CAP TODAY

WHERE THE WORLD OF THE CLINICAL LABORATORY COMES TOGETHER

2027 DIGITAL RATE CARD

CAP TODAY
WHERE THE WORLD OF THE CLINICAL LABORATORY COMES TOGETHER

For more information and availability contact:
West: Lori Prochaska | 402-290-7670 | lori@captoday.org
Midwest: Alex Pacheco | 402-290-8203 | 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

EDIRECTS | BRANDED MESSAGE

eDirects | Branded Message

Reach 50,000 lab professionals with your message.

Your branded e-blast goes directly to pathologists, lab directors, technologists, and hospital administrators from the CAP database.

Reblast add-on option:

Maximize your campaign's reach with the opportunity to reblast your custom message and recapture readers' attention while increasing engagement. Reblasts are sent within 7 days of your initial email to recipients who did not open or did not click your content. **$2,000**

Options:

$5,000
per blast

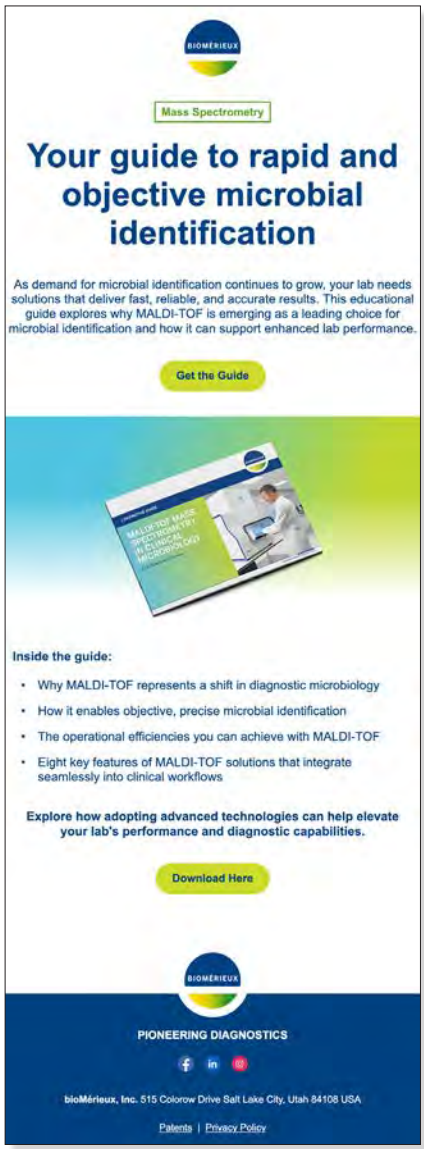
$4,400
6 or more per year

$4,100
12 or more per year

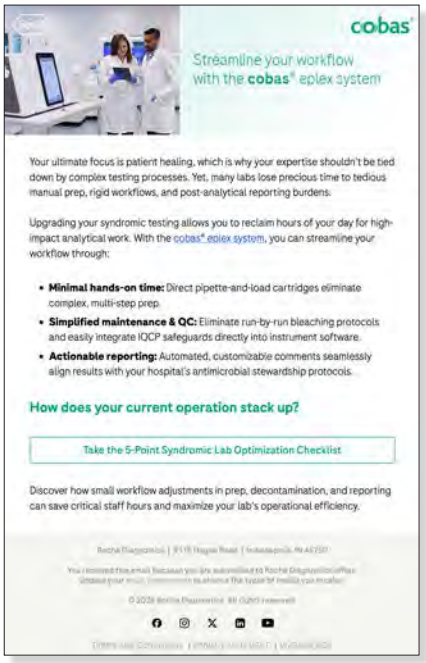
100% SOV



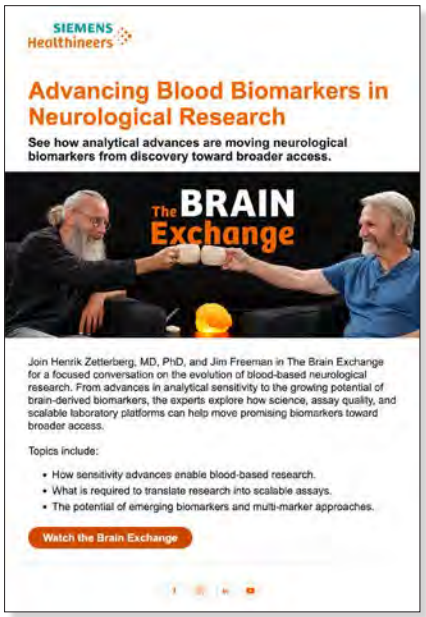
Laboratory Workflow



Education Tools



Product Promotion



Video/Webinar Promotion

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eNews

Our weekly eNews blasts are distributed to 140,000 CAP emails and contain feature articles from the latest issue of CAP TODAY. Your banner ad(s) reach readers eager for news and previews. Great for reaching a large audience, brand awareness, FDA clearance announcements and more!

