

# THE JOURNAL OF HISTOTECHNOLOGY

OFFICIAL JOURNAL OF THE NATIONAL SOCIETY FOR HISTOTECHNOLOGY

## RATES AND DATA Effective January 2018

### ADVERTISING REPRESENTATIVES

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**CUNNINGHAM ASSOCIATES**  
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### PUBLISHER

**Taylor & Francis Group**  
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Website: <http://www.tandfonline.com/toc/yhis20/current>  
[www.nsh.org](http://www.nsh.org)

## General Information

### 1. ISSUANCE:

- a. Frequency: Quarterly
- b. Issue Date: March, June, September, December
- c. Mailing Date: Month of issue

### 2. ESTABLISHED:

1977.

### 3. ORGANIZATION AFFILIATION:

Official Journal of the National Society for Histotechnology.

### 4. SUBSCRIPTION DATA:

- a. Subscription rates:
  - \$148 Individual print and online rate
  - \$248 Institutional print and online rate
- b. Annual percentage of renewals: 98%
- c. Number of issues sent after subscription expiration - none.

### 5. SPECIAL ISSUES:

March: Extended Abstracts from 2017 Meeting  
September: Bonus Distribution NSH Annual Symposium/Convention  
September 21-26, 2018, St. Louis, MO

### 6. EDITORIAL:

Original unpublished scientific and technical articles, significant modification of existing methods that deal with administration, education, general histology-cytology, histochemistry, immunochemistry, marine histology, nuclear histology, quality control histology, veterinary histology, quantitative-qualitative-histology and electron microscopy. All contributions are peer reviewed before acceptance.

### 7. REQUIREMENTS FOR ACCEPTANCE OF NEW PROFESSIONAL PRODUCTS FOR ADVERTISING:

Products generally of interest to the profession, subject to approval of the publisher through Advertising Representatives. Contact Cunningham Associates.

### 8. REQUIREMENTS FOR AD CLEARANCE:

Subject to approval of Editor. Copy of new ads must be sent to the advertising representative. Allow two weeks for clearance.

### 9. ADVERTISING OF NONPROFESSIONAL PRODUCTS OR SERVICES:

Society Advisory Board will accept or reject.

### 10. POLICY ON PLACEMENT OF PRINT ADVERTISING:

Advertising precedes and follows editorial

### 11. EDITORIAL-ADVERTISING RATIO:

Not to exceed 30% advertising

### 12. SERVICE TO ADVERTISERS:

- Reprints
  - Cover Tips
  - Outserts
- Contact advertising rep for details

### 13. STAFF:

Acting Editor in Chief: Gayle M. Callis  
Advertising: Jim Cunningham, Katie Tuzzolino

## Circulation

### 14. PRINT CIRCULATION:

4,500.

### 15. CIRCULATION VERIFICATION:

Sworn Statement.

### 16. COVERAGE AND MARKET:

- a. Coverage: National (96.5%); International.(3.5%)
- b. Market Served: Histologists employed in hospitals (63.5%), Universities (14.8%), Research (12.6%), Private Laboratories (8.4%), Veterinary Facilities (5.4%), Industry (3.0%), Other (9.6%). 61% are supervisors; 48.6% are responsible for training students. Includes member (90%) and non-members (10%) of the National Society for Histotechnology.

### 17. CLOSING DATES FOR PRINT AD SPACE:

Issue	Material Due
March	1/19/18
June	4/20/18
September	7/13/18
December	10/12/18

### 18. AGENCY COMMISSION:

15% Allowed only to agencies of record, with billing to the agency.

Payment terms: Net 30 days

# Rates

## 19. RATES: (Effective January 2018, Vol. 41)

	<u>1X</u>	<u>2X</u>	<u>4X</u>	<u>8X</u>	<u>12X</u>
Full Page	\$1,510	\$1,355	\$1,285	\$1,220	\$1,140
1/2 Page	\$1,085	\$990	\$920	\$880	\$775
1/4 Page	\$785	\$735	\$690	\$670	\$575

## 20. EARNED RATES:

Earned rates are based on accumulated space and/or frequency during a 12-month period. Space purchased by a parent company and subsidiaries is combined for accounting of earned rate.

## 21. COLOR RATES:

- Standard Color Rate: \$670
- List of Standard colors: 4A Colors
- Matched Color: \$770
- 3/Color & 4/Color: \$1,175

## 22. BLEED: No charge.

## 23. INSERTS:

- 2-Page Insert: Two times earned page rate
- 4-Page Insert: Four times earned page rate
- Larger units and gate-folds: On request

## 24. COVER AND PREFERRED POSITION RATES:

(Calendar year basis only.- non-cancelable.)

