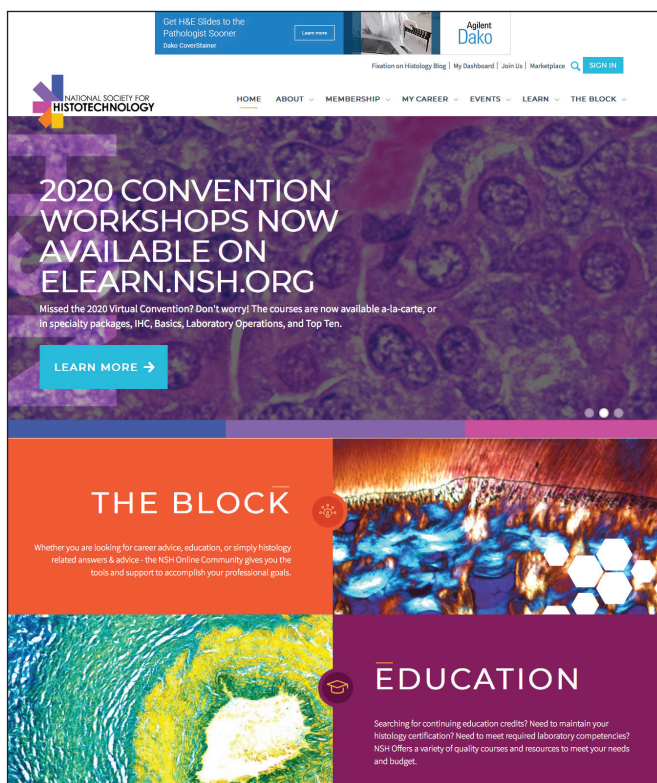


2024 DIGITAL ADVERTISING MEDIA KIT



The National Society for Histotechnology is a professional organization for individuals actively engaged in the histology field. Since its founding over 40 years ago, NSH's member community has grown to include over 3,000 histology professionals from around the world. Though much has changed, our mission has stayed true to our core purpose; to shape the future of Histotechnology through a global community of professionals committed to educating, advocating, and driving patient quality.



NSH WEBSITE

<https://www.nsh.org/home>

EXCLUSIVE ADVERTISING OPPORTUNITY

Limited to 10 advertisers each year. This highly-visible, leaderboard (728 x 90) position runs on all pages of the society's website including:

- Homepage
- Membership information
- Events
- The Block

COST

MONTHLY	QUARTER	6 MONTHS	YEAR
\$500/month	\$1,425 (\$475/month)	\$2,700 (\$450/month)	\$5,100 (\$425/month)

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UNDER THE MICROSCOPE NEWSBRIEF

Weekly e-mail blast sent to
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PRODUCT	AD DIMENSION	FILE FORMAT	FILE SIZE	COST			
				MONTHLY	QUARTER	6 MONTHS	YEAR
LEADERBOARD 1	728 x 90	GIF, JPG	40K	\$1,680	\$4,760	\$9,150	\$17,600
LEADERBOARD 2	728 x 90	GIF, JPG	40K	\$1,530	\$4,325	\$8,320	\$16,000
LEADERBOARD 3	728 x 90	GIF, JPG	40K	\$1,440	\$4,055	\$7,800	\$15,000
CALLOUT TEXT AD	125 x 100	GIF, JPG	40K	\$735	\$2,075	\$5,200	\$10,000
SPONSORED VIDEO	350 x 200	GIF, JPG, PNG	30K	\$1,050	\$2,975	\$5,720	\$11,000
HORIZONTAL SHOWCASE 1	275 x 175	GIF, JPG	40K	\$1,435	\$4,055	\$7,800	\$15,000
HORIZONTAL SHOWCASE 2	275 x 175	GIF, JPG	40K	\$1,335	\$3,785	\$7,280	\$14,000
HORIZONTAL SHOWCASE 3	275 x 175	GIF, JPG	40K	\$1,235	\$3,515	\$6,760	\$13,000

728x90 - Leaderboard 1

January 1, 2023



NSH

728x90 - Leaderboard 2

NSH News

ASCP, AMA Urge Congress to Address PFS Payment Cuts

Advocates are urging Congress to reverse payment cuts to the Medicare physician fee schedule (PFS), which pays for both physician services and technical services performed by laboratory personnel. Read the full press release [here](#).

