

2010 Rates and Specifications

Audience

Pathologists and laboratory professionals

Circulation

Critical Values...News for the Entire Laboratory Team is distributed to 120,000 members of the American Society for Clinical Pathology (ASCP) Print version - 70,000 members; Online version - 120,000 members

Editorial Focus

January 2010: *Transitions*
 April 2010: *Education & Training*
 July 2010: *Image*
 October 2010: *Public Health*

Deadlines

<u>Issue</u>	<u>Space Reservation</u>	<u>Materials Due</u>
Jan 2010	Nov 6	Nov 13
April 2010	Feb 8	Feb 15
July 2010	May 7	May 14
Oct 2010	Aug 6	Aug 13

Rates

	1X	4X
Full Page Color	\$3,500	\$2,500
Half Page Color (Vertical or Horizontal)	\$2,250	\$1,500

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*Cover 4 dimensions: 7.5625" x 7.1874"

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Material Submission

Platforms: PC or Macintosh
 File formats: PDF (preferred format), EPS, TIFF and JPEG; CMYK at 300 dpi.

eBook specifications

Advertisements for placement in ebook required in pdf format. The preferred output resolution of the PDFs is 150 dpi, print ready quality with pages cropped to trim size of 7.562" x 10.1875".

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