

# ARCHIVES

## of Pathology & Laboratory Medicine

### 2026 Black+White Advertising Rates; \*additional charge for color

Rate	1x	4x	6x	12x	18x	24x	36x	48x	60x
<b>Full page</b>	2,150	2,070	1,980	1,870	1,720	1,640	1,590	1,530	1,500
<b>2/3 page</b>	1,880	1,730	1,650	1,550	1,450	1,370	1,290	1,240	1,160
<b>1/2 page</b>	1,600	1,530	1,450	1,390	1,370	1,210	1,150	1,100	1,070

**Commission:** 15% to recognized agencies

### \*Color Costs

<b>4-color</b>	1,000
<b>2-color K+1</b>	\$700

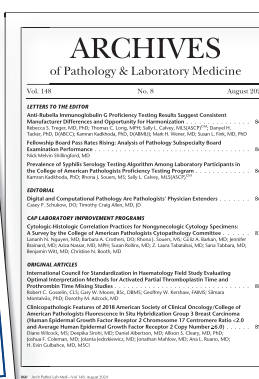
ARCHIVES is printed via 4-color process ink-CMYK. (Cyan, Magenta, Yellow, Black)

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

**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

#### 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

Kristen Anderson: 402-290-6486  
kristen@captoday.org

### Publisher/Sales Office

#### Bob McGonnagle

325 Waukegan Road, Northfield, IL 60093  
Phone: 847-832-7476; Fax: 847-832-8153  
bmcong@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

**Career Center:** www.captodayonline.com/cc

## 2026 Bonus Distribution at important pathology shows

Please contact your Advertising Director for updates

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.

\*M3-MI Pathology Media Research custom Study 2025



All advertising earns a combined rate based on the total number of ad units in the *Archives of Pathology* and CAP TODAY.

## 2026 ARCHIVES Mechanical Requirements

AD SIZES	Specifications			
	Nominal		Bleed	
	Width	Depth	Width	Depth
Full page trim: 8 x 10 <sup>3</sup> / <sub>4</sub>	7"	10"	8 <sup>1</sup> / <sub>4</sub> "	11"
2/3 Vertical trim: 5 x 10 <sup>3</sup> / <sub>4</sub>	4 <sup>5</sup> / <sub>8</sub> "	10"	5 <sup>1</sup> / <sub>4</sub> "	11"
1/2 Vertical trim: 3 <sup>3</sup> / <sub>4</sub> x 10 <sup>3</sup> / <sub>4</sub>	3 <sup>3</sup> / <sub>8</sub> "	10"	4"	11"
1/2 Horizontal trim: 8 x 5 <sup>1</sup> / <sub>8</sub>	7"	4 <sup>7</sup> / <sub>8</sub> "	8 <sup>1</sup> / <sub>4</sub> "	5 <sup>3</sup> / <sub>8</sub> "

**Journal Trim:** 8" x 10<sup>3</sup>/<sub>4</sub>" **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.

## Readers

*Archives of Pathology & Laboratory Medicine* is received and read every month by 14,000 pathologists, including members of the College of American Pathologists, who enjoy their subscriptions as a member benefit through personal written request.

### Readership:

Pathologists: 14,000

**Total:** 14,000

The latest M3-M1 Kantar Media Healthcare Research 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.

## Issue and Closing dates

**Frequency:** Monthly

**Insertion Orders:** 21st of second month preceding issue date. March issue closes January 21.

**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

keilers@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

### Digital Advertising

*Archives of Pathology & Laboratory Medicine* offers a full website free to all without registration or fee. Please see separate ARCHIVES 2025 Digital offerings.

2026  
Digital

# ARCHIVES

of Pathology & Laboratory Medicine

OPEN  
Website

www.archivesofpathology.org

The *Archives of Pathology & Laboratory Medicine* website attracts pathologists and laboratory directors in the U.S. and internationally recording impressive metrics utilizing GA4 analytics.

United States user traffic is by far #1, followed by India, Great Britain, Canada, and China for geographical usage countries.

The 2025 M3-MI Pathology Media Research custom study on pathologist readership shows that *Archives* leads all pathology journals in total readers.