- 2nd Cover - 25% over earned black and white rate.
- 3rd Cover - 15% over earned black and white rate.
- 4th Cover - 50% over earned black and white rate.
- Other preferred positions: Page One, Opposite Table of Contents, Page Facing First Editorial Page, Page Facing First Article, Page Opposite Masthead, Page Opposite "Test Your Knowledge" - earned rate plus 25%; Page Facing Last Editorial Page - Earned Rate Plus 15%.

## 25. SPECIAL POSITIONING:

Consecutive right-hand pages: 10% of space charge, additional. Publisher will quote rates if other special positions are specifically requested and are available for a particular issue.

## 26. MISCELLANEOUS:

When copy is not provided before closing date, preceding advertisement will be repeated. All advertising content is subject to approval by the editor. Guarantee of rates and discounts: A uniform rate to all advertisers using the same amount and kind of space is guaranteed.

# Mechanical Requirements

## 27. Non-Bleed Sizes

	<u>Width</u>	<u>Height</u>
Spread (2 Fac. Pages)	14½"	10¾"
Full Page	7¼"	10¾"
1/2 Page (Horizontal)	7¼"	4¾"
1/2 Page (Vertical)	3¾"	10¾"
1/4 Page	3¼"	4¾"

## 28. Bleed Sizes

	<u>Width</u>	<u>Height</u>
Spread (2 Fac. Pages)	17"	11½"
Full Page	8½"	11½"
Trim Size	8¼"	10¾"

Keep all live matter 1/2" away from trim edges. Do not place small elements such as a body text within 1/4" of the gutter as these will not be visible in the fold.

## 29. Insert Sizes

	<u>Width</u>	<u>Height</u>
a. Size 2 Page	8½"	11½"
b. Size 4 Page	17"	11½"
c. Stock weights: Maximum 80 lb. except 70 lb. for gatefold. Samples of insert stock must be submitted to Advertising Representative for approval.		
d. Packing and labeling of inserts for shipping: Packed on up, folded if 4 pages, flat if 2 pages. The labels must show quantity and issue date insert is scheduled to run.		

## 30. PAPER STOCK:

- Inside Pages: 60# gloss
- Covers: 10pt C1S

## 31. BINDING: Perfect.

## 32. HALFTONE SCREEN: 133 line screen

## 33. REPRODUCTION REQUIREMENTS:

One piece (composite) negatives per color for offset printing, screened, right reading emulsion side down, .004 thickness, static free; Scotchprints from original engravings, separated for color, camera-ready copy or reproduction proofs when ad is all line work. PROOFS required on all ads, in color if color is used. Color keys and progressive proofs or chromalins required on all four color process; ship two complete sets with material. Letterpress plates and mats are not acceptable. Any work done by publisher to meet the above requirements will be billed at current hourly rates and is non-commissionable.

## 34. DIGITAL ADVERTISING

Digital files are preferred. Please contact Advertising Production, ktuzzolino@cunnasso.com for guidelines to submit digital files. For color ads, one chromalin or match-print must accompany the digital file.

## 35. CLOSING DATES - MECHANICAL:

- Offset materials and publication-set copy:  
January 19th for March, April 20th for June,  
July 13th for September, October 12th for December.
- Inserts: 10th of the month preceding month of issue.

## 36. DISPOSITION OF MATERIAL:

Material will be held for one year from last date of issue used and then destroyed, unless otherwise indicated.

## 37. ADDRESSES:

- Insertion Orders, contracts, and reproduction materials:  
Katie Tuzzolino  
CUNNINGHAM ASSOCIATES  
180 Old Tappan Road  
Old Tappan, NJ 07675  
Tel: (201) 767-4170, Fax: (201) 767-8065  
E-Mail: ktuzzolino@cunnasso.com
- Inserts:  
Keith Parsons, Account Manager  
Allen Press Incorporated  
810 East 10th Street  
Lawrence, KS 66044  
kparsons@allenpress.com

# Online Banner Advertising

The Journal of Histotechnology offers online banner advertising across all pages throughout the journal's website including:

- Home Page
- All Issue Pages
- All Article Pages

**AVERAGE MONTHLY IMPRESSIONS: 5,000/6,000**

**RATES: ADS ARE SOLD ON A MONTHLY BASIS AS FOLLOWS:**

- **1 – 3 Months:** \$400 per month
- **4 – 6 Months:** \$360 per month
- **7 – 9 Months:** \$320 per month
- **10+ Months:** \$280 per month

## AD SPECS:

- Leaderboard: 728 x 90
- Skyscraper: 160 x 600
- Banner adverts need to be JPEG or GIF files <200KB and sent with the click-thru URL
- Text (including URL) should not be embedded in the image
- Roll over text (up to 50 words) can also be included

## SEND INSERTION ORDER AND REPRODUCTION MATERIALS TO:

Katie Tuzzolino

CUNNINGHAM ASSOCIATES

180 Old Tappan Road

Old Tappan, NJ 07675

Tel: (201) 767-4170, Fax: (201) 767-8065

E-Mail: ktuzzolino@cunnasso.com