Banner Size Options: 300 × 250, 160 × 600, 600 × 160

Top banner:
$3,000 per blast

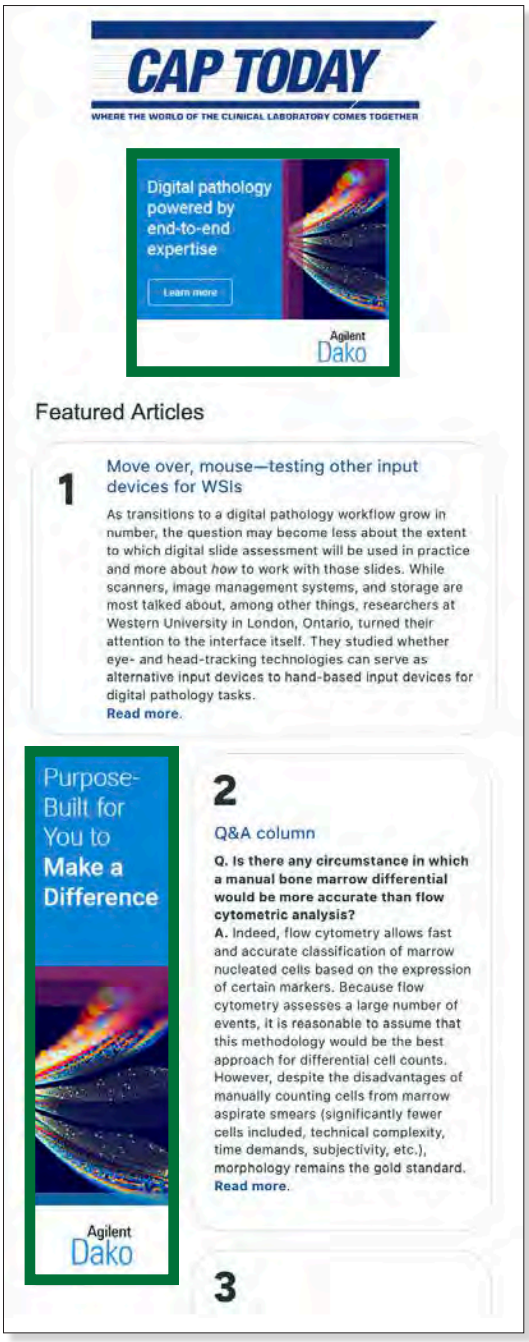
Bottom banner:
$1,600 per blast

Combo – both banners
$4,000 per blast

Combo – both banners
$3,700 per 6 or more blasts



Single banners – two advertisers



Combo – one advertiser

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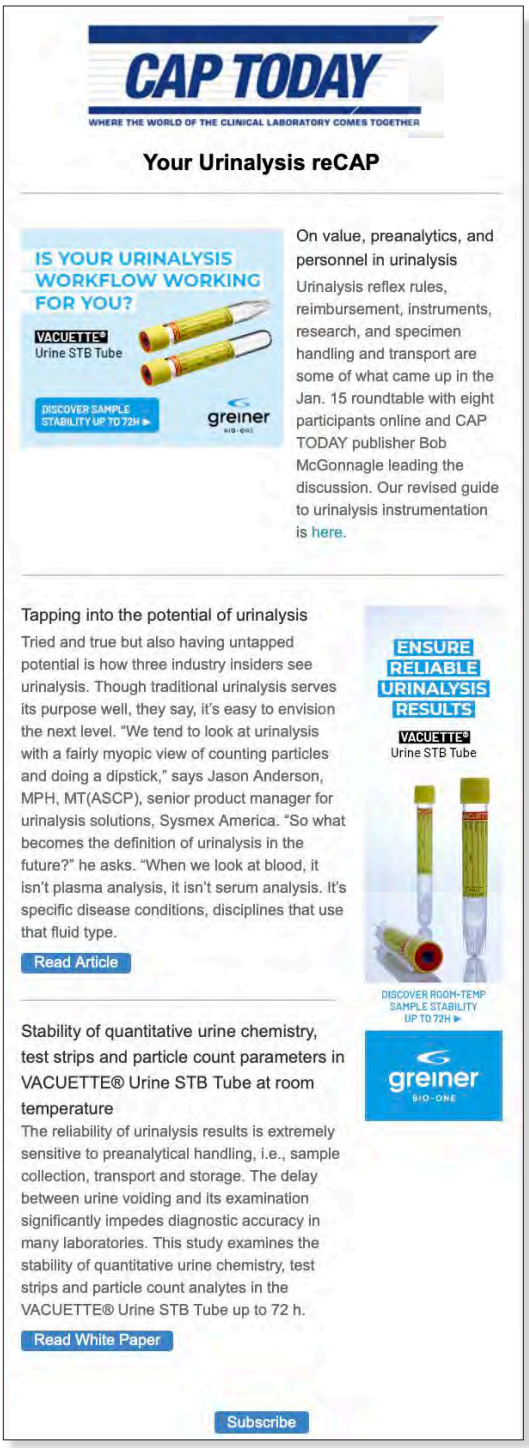
Topical reCAP

