

2026



The Journal of Histotechnology

tandfonline.com/yhis

3,300

print
circulation

13,641

monthly
impressions

37

content alert
subscribers



Editor-In-Chief

Yongfu Wang
(Complete Genomics Inc, CA, USA)

How many issues?

4 issues per year

**For all inquiries, please contact
the sales agent: *Katie Tuzzolino,*
*Cunningham Associates***



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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.



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Print Ad Deadlines

Volume, Issue, Month	Space Deadlines	Materials Deadlines	Budgeted Ship Date
49(1) March 2026	January 6, 2026	January 20, 2026	March 5, 2026
49(2) June 2026	April 6, 2026	April 20, 2026	June 3, 2026
49(3) September 2026	July 7, 2026	July 21, 2026	September 3, 2026
49(4) December 2026	October 5, 2026	October 19, 2026	December 2, 2026

*Budgeted ship dates are subject to change.

Print Ad Rates

	B&W, 1X	B&W, 2X	B&W, 4X	B&W, 8X	B&W, 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

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

Inserts

- 4-Page Insert: Four times earned page rate
- 2-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

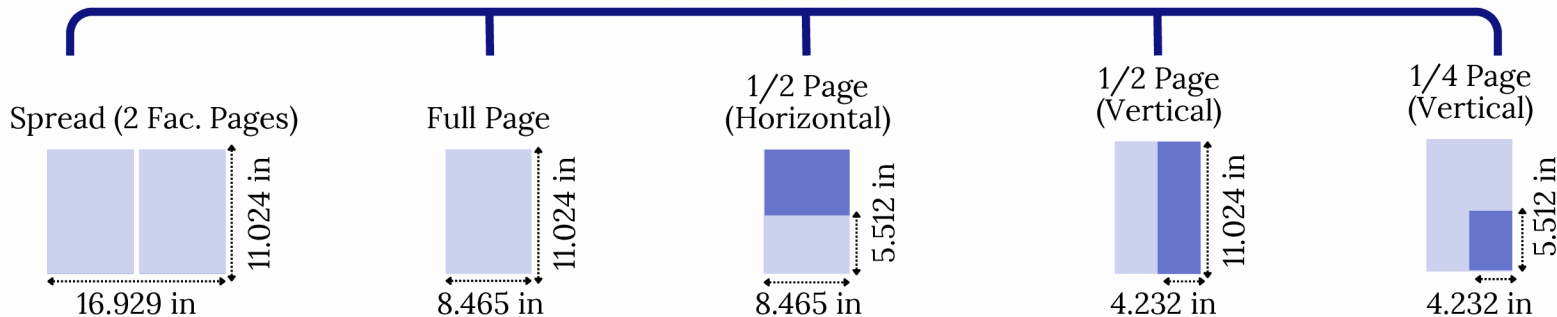
- 133 line screen



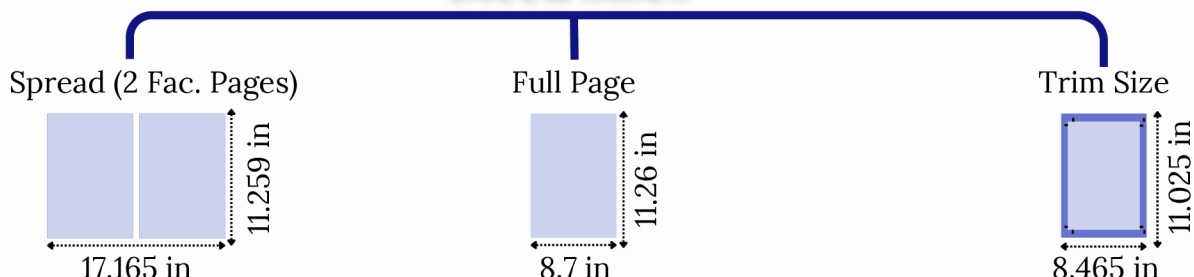
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Print Specifications & Guidelines

