

Advertising Prices 2024

The Journal of Histotechnology

tandfonline.com/yhis



Editor-In-Chief:

Yongfu Wang
(Complete Genomics Inc, CA, USA)

What is the Journal about?

The official journal of the National Society for Histotechnology, Journal of Histotechnology, aims to advance the understanding of complex biological systems and improve patient care by applying histotechniques to diagnose, prevent and treat diseases. Journal of Histotechnology is concerned with educating practitioners and researchers from diverse disciplines about the methods used to prepare tissues and cell types, from all species, for microscopic examination. This is especially relevant to Histotechnicians. Journal of Histotechnology welcomes research addressing new, improved, or traditional techniques for tissue and cell preparation. This includes review articles, original articles, technical notes, case studies advances in technology, and letters to editor. Topics may include, but are not limited to, discussion of clinical, veterinary, and research histopathology.

How many issues?

4 issues per year.

Print Circulation: 3,710

Monthly Impressions: 12,193

Content Alert Subscribers: 57

Print Ad Deadlines

Volume, Issue, Month	Space Deadline	Materials Deadline	Budgeted Ship Date
47(1) March 2024	January 16, 2024	January 30, 2024	February 29, 2024
47(2) June 2024	April 17, 2024	May 1, 2024	May 31, 2024
47(3) September 2024	July 19, 2024	August 2, 2024	September 2, 2024
47(4) December 2024	October 18, 2024	November 1, 2024	December 2, 2024

* Budgeted ship dates are subject to change.

a signed contract.

For all inquiries, please contact the sales agent:

Katie Tuzzolino

Cunningham Associates

180 Old Tappan Road, Old Tappan, NJ 07675

(201) 767-4170

ktuzzolino@cunnasso.com



Ask us about our Cover Wrap Special Issue advertising:

- Select articles with topics relevant to your physicians needs and support your brand messages
- Align your advertisement with the prestige of our peer reviewed journals
- Have us deliver hard copies directly to your physician lists.

- High resolution PDFs only. All images/graphics embedded as either EPS or TIF composite CMYK with all fonts embedded.
- All embedded images must be a minimum of 300 dpi.
- All materials supplied must be composite CMYK (any special colors e.g. Pantone by prior arrangement and additional cost).
- Please ensure all fonts are embedded and subsetted.
- PDFs with transparent elements need to be flattened.
- Circulation and number of impressions are subject to change and are based on yearly averages.



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Print Ad Rates

Ad Size	Black & White				
	1X	2X	4X	8X	12X
Full Page	\$1,540	\$1,380	\$1,310	\$1,245	\$1,165
1/2 Page	\$1,105	\$1,010	\$940	\$895	\$790
1/4 Page	\$800	\$750	\$705	\$685	\$585

Color Rates

- Standard Color Rate: \$685
- List of Standard colors: 4A Colors
- Matched Color: \$7,855
- 3/Color & 4/Color: \$1,200

Inserts

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

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

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.

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.

Insert Sizes

- Stock weights: Maximum 80 lb. except 70 lb. for gatefold. Samples of insert stock must be submitted to Advertising Representative for approval.
- Packing and labeling of inserts for shipping: Pa on up, folded if 4 pages, flat if 2 pages. The labels must show quantity and issue date insert is scheduled to run.

Paper Stock

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

Binding

- Perfect

Halftone Screen

- 133 line screen

Technical Specifications

Non-Bleed Sizes	Width (in)	Height (in)
Spread (2 Fac. Pages)	16.929	11.024
Full Page	8.465	11.024
1/2 Page (Horizontal)	8.465	5.512
1/2 Page (Vertical)	4.232	11.024
1/4 Page (Vertical)	4.232	5.512
Bleed Sizes	Width (in)	Height (in)
Spread (2 Fac. Pages)	17.165	11.259
Full Page	8.7	11.26
Trim Size	8.465	11.025
Insert Sizes	Width (in)	Height (in)
Size 2 Page	8.5	11.125
Size 4 Page	17	11.125



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Online Rates

Ad Size	Rates per Month			
	1-3 Months	4-6 Months	7-9 Months	10+ Months
Leaderboard	\$400 per month	\$360 per month	\$320 per month	\$280 per month
Skyscraper	\$400 per month	\$360 per month	\$320 per month	\$280 per month
MPU	\$400 per month	\$360 per month	\$320 per month	\$280 per month

Technical Specifications

Ad Size	Width (px)	Height (px)
Leaderboard	728	90
Skyscraper	160	600
MPU	300	250

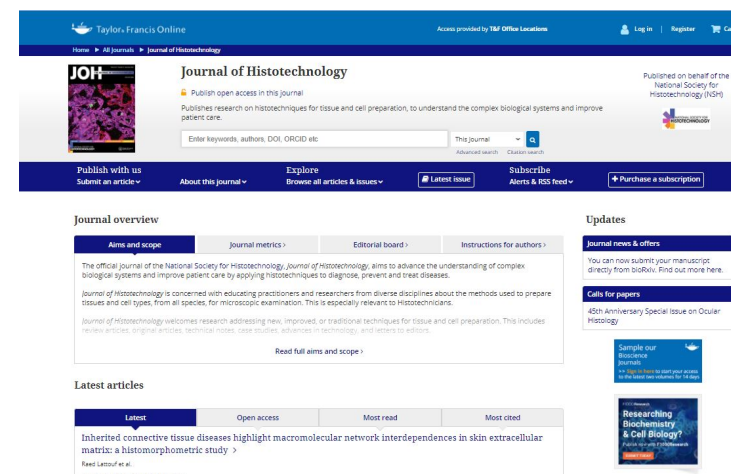
- Banner adverts need to be JPEG or GIF files <200KB and sent with the click-thru URL
- Text (including URL) should not be embedded in the image
- Roll over text (up to 50 words) can also be included

Insertion Orders, contracts, and reproduction materials:

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Inserts:

Megan Groft, Account Manager
Sheridan PA
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Hanover, PA 17331



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



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