

2010

Classified Ad Rates

Issued: November 2009

Editorial Niche

Classified Print Advertising Rates



Issuance & Closing Dates

Bonus Distributions*

* Subject to change

Print Specifications

For more information:

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Pathologist Positions

www.cap.org

CAP TODAY is an official publication of the College of American Pathologist and circulates monthly to 51,000* laboratory professionals. CAP TODAY serves hospital and independent clinical laboratories, group medical practices, hospitals, and related institutions in the healthcare field.

* BPA, June 2008

Gross Classified Rates¹

Size	1 time	Size	1 time
Full page	\$6,320	1/3 page	\$2,840
3/4 page	\$5,160	1/4 page	\$1,690
Island	\$4,640	1/8 page	\$985
1/2 page	\$4,000	Col. Inch	\$265

New Frequency Packages

Place 2 ads, get the third for 30% off
Place 4 ads, get the fifth one for free

Color Rates

2-color \$535
4-color \$975

¹ Recognized advertising agencies, providing camera-ready materials as specified, receive 15% commission on gross billing, paid within 30 days. Agency discount will not apply to line ads. Pubset ads and production charges are non-commissionable.

Classified Headings

No special headings permitted. When no heading is requested, we will use our own judgment in classifying an ad.

Faculty Positions, Locum Tenens, Medical Meetings, Medical Services, Miscellaneous, Positions Available, Positions Wanted, Books/Supplies, Computer/Software, Medical Education, Medical Equipment/Supplies, Real Estate

Frequency: 12 issues a year

Copy changes/cancellations must be received on or before closing date of the scheduled issue(s).

Issue	Closing Date	Issue	Closing Date	Issue	Closing Date
Jan.*	Dec. 14, 2009	May	April 12, 2010	Sept.	Aug. 12, 2010
Feb.	Jan. 12, 2010	June*	May 13, 2010	Oct.*	Sept. 13, 2010
March	Feb. 15, 2010	July	June 14, 2010	Nov.*	Oct. 13, 2010
April	March 15, 2010	Aug.*	July 12, 2010	Dec.*	Nov. 15, 2010

*Print and Digital Issues

- February:** HIMSS 2010 Annual Conference & Exhibition, Atlanta, GA; March 1-4, 2010
- March:** USCAP 99th Annual Meeting, Washington, DC; March 20-26, 2010
- April:** Clinical Virology 26th Symposium, Daytona Beach, FL; April 25-28, 2010
15th Annual Executive War College, New Orleans, LA; April 27-28, 2010
CLMA 2010, Las Vegas, NV; May 3-6, 2010
- May:** ASM 110th General Meeting, San Diego, CA; May 23-27, 2010
ASCO 2010 Annual Meeting, Chicago, IL; June 4-8, 2010
- June:** AACC 2010 Annual Meeting and Clinical Lab Expo, Anaheim, CA; July 25-29, 2010
- July:** AACC 2010 Annual Meeting and Clinical Lab Expo, Anaheim, CA; July 25-29, 2010
- September:** Pathology Informatics, Boston, MA; TBD
CAP '10-The Pathologists' Meeting, Chicago, IL; September 26-29, 2010
NSH 36th Annual Symposium/Convention, Seattle, WA; September 24-29, 2010
AABB 2010 Annual Meeting, Baltimore, MD; October 9-12, 2010
- October:** ASC 58th Annual Scientific Meeting, Boston, MA; November 12-16, 2010
- November:** AMP 2010 Annual Meeting; San Jose, CA; Nov. 17-20, 2010
ASH 52nd Annual Meeting and Exposition, Orlando, FL; December 4-7, 2010

Size	Width	Height	Size	Width	Height
Full Page	9.75" X	13"	1/3V	4.875" X	9"
Trim Size	10.875" X	15.75"	1/4V	2.25" X	13"
3/4V	7.25" X	13"	1/4 Sq	4.75" X	6.125"
Island	7.25" X	10"	1/8V	2.25" X	6.125"
1/2V	4.75" X	13"	1/8H	4.75" X	3.1875"
1/2H	9.75" X	6.25"	Col. Inch	2.25" X	1"

Click the link below to be directed to our Web site for:

- Classified Print Specifications
- Production Materials
- Production Charges
- Administrative Fees
- Policies
- Billing & Credit

Or go directly to <http://www.valleyforgepress.com/terms.html>