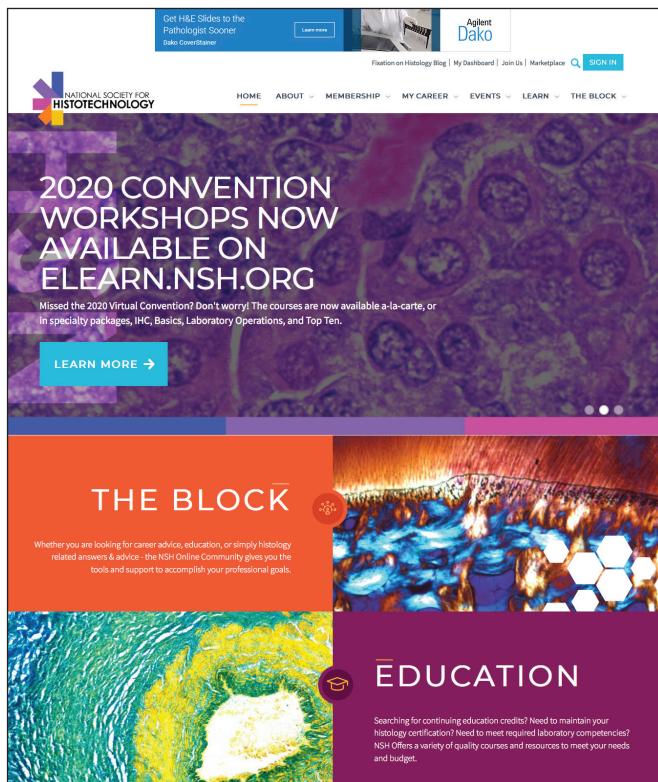


# 2026 DIGITAL ADVERTISING MEDIA KIT



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

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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

January 1, 2026

**under the MICROSCOPE** NSH

**728x90 - Leaderboard 1**

**In the News**

A breakthrough tool for detecting problems during protein synthesis

In eukaryotic cells – found in animals, plants, and fungi – protein synthesis involves more than the simple folding of a polypeptide chain. The process is highly regulated, involving the addition of specific modifications to the polypeptide chain, such as the formation of disulfide (S-S) bonds, which are vital for their structural and functional integrity. Detecting and troubleshooting the ER and Golgi pathways for these specific modifications and understanding the molecular mechanisms involved in this process is essential in biology and medical science. Unfortunately, the tools available to study them are either quite limited in scope or require exceptionally expensive equipment and carefully repeated measurements.

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**728x90 - Leaderboard 2**

**CD3+ Tumor-infiltrating lymphocytes in Breast Carcinoma: Their Prognostic Role and Association With Clinical Parameters**

Breast carcinoma is the most common carcinoma among women globally, accounting for 24% of all carcinomas in females. It is also the most prevalent cancer among women in the United States. Breast carcinoma is an infiltrating carcinoma with specific clinical patterns, pathologic features, prognostic variables, and therapy responses. Tumor-infiltrating lymphocytes (TILs) are a mix of T-cells (T<sub>H</sub>1, T<sub>B</sub>, B cells (B<sub>T</sub>), and natural killer (NK) cells that are nested in and around the neoplastic cells. This interaction between the body's immune system and the carcinoma forms the basis of this study. Most TILs known as stromal T<sub>H</sub>1 (sT<sub>H</sub>1) are located in the stromal area immediately adjacent to the tumor.

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**350x200 Screenshot of Your Video**

Screening and diagnosis have never been easier. The heuristics of falling board exams, failing, after all, is part of the education process. But how disconcerting would it be to learn years later that you actually passed those exams? For about 70 pathology students, specifically what happened on the board exam was a mystery. The students were told they had failed an exam when they had not. MedPage Today reported that the dates ranged from 2022 to 2024 and affected 76 students out of 4,039. In its official statement, ABRP wrote, "We had recently conducted a review and rescoring of the Primary and Subspecialty certification examination in doing so. ABRP identified that a small percentage of candidates (less than 2%) actually met the passing score requirements that were previously scored as slightly below the passing score threshold."

