

The Journal of Histotechnology



Print Circulation 3,779

Page Impressions 17,758

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 editors.

Topics may include, but are not limited to, discussion of clinical, veterinary, and research histopathology.

Print Deadlines

Volume, Issue, Month	Space Deadlines	Materials Deadlines	Print Deadlines
44(1) March	January 18, 2021	February 1, 2021	March 1, 2021
44(2) June	April 16, 2021	April 30, 2021	June 1, 2021
44(3) September	July 16, 2021	July 30, 2021	August 31, 2021
44(4) December	October 15, 2021	October 29, 2021	November 30, 2021

* Inserts: 10th of the month preceding month of issue.

Editor-in-Chief Gayle M. Callis



ADVERTISING RATES 2021

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: \$7855
- 3/Color & 4/Color: \$1,200

Inserts

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

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

- 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 and additional cost).
- Circulation and number of impressions are subject to change and are based on yearly averages.

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

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: Packed 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 C15

Binding

- Perfect

Halftone Screen

- 133 line screen

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

Contact details

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ADVERTISING RATES 2021

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



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

Insertion Orders, contracts, and reproduction materials:

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Inserts:

Megan Groft, Account Manager
Sheridan PA
450 Fame Ave
Hanover, PA 17331
Megan.groft@sheridan.com

Technical Specifications

Ad Size	Width (px)	Height (px)
Leaderboard	728	90
Skyscraper	160	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

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