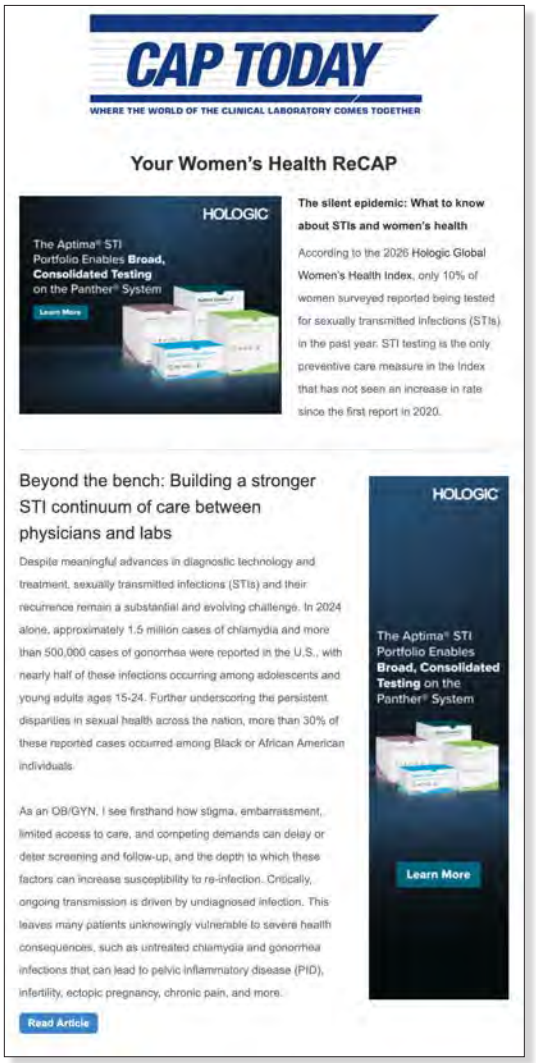
Reach 140,000 CAP TODAY subscribers and position your organization as a trusted authority. With a personalized reCAP on your chosen topic, you'll connect directly with decision-makers.

- The reCAP includes two display banners (300 × 250 and 160 × 600), plus two CAP TODAY articles aligned with your focus area.
- Strengthen your presence even further by featuring one of your white papers or a press release—maximizing your exposure and reinforcing your expertise.

$5,500 per blast

Show you are the expert on your topic!





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Tradeshow Pre-Blast

Build anticipation. Drive booth traffic.

Put your brand on attendees' radar before the show begins. CAP TODAY's Tradeshow Pre-Blast reaches **140,000 subscribers** just days ahead of major industry meetings, including **USCAP, ADLM, AMP, and ASH.**

Highlight what you'll be exhibiting—from new products and technologies to demonstrations and solutions—with a static banner and an accompanying press release. Give pathologists and laboratory professionals a reason to add your booth to their show plans. Not only reach show attendees, but prospective customers who are not attending!

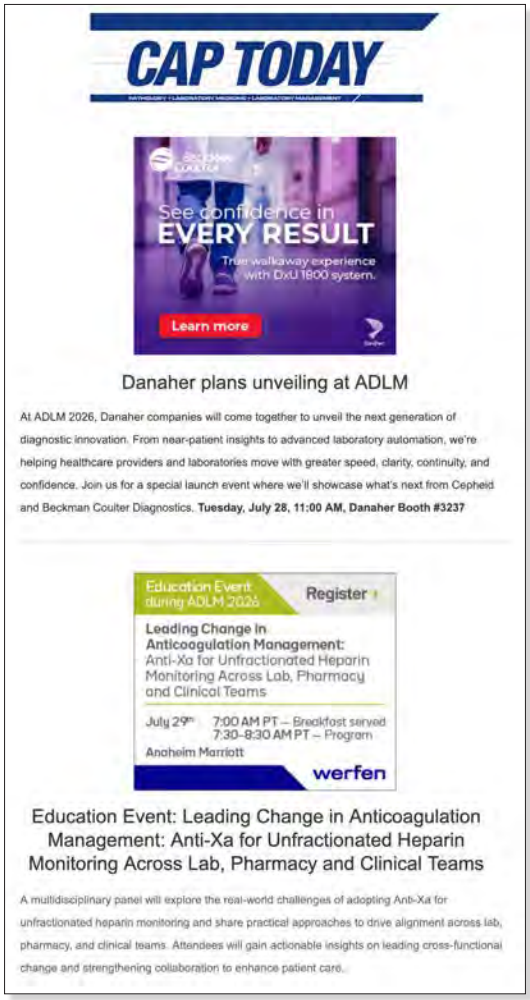
Each advertiser receives:

