2020 Advertising Rates

<table>
<thead>
<tr>
<th>Rate</th>
<th>1x</th>
<th>4x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>60x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>1,940</td>
<td>1,860</td>
<td>1,770</td>
<td>1,660</td>
<td>1,540</td>
<td>1,480</td>
<td>1,440</td>
<td>1,380</td>
<td>1,350</td>
</tr>
<tr>
<td>2/3 page</td>
<td>1,670</td>
<td>1,550</td>
<td>1,490</td>
<td>1,400</td>
<td>1,300</td>
<td>1,220</td>
<td>1,160</td>
<td>1,120</td>
<td>1,050</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1,450</td>
<td>1,380</td>
<td>1,300</td>
<td>1,240</td>
<td>1,220</td>
<td>1,090</td>
<td>1,040</td>
<td>990</td>
<td>960</td>
</tr>
</tbody>
</table>

Color

<table>
<thead>
<tr>
<th>4-color</th>
<th>1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd color matched from process</td>
<td>500</td>
</tr>
<tr>
<td>5th color or Pantone</td>
<td>750</td>
</tr>
</tbody>
</table>

Ads produced with combinations of process inks (cyan, magenta, yellow, and black) use color most economically. Many Pantone (PMS) specified colors can often be approximated using process inks. Call Keith Eilers, 847-832-7528, with questions about color use.

Inserts: Full-run insert rates are generally the B/W page rate times the number of insert pages. Please call for a specific quotation.

Outserts: Please contact your advertising director for details and availability.

Advertising Directors

East: Hally Birnbaum
Phone: 914-218-1943; Fax: 847-832-8153
captodayeast@gmail.com

Midwest: Alex Prochaska
Phone: 402-290-8203; Fax: 847-832-8153
alex@captoday.org

West: Lori Prochaska
Phone: 402-290-7670; Fax: 847-832-8153
lori@captoday.org

Publisher/Sales Office

Bob McGonnagle
325 Waukegan Road, Northfield, IL 60093
Phone: 847-832-7476; Fax: 847-832-8153
bmcgonn@cap.org

Advertising Materials

Keith Eilers, Ad Materials Manager
325 Waukegan Road, Northfield, IL 60093
Phone: 847-832-7528; Fax: 847-832-8528
keilers@cap.org

Classified Advertising

KERH Group, PO Box 207, Parker Ford, PA 19457
Phone: 888-489-1555, sales@kerhgroup.com
2020 Bonus Distribution at important pathology shows:
USCAP (March–Los Angeles); ASCO (June–Chicago); CAP20 (October–Las Vegas);
AMP (November–Vancouver); ASH (December–San Diego)

You should advertise in the
Archives of Pathology & Laboratory Medicine if:
- Pathologists are important targets for your services and products
- Your therapeutic drugs are tied to tests establishing personalized diagnostics
- You value smart media buying*

*Archives enjoys the highest receipt, readership, and ad exposure of any pathology journal worldwide.

2020 ARCHIVES Mechanical Requirements

<table>
<thead>
<tr>
<th>AD SIZES</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Nominal</strong></td>
</tr>
<tr>
<td></td>
<td>Width</td>
</tr>
<tr>
<td>Full page trim 8 x 10 3/4</td>
<td>7”</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>45/8”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>33/8”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7”</td>
</tr>
</tbody>
</table>

Journal Trim: 8” x 10 3/4” Safety: Please maintain 1/4” space inside trimming edges

Inserts and Outserts:
- Bind-in Inserts: Allow for 1/4” head trim. Allow for 1/8” for grind-off on gutter edge. Please leave 1/4” safety area on all four sides. Minimum paper weight: 50# text stock.
- Outserts: Must not exceed journal trim 8” x 10.75”

Please contact your representative for details and availability.

Issue and Closing dates
Frequency: Monthly


Materials: 28th of second month preceding issue date. March materials are due January 28.

Send advertising materials to:
Keith Eilers
Advertising Materials Manager
College of American Pathologists
325 Waukegan Road
Northfield, IL 60093
Phone: 847-832-7528
Fax: 847-832-8528
kellers@cap.org

File format: High resolution PDF with trim marks
All space reservations must be confirmed in writing prior to closing date

Extensions: Granted on case-by- case basis; contact your representative.

Specifications:
Binding: Perfect bound

Classifieds:
Contact KERH Group at 888-489-1555
or sales@kerhgroup.com

Digital Advertising:
Archives of Pathology & Laboratory Medicine offers a full website free to all without registration or fee. The worldwide web usage ensures optimal returns on digital advertising and blasts. Please see separate ARCHIVES 2020 Digital offerings.

Circulation
Archives of Pathology & Laboratory Medicine is received and read every month by 13,000 pathologists, including members of the College of American Pathologists, who enjoy their subscriptions as a member benefit through personal written request.

Readership:
- Pathologists: 13,000
- Paid Subscriptions: 500
- Total: 13,500

The latest PERO/HCI custom study on pathologist readership shows that Archives of Pathology & Laboratory Medicine leads all pathology journals in both receivership and readership, and is second only to CAP TODAY in generating advertising exposures to pathologists.