

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

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

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

Tracy Erski, Production Editor

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

Barbara Domagala, Production Editor

325 Waukegan Road, Northfield, IL 60093
Phone: 847-832-7970; Fax: 847-832-8970
bdomaga@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 April 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 February, June, 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.



Proven Research

Independent research studies show that CAP TODAY is #1

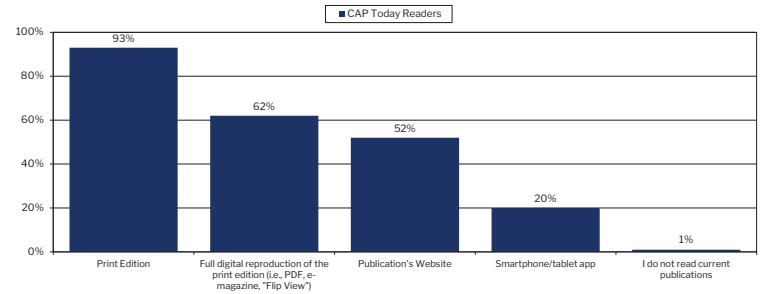
in total ad exposures for the marketplace. M3-MI Kantar Media Healthcare Research has completed new studies on pathologists, clinical lab directors, lab managers and administrators, section managers and supervisors, and total hospital purchasing influence. CAP TODAY carries more advertising than any 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 CAP TODAY-Pathology Media Study 2025



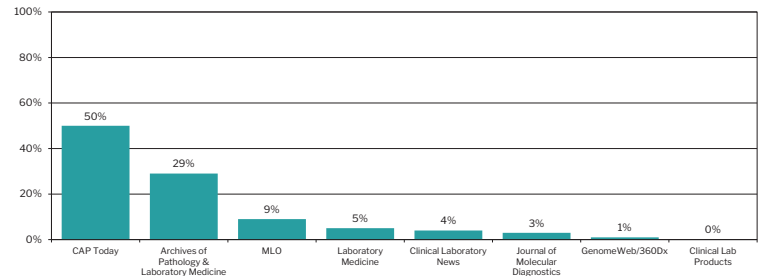
NOTE: Responses may add to more than 100% due to multiple responses.

Base: 182 Source: Pathology S&I 2025; Table 701 and M3 MI dashboard

M3 MI

Pathology 2025 Media Measurement Study
M3-MI.com | Copyright © 2025 M3 MI

Most Important to Job-Portrait 2024



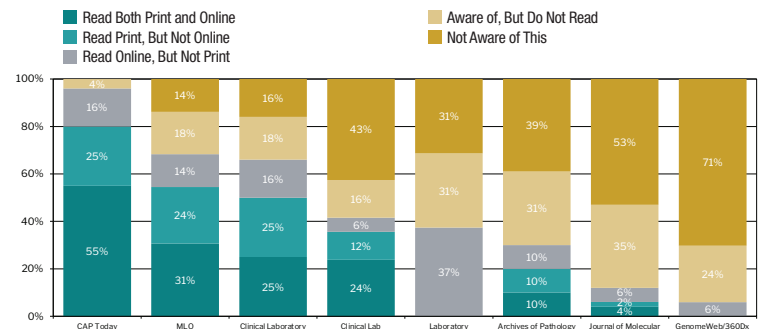
Which one of these is most important to your job?

Base: 206 Source: Table 113

M3 MI

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

How Lab Administrators/Managers Read Media-Portrait 2024



How do you read each of the following?

Base: 51 Source: Table 105









Unlock Savings with Combined Frequency Discounts!

Maximize your savings with our combined frequency discounts! Increase 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!