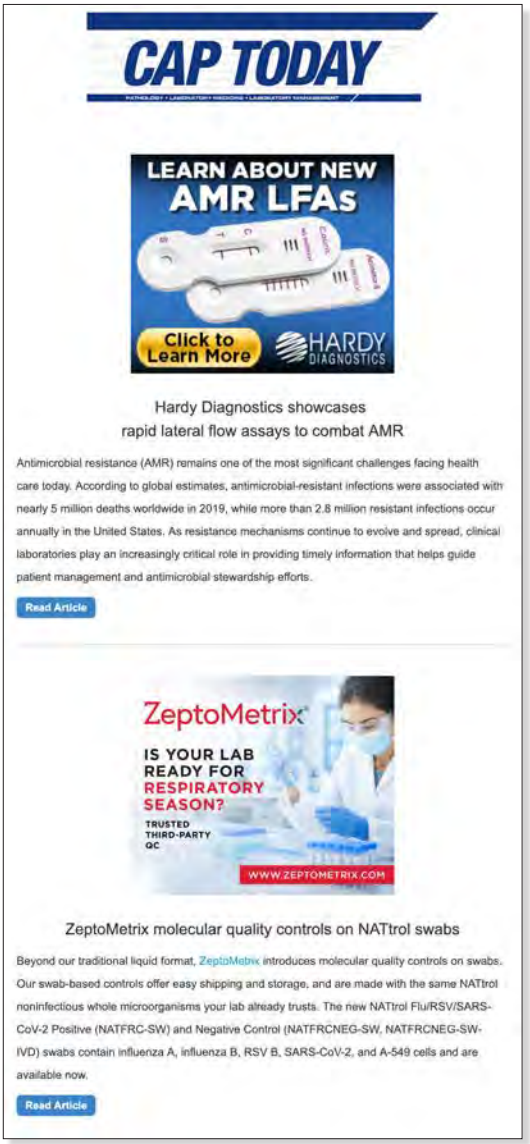
- One **300 × 250 static banner** in the eBlast
- An accompanying **press release highlighting what you'll exhibit at the show**

Four advertiser spots per blast—one per advertiser.

$2,000 per spot

Make your booth a destination before the doors open.





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WEBSITE BANNERS

Website Banners | captodayonline.com

At 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 for the same trusted insight, available anytime. Website banners are Run of Site (ROS) for maximum visibility.



Subspeciality Sponsorship
600 × 160
$2,000 per year

Website Banner
160 × 600
$1,700
per month/1 month
$1,500
per month/3 months
$1,300
per month/12 months

Video
$2,500 per month

Website Banner
728 × 90
$2,000
per month/1 month
$1,800
per month/3 months
$1,600
per month/12 months

Website Banner
300 × 250
$1,700
per month/1 month
$1,500
per month/3 months
$1,300
per month/12 months

Website Banner
300 × 500
$1,200
per month/1 month
$1,100
per month/3 months
$1,000
per month/12 months

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Digital Edition Sponsorship

Maximize your brand's exposure with a CAP TODAY digital edition sponsorship. Your banner ads appear alongside every page of our online magazine, ensuring consistent visibility with a focused and engaged audience. Position your brand where laboratory leaders turn for insight.

Visit: captodaymag.com/captoday/library.

Sponsorship includes:

- Four Desktop banners: 728 × 90 (2) and 300 × 250 (2)
- Two Mobile banners: 320 × 50
- eNews blast announcing the new issue

$6,500 per month/3-month max



Digital Edition

Digital Edition eNews banner

100% SOV

DIGITAL EDITION SPONSORSHIP

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Product Guide Sponsorship

Sponsor the interactive version of a CAP TODAY product guide. Potential purchasers use our comprehensive guides to view and compare instruments and software systems feature by feature. Many new purchases begin here.

Product Guides available for Sponsorship include: Coagulation, Anatomic Pathology Computer Systems, Urinalysis, Billing, NGS, Chemistry/Immunology Analyzers Low-Volume and POC, Chemistry/Immunology Analyzers Mid-to High-Volume, Hematology, LIS.

Includes:

- 1/4 tabloid print ad in listing pages
- 300 × 250 and Video on product guide page
- 300 × 250 on navigation dropdown sitewide
- One eNews blast announcing when the guide is available online

