



## 2011 Rates and Specifications

### Audience

Pathologists and laboratory professionals.

### Circulation

*Critical Values...News for the Entire Laboratory Team* is distributed to 130,000 members of the American Society for Clinical Pathology (ASCP).

Print version - 70,000 members  
Online version - 130,000 members

### Deadlines

Issue	Space Reservation	Materials Due
Jan 2011	Oct 31, 2010	Nov 15, 2010
April 2011	Jan 27, 2011	Feb 15, 2011
July 2011	April 30, 2011	May 14, 2011
Oct 2011	July 31, 2011	Aug 14, 2011

### Rates

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

**Bleed:** no additional charge

### Premium Positions

Cover 2	\$4,200
Cover 4*	\$4,200

\*Cover 4 dimensions: 7.5625" x 7.1874"

### Discounts

Agency commission 15% for accounts paid within 30 days of billing.

### Mechanical Requirements

Full Page .....	7" x 9.5"
Full Page Bleed.....	7.8125" x 10.4375"
Half Page Horizontal.....	7" x 4.75"
Half Page Vertical .....	3.5" x 9.5"

**Trim Size:** 7.562" x 10.1875"

### 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".

### Publisher

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### Sales and Advertising Materials

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