Non-Bleed Sizes



Bleed Sizes

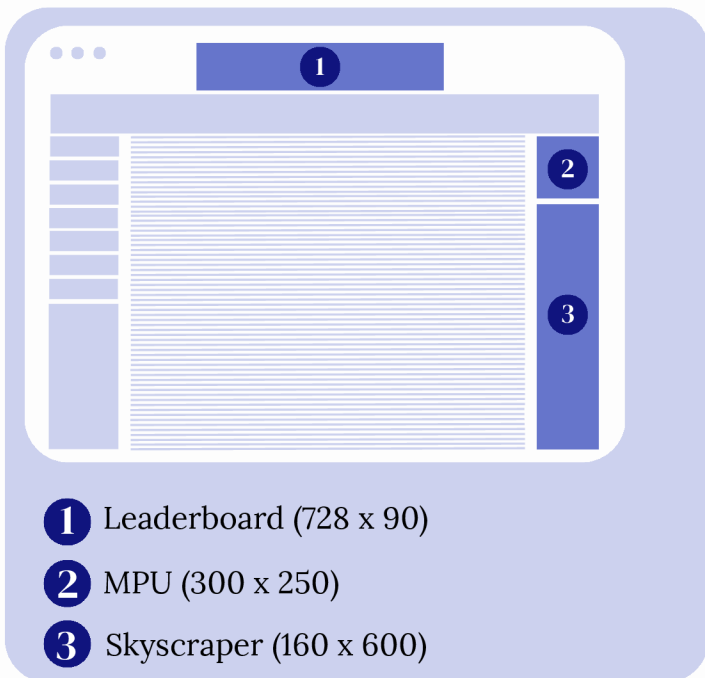


Insert Sizes

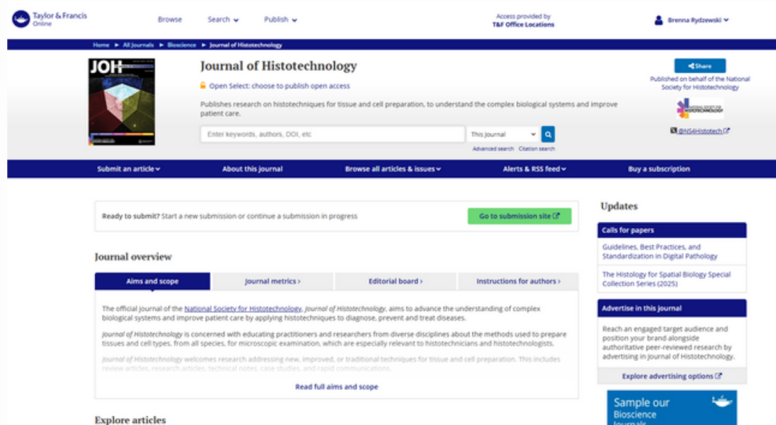


- High resolution PDFs only. All images/graphics embedded as either EPS or TIF composite CMYK with all fonts embedded.
- All materials supplied must be composite CMYK (any special colors e.g. Pantone by prior arrangement & additional cost.)
- Circulation and number of impressions are subject to change and are based on yearly averages.
- All embedded images must be a minimum of 300 dpi.
- Please ensure all fonts are embedded and subsetted.
- PDFs with transparent elements need to be flattened.
- Ads must be set to the journal trim size US A4 280 x 215mm.
- Bleed requirement: extend 1/8 inch past trim on all edges.
- Safe zone: no text should be within 1/4 inch of the trim on all 4 sides or risks cutoff.
- The total percentage of ink coverage should be under 300% or it may result in smudging at press. Ink density refers to the percentage of each CMYK colour used in file creation. The printer requires that the total ink coverage remains below 300% to prevent potential smudging during printing. This is a Sheridan standard that applies to all titles and must be maintained. For instance, 100% black can be represented using K=100%. Alternatively, it can be constructed as C=100%, M=100%, Y=100%, K=100%. While both methods appear visually identical, the CMYK construction introduces more ink and is not advisable. Advertisers should be mindful of similar considerations in their colour builds.

Online Ad Rates



- 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



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

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

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

Insertion Orders, contracts, and reproduction materials:

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Inserts

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