$12,000 per year



LABORATORY INFORMATION SYSTEMS — NOVEMBER 2025 | CAP TODAY 41

Part 8 of 8

	TruBridge Sales Department info@trubridge.com Mobile, AL 877-424-1777 www.trubridge.com	XiFin Joseph Nollar jnollar@xifin.com San Diego, CA 858-793-0700 www.xifin.com
Name of laboratory information system	TruBridge EHR-Laboratory Information System†	XiFin Empower LIS†
How LIS functionality is deployed Company provides list of client sites to potential customers on request	remote hosting yes (partial list of comparable sites with no restrictions regarding its use)	remote hosting yes (partial list of comparable sites with no restrictions regarding its use)
Updates covered by standard software maintenance fee • Schedule for providing standard software updates to clients • Clients must install updates in specified timespans to avoid maintenance fee increase Fee for software modifications to comply with federal regulations and laws	all updates annually yes no	all updates monthly yes no
Year company began selling LISs (any brand or model) Most recent LIS go-live at a client site (based on August 2025 survey deadline) Last product release or update for featured LIS Total No. of contracts for sites operating LIS in U.S. No. of U.S. sales and installations of LIS between August 2024–July 2025 Total No. of U.S. sites operating LIS (hospitals/independent labs/clinics or group practices/public health labs/other sites) • Approx. percentage of high-vol.* U.S. site installs/Low-vol.** U.S. site installs	1986 July 2025 January 2025 (version 22.01) 454 (40 clients part of multi-site contracts) 15 sales/15 installations 494 (494/0/not tracked/not tracked/0) 1%/99%	2004 February 2025 July 2025 (version 9.31) 81 2 sales/2 installations 91 (0/68/22/0/1–veterinary pathology) 40%/60%
Foreign locations where company actively markets LIS for clinical lab use • Foreign locations where LIS has been installed for clinical lab use Human languages (other than English) supported by LIS	none — none	none — —
Approximate No. of employees in entire company	3,232	1,200
Central hardware or service type	ASP, cloud hosting	software-as-a-service
Programming languages and development applications or environments Operating system(s) Databases System includes full transaction logging	Java, Python, Perl, C, C++, .Net Core, Bash, PHP, Golang, JavaScript, HTML, COBOL Linux, Microsoft Windows PostgreSQL yes	C# Windows Server 2022 (hosted) Microsoft SQL yes
Features/modules incorporated in product: • Chemistry/Hematology/Print barcoded collection labels • Microbiology/Public health microbiology • Blood bank donor/Blood bank transfusion • Surgical pathology/Cytology • Molecular pathology/Cytogenetics/Flow cytometry • EHR interface for admission/discharge/transfer (ADT) • EHR interface for order entry/EHR interface for results reporting • EHR interface for packaging results into PDF format • EHR interface for packaging results into CDA1 format/CDA2 format • Ad hoc reporting/Rules-based system • Management and statistical reporting/Client services or CRM module • POL link or Web portal to physician offices/Patient Web portal • Commercial reference lab functionality/Compliance checking • Comprehensive billing and accounts receivable or RCM • Materials management and inventory/Test partition • Remote faxing/Remote printing • HIPAA-standard transaction formats • Web-based remote inquiry of reports/Web access for order entry • Management and tracking of specimens within lab/Before arriving in lab • QA tools/Environmental health • Interfaces for sending orders from primary lab to reference lab, handling results return, and status updates • Business analytics/Clinical analytics • Ability to schedule patient for test collection/Patient-based test registration • Ability to coordinate with nurses for collections that phlebotomists cannot perform • Interfaces with public health databases using ELR as part of Promoting Interoperability • Results for tests run using different methods show method on clinical reports	installed at client sites (all 3 features) installed at client sites/installed at client sites installed at client sites/installed at client sites installed at client sites/installed at client sites not available/not available installed at client sites installed at client sites installed at client sites installed at client sites installed at client sites installed at client sites/installed at client sites installed at client sites/installed at client sites installed at client sites/installed at client sites installed at client sites installed at client sites/installed at client sites installed at client sites/installed at client sites installed at client sites/installed at client sites installed at client sites installed at client sites installed at client sites/installed at client sites installed at client sites/installed at client sites installed at client sites installed at client sites installed at client sites installed at client sites	installed at client sites (all 3 features) installed at client sites/installed at client sites not available/not available installed at client sites/installed at client sites installed at client sites (all 3 features) installed at client sites installed at client sites/installed at client sites installed at client sites installed at client sites/installed at client sites installed at client sites/installed at client sites installed at client sites/installed at client sites available via XiFin Empower RCM installed at client sites/installed at client sites installed at client sites/installed at client sites installed at client sites installed at client sites/installed at client sites installed at client sites/installed at client sites installed at client sites/not available installed at client sites available via XiFin Empower IQ/installed at client sites not available/available via XiFin patient portal not available installed at client sites installed at client sites
Barcode symbologies supported by LIS Ability to use artificial intelligence (e.g., machine-learning software) with LIS	Codabar (NW-7) no	Code 39, Code 128, DataMatrix yes (integrates with Paige AI, Proscia, other AI providers; XiFin Empower IQ supports AI analytics for LIS)
LIS can report lab data to public health agencies via automated electronic transmission using specified formats (e.g., HL7 2.5.1, LOINC, SNOMED, etc.) for: • Microbiology (culture and sensitivity) • Other reportable diseases or conditions (e.g., blood lead, immunology, etc.) • Tumor diagnosis and case data to regional cancer registry***	yes yes (any disease or condition, as required) yes	yes yes yes
LIS bidirectionally interfaces to other IT vendors' lab systems in live sites LIS uses third-party middleware for LIS–instrument interfaces	yes no (interface directly)	yes combination of direct interfaces and third-party middleware (Data Innovations)
Lab automation systems or workcells to which LIS has a direct interface	Beckman Coulter, Siemens, QuidelOrtho, Thermo Scientific, Olympus, Roche Diagnostics, Abbott	Beckman Coulter, Siemens, Sysmex, Thermo Scientific, Olympus America, Roche, Tecan
LIS supports use of SNOMED CT LIS automatically ingests and applies electronic updates of tables and rules from organizations and government agencies LIS allows for image capture, display, reporting LIS provides indexed field in each test definition for LOINC code	yes, for all cases yes (AMA, CPT, LOINC) yes yes (provide LOINC dictionary for a fee with install)	yes, for all cases yes (CPT, ICD codes) yes yes
Company provides LIS clients with positive patient ID software to identify patients and/or blood specimens collected at bedside	software to identify patients integrated in LIS–no additional fee	no
Client gets copy of source code/User group that meets on established schedule Qualified users or third parties can modify or augment LIS functions or features Methods by which users can tailor LIS in their own setting	escrow/yes (in person and via webinar) yes (client users) ad hoc query tools, dictionary settings, workflow configuration, tailored worklists	no/yes (via webinar) yes (client users) ad hoc query tools, user-defined interfaces, dictionary settings, read/write privileges, workflow configuration, tailored worklists, case types, data-entry screens, others
Distinguishing product features (supplied by company)	• fully integrated EHR and ONC-certified HIT • robust interface-management system supports requests for interoperability with other vendors' systems • on-site and remote training and support for end users	• cloud solution that includes monthly upgrades • configurable workflows; scalability; CP, AP, molecular, and NGS • comprehensive reports that combine multiple test results into a single report for clinicians