Send Letter Now

Take Advantage of HistoQIP

Looking to improve the quality of histologic preparations in your lab? Sign-up for the HistoQIP program. Labs can submit stained slides semi-annually and have them evaluated by a panel of experts. The panels evaluate fixation, tissue processing and embedding, microtomy, staining, and coverslipping.

Sign Up Now

728x90 - Leaderboard 3

In the News

Sticky Cell Fingers Help Keep Breast Tumors Contained

Medical Xpress

Researchers at Turku University and Abo Akademi University, Finland, have identified that finger-like cellular extensions called filopodia contribute to building a barrier surrounding breast tumors. At the early stage of breast cancer malignant cells are imprisoned by a tissue barrier called a basement membrane that stops them from disseminating into other parts of the body. This early disease stage is typically not life-threatening, as surgery can remove the tumor. However, breast cancer can become lethal if it spreads and forms metastases.

125x100
Callout
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Patients Still Receive Surprise Medical Bills, Including for Medical Laboratory Testing, Despite Enactment of Federal No Surprises Act That Became Law on Jan. 1, 2022

As daily unexpected medical bills—which often include clinical laboratory test and pathology charges—are still arriving at patients' mailboxes, even though the federal No Surprises Act (H.R.3605) was passed as part of the Consolidated Appropriations Act, 2021 specifically to prevent that from happening. According to a survey conducted by Morril, a global research firm with offices in New York, Washington, D.C., and San Francisco, 20% of patients said they or a family member received an unexpected medical bill in 2022. Notably, survey respondents specifically mentioned charges for clinical laboratory testing as part of the unexpected balance billing they received.

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Reporting of Surgically Removed Lymph Nodes for Breast Tumors: Recommendations From an International Collaboration on Cancer Reporting

Journal of Pathology & Laboratory Medicine

The number of lymph nodes with metastatic carcinoma and the extent of metastatic involvement (micrometastases or macrometastases) carry specific clinical, treatment, and prognostic implications. Prospective randomized trials have proven that (1) sentinel node biopsy is not inferior to axillary lymph node dissection; (2) patients with cT1-T2 cN0 breast cancer and micrometastases or even macrometastases in 1 or 2 sentinel lymph nodes do not do worse than patients without metastases if appropriate adjuvant therapy is also given to them; or (3) radiotherapy might be an alternative treatment modality to surgical axillary clearance. Accordingly, at present sentinel lymph node biopsy is the preferred surgical procedure for axillary staging. Based on the results of the aforementioned studies, the number of sentinel lymph nodes with metastatic carcinoma and the extent of carcinoma present in the sentinel lymph nodes need to be precisely quantified to determine whether axillary dissection is warranted or it might be safely omitted.

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Headline

Bleicky Shades of Grey: Disease Outbreaks Influence the Color of Wolves Across North America

ScienceDaily

New research shows that black wolves are more likely to survive outbreaks of canine distemper virus (CDV). Yellowstone National Park wolves prefer to mate with those of the opposite color in areas where CDV outbreaks happen to improve the fitness of their offspring. CDV outbreaks may explain why black wolves become more common further south in North America.

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New Findings on Rare Mucinous Ovarian Cancer May Change Tx

Medscape

The largest study to date of mucinous ovarian cancer (MOC) offers hope for a more personalized treatment approach in patients diagnosed early with this rare form of the disease. MOC accounts for only about 3% of cases, and offers from the more common, high-grade serous form of epithelial ovarian cancer in that it is usually asymptomatic with large tumors. This leads to early diagnosis, often in women under 40 years old.

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Headline

Researchers Focus on the Identification of Markers to Improve Head and Neck Cancer Risk Assessment

Medical Life Sciences News

Malignant tumors in the head and neck region are very heterogeneous and therefore difficult to treat. In addition, the lack of prognostic markers is a significant impediment to personalized treatment. A joint study by MedUni Vienna and the Christian Doppler Laboratory for Applied Metabonomics focused on the development and identification of specific markers to improve risk assessment for patients. The study was published in the European Journal of Nuclear Medicine and Molecular Imaging.

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Ancient Viral DNA Helps Mouse Brains Fight Infection

The Scientist

Remnants of ancient viral DNA are still active in the genomes of animals alive today. At some point in evolutionary history, many of these so-called endogenous retroviruses inserted themselves into the DNA of their host, and their genetic code has been present ever since. Studies have found that this leftover DNA still serves crucial roles unique to mammals. In a study published in Development on September 28, scientists say they've characterized two retrovirus-derived genes that fight infections in the brains of mammals that give birth to live young, a group known as eutherians. Study coauthor Tomoko Kaneko-Ishino, a geneticist at Tohoku University in Japan, says it took her more than 30 years to uncover the function of two virus-derived genes.

