

# CAP TODAY

WHERE THE WORLD OF THE CLINICAL LABORATORY COMES TOGETHER

## Black+White Advertising Rates; \*additional charge for color

Frequency	1x	4x	6x	12x	18x	24x	36x	48x	60x
<b>Tabloid</b>	7,580	7,390	7,220	6,960	6,720	6,530	6,250	6,110	5,990
<b>2/3 Tabloid</b>	6,680	6,430	6,210	5,830	5,610	5,390	5,180	5,000	4,760
<b>1/2 Tabloid</b>	5,540	5,440	5,230	5,120	4,890	4,720	4,500	4,420	4,260
<b>1/3 Tabloid</b>	3,790	3,670	3,480	3,410	3,350	3,320	3,230	3,110	2,920
<b>1/4 Tabloid</b>	3,590	3,420	3,320	3,210	2,970	2,890	2,720	2,640	2,530
<b>Standard</b>	5,940	5,830	5,690	5,350	5,180	4,940	4,720	4,520	4,440
<b>2/3 Standard</b>	3,790	3,670	3,480	3,410	3,350	3,320	3,230	3,110	2,920
<b>1/2 Standard</b>	3,280	3,180	3,050	2,930	2,810	2,740	2,650	2,580	2,440
<b>1/3 Standard</b>	2,580	2,500	2,360	2,070	2,020	1,900	1,830	1,740	1,680
<b>1/4 Standard</b>	1,890	1,800	1,740	1,640	1,560	1,500	1,440	1,410	1,350

**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  
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#### Classified Advertising

KERH Group, PO Box 207  
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**Career Center** www.captodayonline.com/cc

### Publisher/Sales Office

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