*generate >500,000 billed tests annually, or >200 bed hospitals, or >500 requisitions per day
**generate <500,000 billed tests annually, or <200 bed hospitals, or <500 requisitions per day
***using NAACCR Pathology Laboratory Electronic Reporting, vol. V, version 4.0, April 2011 ed.
Note: a dash as an answer means company did not respond or question is not applicable

†formerly Thrive EHR–LIS from CPSI

†formerly XiFin LIS

All information is supplied by the companies listed. The tabulation does not represent an endorsement by the CAP.

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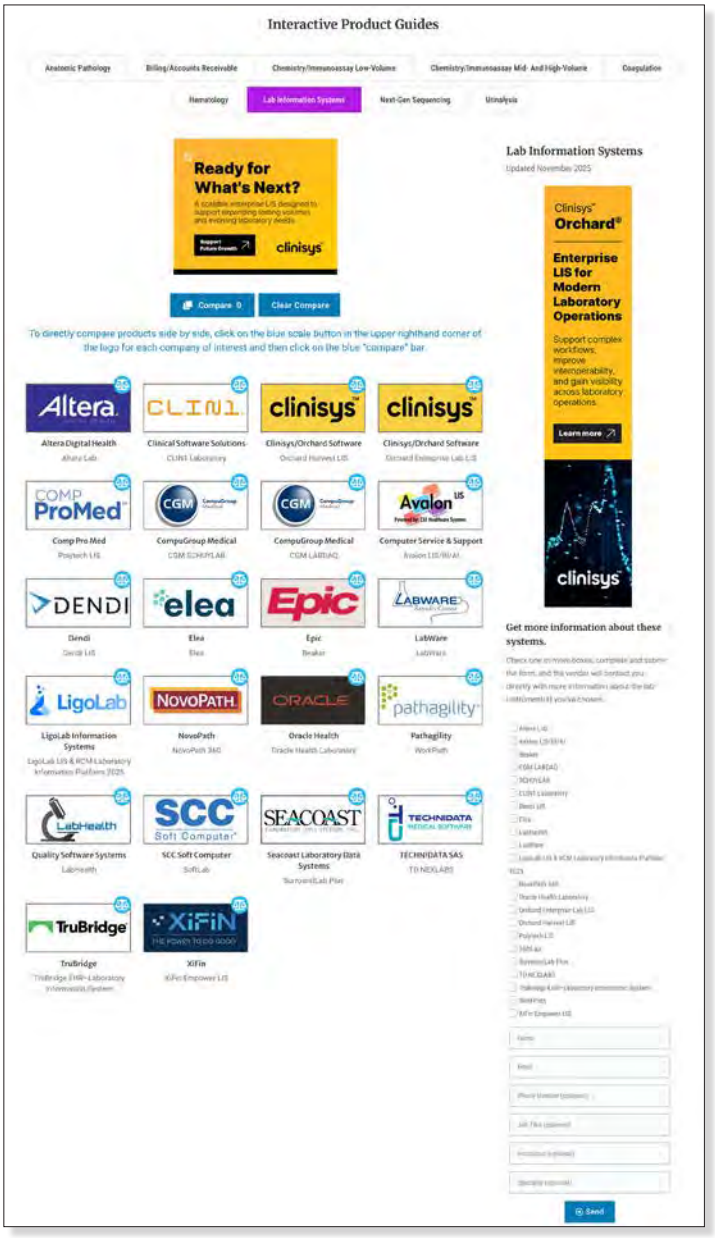
www.clinisys.com



PRODUCT GUIDE SPONSORSHIP

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CAP TODAY Commercial Conversations

Package one – without attendees
Package two – with attendees

Without attendees

$10,000

- Recorded Video conversations with company, KOL and the publisher of CAP TODAY, Bob McGonnagle.

