media Planner

2025 Issues	Meetings & Exhibitions	Product Guides	Editorial Planner*	
January	Texas Society of Pathologists * NEW STUDY: DIGITAL ADVERTISING	Coagulation analyzers	HPV primary screening Point-of-care testing Prostate cancer	Coagulation analyzers roundtable Clinical pathology-new, revised accreditation requirements Cytopathology special section AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation
February ✓ AD-MARK	USCAP Preview HIMSS	Anatomic pathology computer systems	Myocardial infarction Point-of-care testing Toxicology	Immunohistochemistry Anatomic pathology roundtable USCAP preview AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation
March	USCAP (Boston- Bonus Distribution) ACP ESCMID (Congress of the European Society of Clinical Microbiology and Infectious Disease) (Vienna, Austria)	Urinalysis systems SPECIAL LISTING: Digital Pathology and AI Offerings	Myocardial infarction-part 2 Toxicology Immunohistochemistry	Urinalysis roundtable AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation
April	AACR (Chicago- Bonus Distribution) Executive War College (New Orleans- Bonus Distribution)	Billing systems	Sexually transmitted infections Hematopathology	ASCO preview Lab/pathology billing roundtable AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation
May ◆ Signet Advertising Study	ASCO (Chicago- Bonus Distribution) Pathology Informatics (Ann Arbor- Bonus Distribution)	Next-generation sequencing	STIs-part 2: focus on NG antimicrobial resistance Oncology	Next-gen sequencing roundtable Artificial intelligence Cytopathology special section AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation
June	ASM Microbe ADLM Preview * NEW STUDY: DIGITAL ADVERTISING	Chemistry/Immunoassay analyzers low-volume and POC	Hematopathology Tumor markers—PSA, hCG	Chemistry roundtable ADLM meeting preview AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation
July ✓ AD-MARK	ADLM (Chicago- Bonus Distribution)	Chemistry/Immunoassay analyzers mid- to high-volume	Tumor markers—body fluids Coagulation	New instruments roundtable AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation
August	CAP25 (Orlando- Bonus Distribution) European Congress of Pathology (Vienna, Austria) * NEW STUDY: DIGITAL ADVERTISING		Thyroid pathology Cytopathology special section	AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation
September ◆ Signet Advertising Study	NSH Pathology Visions (DPA) (San Diego- Bonus Distribution)		Clinical chemistry Breast pathology	Digital Pathology Association roundtable Future of histology AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation
October	AABB ASC AMP-(Boston- Bonus Distribution)	Hematology analyzers	Clinical chemistry CAR T-cell therapy	Update in cytopathology Molecular pathology AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation
November ✓ AD-MARK	ASCP ASH-(Orlando- Bonus Distribution)	Lab information systems	Respiratory virus testing Clinical chemistry	LIS roundtable AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation
December	Highlights of ASH 2025		Clinical chemistry Artificial intelligence	AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation

*EDITORIAL PLANNER SUBJECT TO CHANGE. CAP TODAY sales representatives can forecast the more complete and detailed monthly lineup five weeks before reservation deadlines.

2025 CAP TODAY Mechanical Requirements

Please send **high resolution CMYK 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 Please send High Resolution CMYK PDF to keilers@cap.org	Nominal Non-Bleed Ads		Bleed Ads*			
		Width	Depth	Trim		Bleed	
				Width	Depth	Width	Depth
A	Tabloid King	10 ¹ / ₈ "	12 ⁷ / ₈ "	10 ⁷ / ₈ "	13 ⁷ / ₈ "	11 ¹ / ₈ "	14 ¹ / ₈ "
B	Tabloid Spread	21"	12 ⁷ / ₈ "	21 ³ / ₄ "	13 ⁷ / ₈ "	22"	14 ¹ / ₈ "
C	5th Col Spread	13"	12 ⁷ / ₈ "	13 ³ / ₈ "	13 ⁷ / ₈ "	13 ⁵ / ₈ "	14 ¹ / ₈ "
D	2/3 Tabloid Square	10 ¹ / ₈ "	10 ¹ / ₄ "	10 ⁷ / ₈ "	10 ⁷ / ₈ "	11 ¹ / ₈ "	11 ¹ / ₈ "
E	1/2 Tabloid Vertical	4 ³ / ₄ "	12 ⁷ / ₈ "	5 ³ / ₈ "	13 ⁷ / ₈ "	5 ⁵ / ₈ "	14 ¹ / ₈ "
F	1/2 Tabloid Horizontal	10 ¹ / ₈ "	7 ¹ / ₈ "	10 ⁷ / ₈ "	7 ³ / ₄ "	11 ¹ / ₈ "	8"
G+	1/3 Tabloid Vertical	3"	12 ⁷ / ₈ "	3 ³ / ₄ "	13 ⁷ / ₈ "	4"	14 ¹ / ₈ "
G	1/4 Tabloid Vertical	2 ¹ / ₄ "	12 ⁷ / ₈ "	2 ⁷ / ₈ "	13 ⁷ / ₈ "	3 ¹ / ₈ "	14 ¹ / 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 "	10 ⁷ / ₈ "	8 ¹ / ₈ "	11 ¹ / ₈ "
J	Standard "A" Spread	15"	10 ¹ / ₄ "	15"	10 ⁷ / ₈ "	15 ¹ / ₄ "	11 ¹ / ₈ "
K	2/3 Standard Island	4 ³ / ₄ "	10 ¹ / ₄ "	5 ³ / ₈ "	10 ⁷ / ₈ "	5 ⁵ / ₈ "	11 ¹ / ₈ "
L	1/2 Standard Vertical	3 ¹ / ₂ "	10 ¹ / ₄ "	4"	10 ⁷ / ₈ "	4 ¹ / ₄ "	11 ¹ / 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 "	10 ⁷ / ₈ "	3 ¹ / ₈ "	11 ¹ / 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 "	10 ⁷ / ₈ "	5 ¹ / ₄ "	11 ¹ / ₈ "	5 ¹ / ₂ "
U	1/2 Standard Banner	10 ¹ / ₈ "	3 ³ / ₄ "	10 ⁷ / ₈ "	4 ¹ / ₄ "	11 ¹ / ₈ "	4 ¹ / ₂ "
V	1/3 Standard Banner	10 ¹ / ₈ "	2 ³ / ₄ "	10 ⁷ / ₈ "	3 ¹ / ₄ "	11 ¹ / ₈ "	3 ¹ / ₂ "
W	1/4 Standard Banner	10 ¹ / ₈ "	1 ⁷ / ₈ "	10 ⁷ / ₈ "	2 ¹ / ₂ "	11 ¹ / ₈ "	2 ³ / ₄ "
X	NEW: CAP TODAY Tile	3 ¹ / ₂ "	3"	Ask your advertising director for special pricing			

*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.