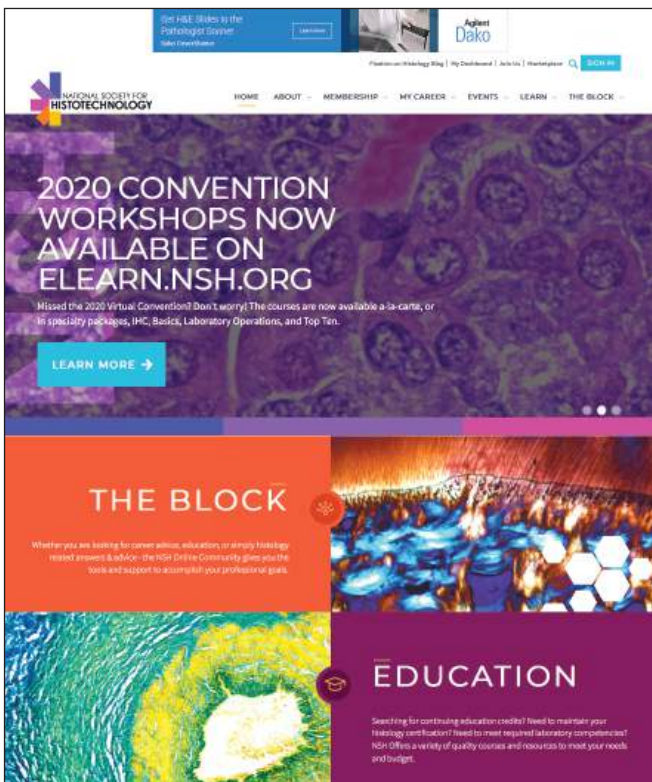


# 2026 DIGITAL ADVERTISING MEDIA KIT



The National Society for Histotechnology is a non-profit professional membership organization representing histology professionals practicing in the medical and public health laboratory workforce. Histotechnology is the science dealing with the structure of cells and their formation into tissues and organs. The profession is responsible for the preparation of all pathological tissue samples removed and collected from the human body. The samples are assessed microscopically for diagnostic, prognostic and treatment purposes. The National Society of Histotechnology supports practicing histologists worldwide by providing education to train and demonstrate competency in an increasingly complex medical laboratory-testing environment.



## 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
\$525/month	\$1,500 (\$500/month)	\$2,850 (\$475/month)	\$5,400 (\$450/month)

## CUNNINGHAM ASSOCIATES

P.O. Box 306 ■ Ringwood, NJ 07456  
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# UNDER THE MICROSCOPE NEWSBRIEF

Weekly e-mail blast sent to an average of 6,900 opt-in recipients

PRODUCT	AD DIMENSION	FILE FORMAT	FILE SIZE	COST			
				MONTHLY	QUARTER	6 MONTHS	YEAR
LEADERBOARD 1	728 x 90	GIF, JPG, PNG	40K	\$1,560	\$4,410	\$8,485	\$16,320
LEADERBOARD 2	728 x 90	GIF, JPG, PNG	40K	\$1,470	\$4,135	\$7,955	\$15,300
CALLOUT TEXT AD	125 x 100	GIF, JPG, PNG	40K	\$750	\$2,115	\$5,305	\$10,200
PRODUCT SHOWCASE 1 (VIDEO OR IMAGE)	350 x 200 OR 275 x 175	GIF, JPG, PNG	40K	\$1,070	\$3,035	\$5,835	\$11,220
PRODUCT SHOWCASE 2 (VIDEO OR IMAGE)	350 x 200 OR 275 x 175	GIF, JPG, PNG	40K	\$1,025	\$3,000	\$5,500	\$10,525
PRODUCT SHOWCASE 3 (VIDEO OR IMAGE)	350 x 200 OR 275 x 175	GIF, JPG, PNG	40K	\$950	\$2,650	\$5,000	\$9,895
PRODUCT SHOWCASE 4 (VIDEO OR IMAGE)	350 x 200 OR 275 x 175	GIF, JPG, PNG	40K	\$875	\$2,425	\$4,750	\$9,300

The collage displays several examples of the advertising formats listed in the table above. It includes a full-page layout for January 1, 2026, with a 'MICROSCOPE' header and 'NSH' logo. Below the header are various ad placements: a 728x90 Leaderboard 1, a 125x100 Callout Text Ad, a 350x200 Product Showcase 1, a 728x90 Leaderboard 2, a 350x200 Product Showcase 2, a 350x200 Product Showcase 3, and a 350x200 Product Showcase 4. Each ad format is shown with a sample headline and image, demonstrating how they would appear in an email newsletter.

# 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:**  
\$5,250 per deployment
- **August and September:**  
\$5,500 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



### March into Springtime with a Fresh Batch of Histology Essentials

Springtime is just around the corner and it's time to reveal a new season of growth and freshness. As diagnostic demands begin to rise, we recognize that there will be a greater need to replenish your supply of histology reagents. Once you review our selection, and identify depleted supplies, restock by securing your new reagents from

- Featured Products:**
- HistoChem Dyes & Stains – counterstaining, counter, color and clarity
  - Glucose Stain – the universal stain for histology, hematology, and more
  - Wright Stain – facilitate the differentiation of blood cell types
  - HistoKit of Fine-Avianium Stain for counterstain, counterstain results in histology & hematology staining
  - Gold Standard IHC antibodies & reagents



Stop by booth 301 to celebrate 50 years!

**50 YEARS**  
**2023 NSH CONVENTION**  
BALTIMORE, MD | SEPTEMBER 6-12



**AVANTIK**  
The Leading Edge of Cutting Technology  
Learn More  
AVANTIK



**BECOME A HISTO HERO!**  
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