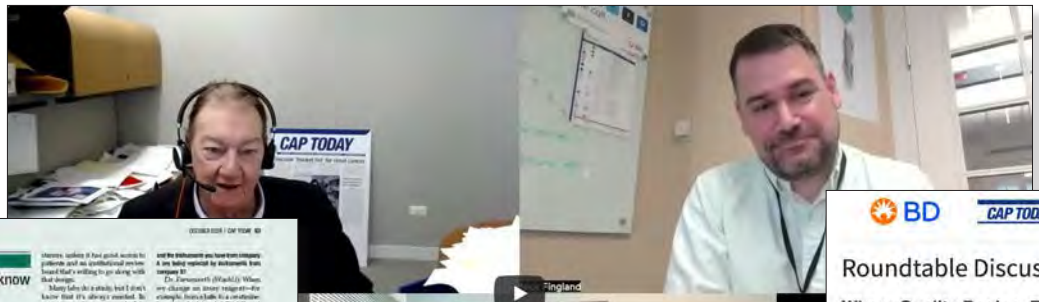
  Focus Suggestions: Brand awareness, new product, education piece, white paper discussion, industry challenges, etc.
- 20–30 minutes conversation recorded via Zoom.
- You will receive a copy of the recording for your use.
- Recording will be posted on our website for one year.
- A transcript of the conversation will be posted on our website for one year.
- A print article in a future issue in our "CAP TODAY Conversations" section.

With attendees

$15,000

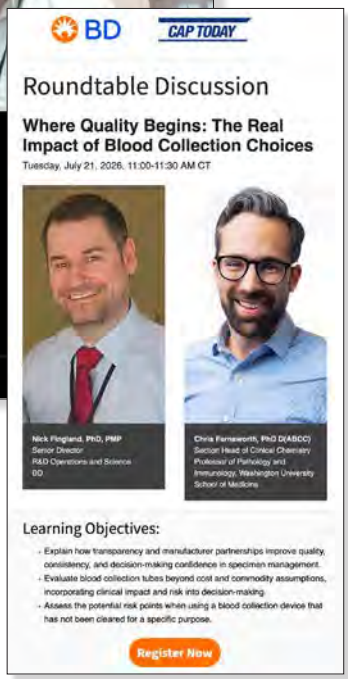
- Recorded Video conversations with company, KOL and the publisher of CAP TODAY, Bob McGonnagle.

  Focus Suggestions: Brand awareness, new product, education piece, white paper discussion, industry challenges, etc.
- 20–30 minutes roundtable style discussion recorded via Zoom.
- CAP TODAY will handle promotion of the event.
- eBlasts, LinkedIn, and website posts.
- You will receive a copy of the recording for your use.
- You will receive the list of all attendees and their emails for a one-time use.
- Recording will be posted on our website for one year.
- A transcript of the conversation will be posted on our website for one year.
- A print article in a future issue in our "CAP TODAY Conversations" section.




COMMERCIAL ROUNDTABLE

Blood collection tubes: Do you know what they've been tested for?



COMMERCIAL CONVERSATIONS

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Commercial Webinars

CAP TODAY webinars are a trusted source for industry information and sharing of innovative ideas. For over 30 years, we have been bringing essential news to the clinical laboratory with our monthly magazine. Our webinars build on that foundation as a trusted news provider.

From webinar idea to final attendance lead information, CAP TODAY webinars are a complete turnkey program.

Includes:

- Planning
- Print and digital promotional items and online registration
- Webinar – event and Q&A session moderated by CAP TODAY publisher Bob McGonnagle
- Registrations and Leads
- Webinar posted on captodayonline.com for one year

$28,000



Live webinar view



CAP TODAY Print Ad



eNews promotional eblast

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Website required materials

Please submit website banners—**and click URLs**—by the 25th of every month.

Banner sizes:
- 728 × 90
- 300 × 500
- 300 × 250
- 160 × 600

Accepted banner formats:
- animated gif
- gif
- jpg
- third-party tags
- HTML5

Banner size recommendations:
- 150 kB Initial load
- 300 kB subload
- 50 kB file size

Animated banners:
- 10–12 second maximum animation length (5–7 seconds recommended)
- Under 20 frames maximizes the number of times a viewer sees the entire message.
- 15 frames per second (4–6 frames at 1 FPS is optimal)

Note: Animated banners that exceed the limits of our recommendations will require additional time to load and may significantly reduce viewability.