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**Calculus detection located by Molecular Fingerprinting**

Genomic engineering and biotechnology have made them suitable as long-term memory of the body. Genomic engineering and biotechnology are the main focus of the Center for Genomic Regulation (CGR) in Barcelona. CGR reveals different types of cancer have unique molecular "fingerprints" that are detectable in the early stages of the disease and can be picked up with near-perfect accuracy by small, portable scanners in a few hours. The discovery lays the groundwork for creating new, noninvasive diagnostic tests that detect different types of cancer faster and easier than currently possible.

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**Avian flu: three new cases in England**

Three new avian flu cases have been detected in sites in East Anglia and East Yorkshire, officials have confirmed. Protection and surveillance zones are now in place around each of the affected sites – in Norfolk and one near Beverley – where the H5N1 virus strain has been found. The news comes as the number of cases reported in England since the present outbreak began last month to six. Although avian flu is not a threat to humans, the latest case yesterday (10 December), officials said they had made the decision to "pre-emptively" cull birds at one of them – near Wrentham in Norfolk – on Monday because "the clinical signs observed".

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**Product Showcase**

**275x175 Horizontal Showcase 2**

**Headline**  
100 words or less  
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**American Board of Pathology Admits to Mistakenly Falling 78 Students**

Board Data

There are always young pathologists who experience the heuristics of falling board exams, failing, after all, is part of the education process. But how disconcerting would it be to learn years later that you actually passed those exams? For about 70 pathology students, specifically what happened on the board exam was a mystery. The students were told they had failed an exam when they had not. MedPage Today reported that the dates ranged from 2022 to 2024 and affected 76 students out of 4,039. In its official statement, ABRP wrote, "We had recently conducted a review and rescoring of the Primary and Subspecialty certification examination in doing so. ABRP identified that a small percentage of candidates (less than 2%) actually met the passing score requirements that were previously scored as slightly below the passing score threshold."

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**Product Showcase**

**275x175 Horizontal Showcase 3**

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**Prostate cancer vaccines: Progress, challenges, and future directions**

News Medical Life Sciences

Prostate cancer is a common malignancy affecting the male genitourinary system. Standard treatments, such as androgen deprivation therapy (ADT), often prove ineffective for patients with castration-resistant prostate cancer (CRPC) or metastatic disease (mCRPC). Although second-line treatments, such as abiraterone, enzalutamide, and apalutamide, have shown promise, these drugs do not provide a complete cure. Tumor immunotherapy, which uses the body's immune system to target and eliminate cancer cells, has emerged as a promising avenue. Among the primary approaches are adoptive cell therapy, including chimeric antigen receptor (CAR) T cells, and cancer vaccines. Cancer vaccines are designed to target cancer T cells, which are the body's natural cancer fighters. However, challenges such as tumor heterogeneity complicate the development of universal vaccines.

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**NSH Updates**

**Colic disease linked to higher risk for developing slopecia areata**

Colic disease is associated with an increased risk for developing slopecia areata, according to a letter to the editor published online Nov. 21 in the Journal of the American Academy of Dermatology. Krishvan Venkatesh, from the Texas A&M University College of Medicine in Bryan, and colleagues analyzed the medical records of 1,000 patients with colic disease and the incidence of slopecia areata. The analysis included 495,211 individuals with colic disease matched for age, gender, race/ethnicity, and other comorbidities to 1,000 individuals without colic disease.

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**Under the Microscope**

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The NSH member community is made of individuals actively engaged in all aspects of the histology field, as well as career and past or future interests in histology, such as students and retired professionals. Together, we are more than 30,000 individuals strong, providing a unique platform to engage and connect with the histology community through quality education and professional relationships to enrich and grow careers. To find out more on how to join NSH, [join NSH](#).

National Society for Histotechnology  
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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:** \$5,250 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-direccts 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

