

2009 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 2009: *Communications*
 April 2009: *Molecular Testing*
 July 2009: *The Business Side*
 October 2009: *Quality*

Deadlines

<u>Issue</u>	<u>Space Reservation</u>	<u>Materials Due</u>
Jan 2009	Nov 7	Nov 14
April 2009	Feb 6	Feb 13
July 2009	May 8	May 15
Oct 2009	Aug 7	Aug 14

Rates

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

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Premium Positions

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*Cover 4 dimensions: 7.5625" x 7.1874"

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Full Page.....	7" x 9.5"
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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 8-1/8" x 10-7/8.

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