Digital Edition Sponsorship required materials

Please submit digital edition banners—**and click URLs**—by the 15th of each month.

Banner positions and sizes:
- Four desktop banners: 728 × 90 (2) and 300 × 250 (2)
- Two mobile banners: 320 × 50 (2)
- Since some of the banner positions are displayed at the same time, we recommend unique banners be provided for each position.

Accepted banner formats:
- animated gif
- gif
- jpg
- third-party tags
- HTML5

Banner size recommendations:
- 150 kB Initial load
- 300 kB subload
- 50 kB file size

Animated banner recommendations:
- Under 20 frames maximizes the number of times a viewer sees the entire message.
- 15 frames per second (4–6 frames at 1 FPS is optimal)
- 30-second animation length (includes looping with 3x loop max)

Note: Animated banners that exceed the limits of our recommendations will require additional time to load and may significantly reduce viewability.

eDirect required materials

Please submit the following eDirect materials at least five days prior to the mail date to allow for testing and for resolving any unexpected design issues:

- HTML file
- Subject line text (maximum 150 characters)
- Preview line (minimum 60 characters; maximum 150 characters) – optional
- List of email addresses the test message will be sent to for review and approval
- List of email addresses the eDirect will be sent to on the mail date

Design recommendations:
- Table layouts (critical to maintaining your design across multiple mail clients and browsers)
- To avoid Outlook rendering issues, include MSO conditional comments, inline CSS, and HTML symbol entities; remove CSS buttons, background images, and floating images and type
- Inline styles (even when using CSS in the header)
- Width maximum of 600 pixels

Test messages:
- A test message will be sent for your review and approval.
- On occasion, company firewalls may flag our test message because the word “TEST” is incorporated into the subject line. If you don’t receive your test message within 10 minutes of the send time, please let us know.

Reblast:
- reBlasts are sent within 7 days of the initial eDirect.
- reBlast subject lines must be included with the initial eDirect materials.

New to HTML:
- If you’re unsure how to create an HTML blast, we suggest you sign up for a free account with MailChimp; it’s the marketing platform we use. Their drag and drop tools make it easy to create your HTML. Once you’re finished, you can share your template with us at mlindsa@cap.org.
- You may also want to use a free version of the online tool Canva to create specialty headers.
- If you prefer to hire someone, Upwork is a great resource for freelance designers.

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Video required materials

Please submit these video materials by the 25th of each month:

- YouTube link or a download link to your video (your downloaded video will be uploaded to the CAP TODAY YouTube channel)
- Headline (maximum of 70 characters)
- Descriptive text for beneath the video (maximum of 250 characters)
- Learn more click URL
- Logo

Note: The recommended length is 30–60 seconds.

Topical reCAP required materials

Please submit the following reCAP materials at least five days prior to the mail date:

- Two banners (can be the same size) and click URLs
- Topical reCAP category (used for the eNews banner and email subject line)
- Two CAP TODAY articles of your choice
- One customer content piece: white paper or press release with content related to the topic and 2–4 sentences of summary text that will be included in the eNews announcement
- List of email addresses the test message will be sent to for review and approval
- List of email addresses the Topical reCAP will be sent to on the mail date

Banner sizes:
- 300 × 250
- 600 × 160
- 160 × 600

Accepted banner formats:
- animated gif
- gif
- jpg
- png

Note: If you choose to include an animated gif, the first frame should contain the most important information.

Tradeshow Pre-Blast required materials

Please submit the banner—**and click URL(s)**—at least five days prior to the mail date.

Banner size:
- 300 × 250

Accepted banner formats:
- gif (static)
- jpg

- Press release or related URL
- 2–3 sentences to accompany banner

Product guide sponsorship required materials

Please submit all materials by the 25th of the month.

The Product Guide Sponsorship includes a banner and/or video on the Product Guide page, Print ad, and eNews announcement.

Product Guide page:
Includes a single banner or a banner and a video

- Banner size options: 728 × 90 or 300 × 250
- Video: See below

Print ad:
- High resolution PDF for ¼ tabloid vertical ad (see Print Mechanical Requirements for specifics)

eNews announcement:
- 600 × 160 or 160 × 600
- 300 × 250

Accepted banner formats:
- animated gif
- gif
- jpg
- third-party tags
- HTML5

Video (optional):
- Provide video or external link from YouTube
- Headline (maximum of 70 characters)
- Descriptive text for beneath the video (maximum of 250 characters)
- Learn more click URL
- Logo

Note: The recommended length is 30 to 60 seconds.

eNews blast required materials

Please submit eNews banner(s)—**and click URL(s)**—at least five days prior to the mail date.

eNews Combo Banners:
- Two banners (they can be the same or different sizes).
- If submitting two URLs, specify which is associated with each banner

eNews Single Banner:
- Submit one banner along with a click URL.

Banner size options:
- 300 × 250
- 600 × 160
- 160 × 600

Accepted banner formats:
- gif (static)
- jpg

Note: If you choose to include an animated gif, the first frame should contain the most important information.