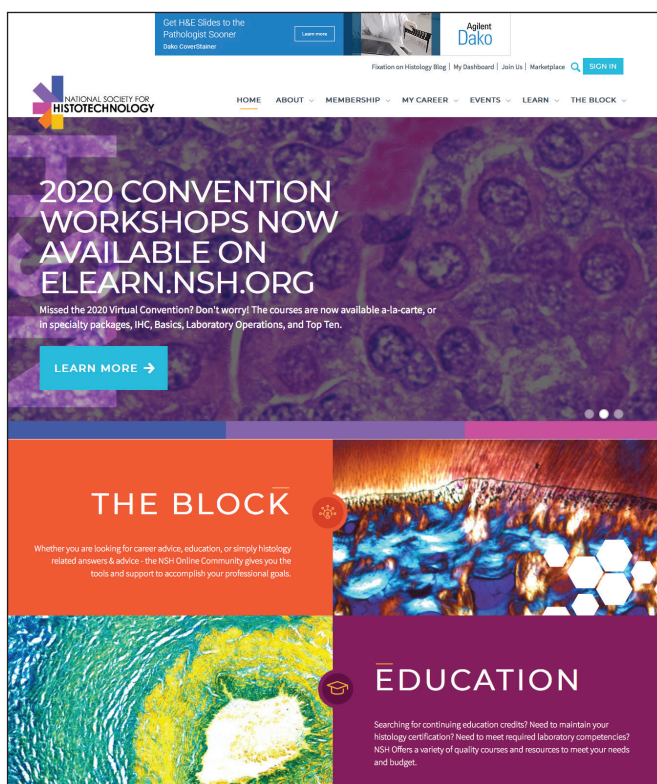


2026 DIGITAL ADVERTISING MEDIA KIT



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

Source: Daily

In eukaryotic cells – found in animals, plants, and fungi – protein synthesis involves more than the simple assembly of amino acids in ribosomes. Nearly one-third of all human proteins must be transported to the endoplasmic reticulum (ER) during or shortly after their synthesis. In the ER, these proteins undergo crucial folding and modifications, including the formation of disulfide (S-S) bonds, which are vital for their structure and function. Disruptions in protein translocation to the ER or disulfide bond formation underlie several diseases, and understanding the mechanisms that govern these processes 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.

Read More

728x90 - Leaderboard 2

CD3+ Tumor-Infiltrating Lymphocytes in Breast Carcinoma: Their Prognostic Role and Association With Clinical Parameters

Source: Cancer

Breast carcinoma is the most common carcinoma among women globally, accounting for 24% of all carcinoma cases in women. It is also the most prevalent carcinoma among women in India. Breast carcinoma is a multifactorial disease with diverse clinical patterns, pathological features, prognostic variables, and therapy responses. Tumor-infiltrating lymphocytes (TILs) are a mix of T-cells (TIL-T), B cells (TIL-B), 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 TILs (s-TILs) are located in the stromal area immediately adjacent to the tumor.

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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-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