Send materials to:  
Keith Eilers  
Digital Production  
Assistant Editor  
Phone: 847-832-7528  
keilers@cap.org

The screenshot shows the website's homepage. Callout A points to a VENTANA banner at the top. Callout B points to a sidebar advertisement for Orchard Enterprise Lab Information System. Callout C points to a featured article titled 'Behind every biomarker is an opportunity to provide precise answers.' Callout D points to a sponsored video titled 'How to Perform a Run and Post-Run Analysis with...'. The main content area displays the current issue (Volume 148, Issue 11, November 2024) and a list of articles under 'Latest', 'Most Read', and 'Most Cited' categories.

Rates	728 × 90 <b>A</b>		160 × 600 <b>B</b>		Center 300 x 250 <b>C</b>	Video Post <b>D</b>
Frequency	1×	6×	1×	6×	Monthly	Monthly
Rate	\$1100	\$900	\$900	\$800	\$1,500	\$2,500
Size	728×90 pixels		160×600 pixels		300×250 pixels	—
Format	jpg, animated gif, and third-party tags					Hosted URL
Deadline: 25th of month prior to publication						

Contact your Advertising Director for availability

Midwest and East: Alex Pacheco 402-290-8203 alex@captoday.org | West and East: Lori Prochaska 402-290-7670 lori@captoday.org


# ARCHIVES

## of Pathology & Laboratory Medicine

### E-direct

Learn more about innovative real-time PCR solutions for assay design and testing in this workshop. Having trouble viewing this email? [Click here.](#)

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[To learn more about OEM genetic services at Thermo Fisher Scientific »](#)

applied biosystems

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## ARCHIVES

### of Pathology & Laboratory Medicine

#### Archives of Pathology & Laboratory Medicine Latest Issue Alert



November 2022  
Volume 146, Issue 11

[Read This Issue](#)

#### SPECIAL SECTION—EIGHTH PRINCETON INTEGRATED PATHOLOGY SYMPOSIUM: BREAST PATHOLOGY, PART I

#### Frontiers in Breast Pathology

Puay Hoon Tan, MBBS, MD; Lanjing Zhang, MD

Arch Pathol Lab Med November 2022, Vol.146, 1301-1302. doi: 10.5858/arpa.2022-0301-ED

#### The World Health Organization Classification of Tumors and External Quality Assurance for Immunohistochemistry and Molecular Pathology

Ian A. Cree, MBChB, PhD; Dilani Lokuhetty, MBBS, MD; Puay Hoon Tan, MBBS, MD

Arch Pathol Lab Med November 2022, Vol.146, 1303-1307. doi: 10.5858/arpa.2021-0491-RA

#### Reporting of Surgically Removed Lymph Nodes for Breast Tumors: Recommendations From the International Collaboration on Cancer Reporting

Gábor Csérni, MD, PhD, DSc; Edi Brogi, MD, PhD; Hiram S. Cody, III, MD; Rahul Deb, MD, FEBP, FRCPath; Gelareh Farshid, MBBS, MD, MPH, FRCPA ...

Arch Pathol Lab Med November 2022, Vol.146, 1308-1318. doi: 10.5858/arpa.2022-0060-RA

#### Salivary Gland-Type Carcinomas of the Breast: A Review and Update With Emphasis on Molecular Advances and Differential Diagnosis

Christine Pesoli, MD; Mariam Youssef, MD; Shi Wei, MD, PhD

Arch Pathol Lab Med November 2022, Vol.146, 1319-1328. doi: 10.5858/arpa.2022-0028-RA

	E-direct
Rate	\$3,250
Size	max width 600 pixels
Format	html and text version
Deadline:	7 days prior to mail date

Stand out in a sea of emails. Let the Archives of Pathology and Lab Medicine deliver your custom message to 13,000 pathologists. Targeted reach. Effective results.

	eTOC banner
Frequency	Monthly
Rate	\$1,300
Size	468 × 120 pixels
Format	.jpg
Deadline: 25th of month prior to publication	

The Archives notifications notify pathologists that the new issue of Archives is available online. Banners on this email reach 13,000 pathologists per mailing. Great branding opportunity.