

# CAP TODAY

WHERE THE WORLD OF THE CLINICAL LABORATORY COMES TOGETHER

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## Website Banners | [captodayonline.com](http://captodayonline.com)

At [captodayonline.com](http://captodayonline.com), CAP TODAY delivers the trusted expertise of its print publication on a dynamic digital platform—the premier hub for clinical diagnostics professionals. Featuring the latest laboratory news, product announcements, videos, webinars, and white papers, the site offers a one-stop destination for industry knowledge. Readers who rely on CAP TODAY in print also turn to [captodayonline.com](http://captodayonline.com) for the same trusted insight, available anytime. Website banners are Run of Site (ROS) for maximum visibility.

**Great for:**

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

▶ **Subspecialty Sponsorship**

600 x 160  
**\$2,000** per year

▶ **Website Banner Pricing Tiers**

300 x 250 | 160 x 600 | 728 x 90

- \$1,700 per month/1 month
- \$1,500 per month/3 months
- \$1,300 per month/12 months

300 x 500

- \$2,400 per month/1 month
- \$2,200 per month/3 months
- \$2,000 per month/12 months

▶ **Video**

**\$2,500** per month

The screenshot displays the CAP TODAY website homepage. At the top, there's a navigation bar with 'CAP TODAY' logo, a search bar, and menu items for 'ALL ISSUES', 'PRODUCT GUIDES', 'WEBINARS', 'JOBS', 'ADVERTISING', 'SUBSPECIALTIES', and 'SUBSCRIBE'. A 'LAUNCH DIGITAL EDITION' button is also visible. The main content area is divided into several sections: 'OCTOBER 2025' featuring articles like 'Building a better blood order, front to back' and 'Sample flags, low anion gap—solving lab...'; 'PUBLISHER'S PICK' with 'Where court's LDT decision leaves labs'; 'INDUSTRY NEWS' including 'ArteraAI Prostate gets breakthrough device designation'; 'VIDEO SPOTLIGHT' with 'Award-winning Histology Slide Printer' and 'The Answer is Simpler: The real cost of change'; 'ROUNDTABLES' such as 'NGS and the cancer biomarker balancing act' and 'Unraveling, reducing payer denials—billing...'; and 'COMMERCIAL ROUNDTABLE' titled 'One angle on cancer care'. A 'Tucson Symposium' banner for April 23-24, 2024, is also present. At the bottom, there's a 'CAP TODAY WEBINAR' section for 'Amplicon-based NGS panels in clinical practice' and a 'WATCH NOW' section for 'Introduction of a new FDA approved rapid NGS solution for Companion Diagnostics' and 'A Pathologist's Perspective: Exploring the Expanded Clinical Utility of HER2 IHC Scoring in Metastatic Breast...'. The footer includes 'ATELCOR REACH FOR MORE' and 'PRODUCT GUIDES'.

WEBSITE BANNERS