

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

<b>4-color CMYK</b>	\$1,500
<b>2-color K+1</b>	\$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