M3 MI

Portrait of the Clinical Lab Market - October 2024
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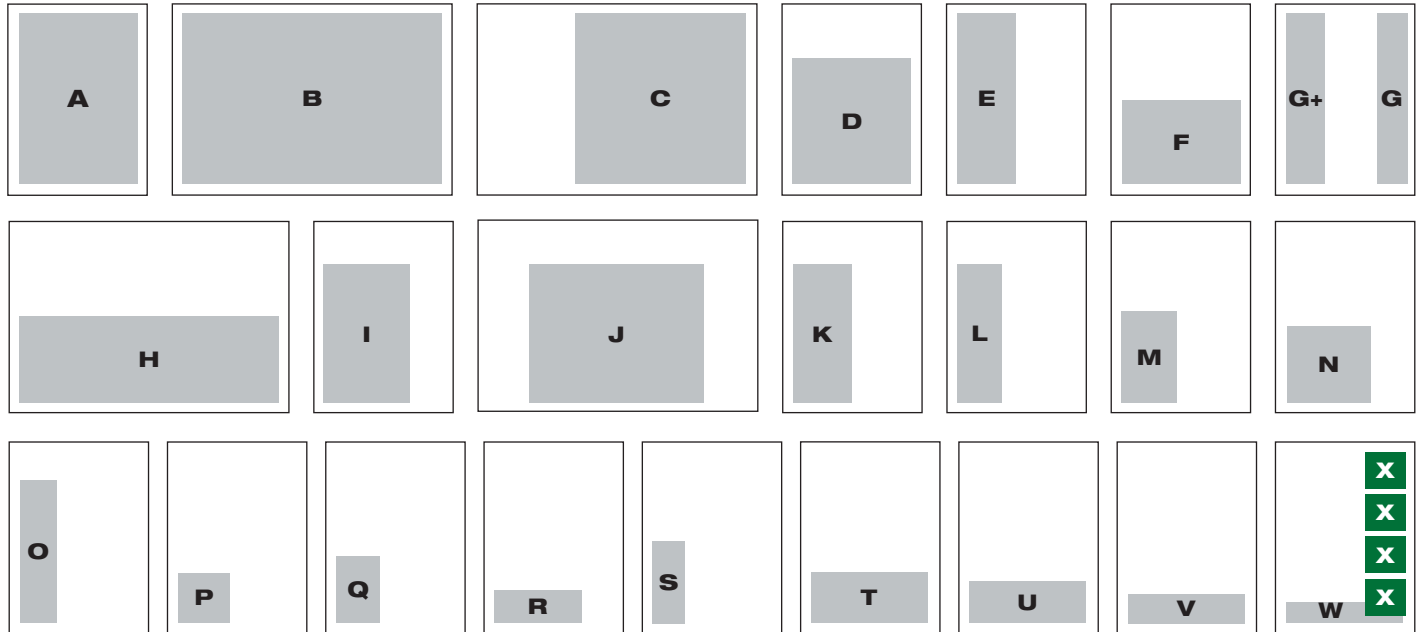
2026 CAP TODAY Media Planner

2026 Issues	Meetings & Exhibitions	Product Guides	Editorial Planner*	
January  Focus on ads study	Texas Society of Pathologists	Coagulation analyzers	Artificial intelligence Traumatic brain injury markers: ED experience CAR T-cell therapy AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation	Cytopathology New accreditation requirements Roundtable: coag instruments
February 	USCAP Preview HIMSS	Anatomic pathology computer systems	USCAP meeting preview Multiple sclerosis biomarkers eGFR in the lab AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation	Digital pathology/cytopathology Roundtable: AP labs today & in future
March	USCAP (San Antonio- Bonus Distribution) ACP ESCMID (Congress of the European Society of Clinical Microbiology and Infectious Disease) (Munich, Germany) AACR (San Diego)	Urinalysis systems	Sepsis detection Alzheimer's Multiple sclerosis biomarkers, part 2 Accreditation requirements: lab personnel Roundtable: urinalysis instruments AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation	
April 	Executive War College (New Orleans- Bonus Distribution)	Billing systems	ASCO meeting preview Cystatin C in clinical practice STIs & POC testing AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation	Susceptibility testing and transfusion: new accreditation requirements Roundtable: lab/pathology billing
May	Pathology Informatics (Minneapolis- Bonus Dist.) ASCO (Chicago- Bonus Distribution) ASM Microbe (Washington DC- Bonus Dist.)	Next-generation sequencing	Lung cancer diagnosis Cytopathology Roundtable: next-gen sequencing AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation	Quality management Cystatin C & labs Liquid biopsy
June 	ADLM Preview	Chemistry/Immunoassay analyzers low-volume and POC	ADLM meeting preview Lung cancer diagnosis, part 2 AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation	Molecular pathology Roundtable: chemistry instruments
July  Focus on ads study	ADLM (Anaheim- Bonus Distribution)	Chemistry/Immunoassay analyzers mid- to high-volume	Infectious disease Roundtable: new instrumentation Urologic pathology AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation	
August	European Congress of Pathology (Stockholm)		Cytopathology Homologous recombination deficiency in cancer Urologic pathology, part 2 AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation	
September 	NSH (San Antonio- Bonus Distribution) CAP26 (Las Vegas- Bonus Distribution) Pathology Visions Conference (San Diego- Bonus Distribution)		Clinical chemistry AMP meeting preview Molecular pathology AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation	Roundtable: Digital Pathology Association
October  Focus on ads study	AABB (Atlanta) ASC (Seattle- Bonus Distribution) AMP (Seattle- Bonus Distribution)	Hematology analyzers	Clinical chemistry Artificial intelligence AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation	
November 	ASCP (Montreal) ASH (New Orleans- Bonus Distribution)	Lab information systems	Clinical chemistry Roundtable: lab information systems AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation	
December	Highlights of ASH 2026		Respiratory disease testing Clinical chemistry Anatomic pathology AP, CP, molecular abstracts; Q&A; IT; Compass Group conversation	Roundtable: measurable residual disease

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

2026 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.