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Headline

How COVID-19 Forever Changed the In Vitro Diagnostics Marketplace

Genes Engineering & Biotechnology News

In this session, Larry Warden, principal and founder of IVD Logic, present "How COVID-19 Forever Changed the In Vitro Diagnostics Marketplace." He discusses how COVID put a spotlight on clinical lab testing and the IVD industry, how the focus impacted non-COVID testing, the trend toward at-home diagnostic testing, the rapid emergence and expansion of new companies and manufacturing capacity for diagnostic testing platforms, and the anticipated reemergence of traditional market dynamics.

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Headline

'Time Lost is Lung Lost': Early Diagnosis Critical in Pulmonary Fibrosis

Health

Delayed diagnosis of pulmonary fibrosis is an unfortunate reality for many patients, but experts are seeking to address this problem by closing knowledge gaps and increasing awareness of the disease. "There are more than 200 causes for pulmonary fibrosis and the diagnostic process is fairly complex in the sense of understanding the demographic and clinical presentation of patients and investigations required," Tejwanti Kulkarni, MD, MPH, FICP, associate professor and director of the interstitial lung disease program within the division of pulmonary, allergy and critical care medicine at The University of Alabama at Birmingham, told Health.

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Headline

Fully Mature Hair Follicles Generated in the Lab as Cultured "Folliculoids"

Genes Engineering & Biotechnology News

A team of researchers from Japan studying the processes of hair follicle growth and hair pigmentation has successfully generated hair follicles in culture, by controlling epithelial-mesenchymal interactions (EMI), and the arrangement of epithelial and mesenchymal cells in three dimensions, in vitro. The scientists, headed by Tetsuo Kiyama, PhD, an assistant professor with the faculty of engineering at Yokohama National University, suggest that the new follicle model will enable new insights into hair follicle development, which could result in the

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UNDER THE MICROSCOPE DEDICATED eBLAST

EXCLUSIVE ADVERTISING OPPORTUNITY

- Sent to approximately 6,900 opt-in subscribers each deployment
- In August and September, in addition to the opt-in subscribers, all annual convention registrants will receive the eblast, as well.
- Two blasts available per month, except for August and September when opportunities are weekly

COST

- **January–July and October–December:**
\$5,100 per deployment
- **August and September:**
\$5,250 per deployment

E-BLASTS SPECS AND GUIDELINES

ADVERTISER MATERIAL CHECKLIST

- HTML file
- Subject line
- Test emails
- Please deliver creative at least 5 business days before the mail date.

SPECS, RECOMMENDATIONS AND NOTES

- **Max email width:** 728 px. (Under the Microscope's width is 728 px).
- **Recommended max length:** 900 px. Generally, the shorter your e-blast is, the better it will perform.
- **Use tables to layout your emails:** Emails aren't as sophisticated as web pages when processing code, leading to spacing and styling issues. The best way to match your email design with your creative design is to use table layouts. You can still include CSS in our header, but you should always add your CSS as inline styles in your table layout.
- **Outlook display issues:** Outlook does not translate coding the same way as other mail clients. Most Outlook versions will not support one or more of the following: CSS margins, padding, line-height, and justified text; floating images; button fonts; and spacing within paragraphs. You can incorporate Outlook conditional CSS but using table layouts with inline styles and system fonts provides you with greater control and consistency.
- **Avoid animated gifs:** With many mail clients, only the first frame will display. If you choose to include an animated gif, the first frame should contain the most important information.
- **Embed your images!**
- **One-image blasts:** Because most email clients initially block images by default, using one image versus images and text can create problems: image-only e-directs look like spam; your content is invisible, so people won't see your message unless they load images; and you're adding to the email size, which will lengthen the image display time.
- **Exporting MS Word HTML file:** Please do not send this type of HTML because it uses tags specific to Microsoft Word, and these tags do not translate properly within our email marketing platform. You may, however, copy and paste code from an HTML editor software, e.g., Dreamweaver, into a Word document.

For more information, contact Katie Tuzzolino – ktuzzolino@cunnasso.com

