General Information

1. ISSUANCE:
   a. Frequency: Quarterly
   b. Issue Date: March, June, September, December
   c. Mailing Date: Month of issue

2. ESTABLISHED:
   1977.

3. ORGANIZATION AFFILIATION:
   Official Journal of the National Society for Histotechnology.

4. SUBSCRIPTION DATA:
   a. Subscription rates:
      $148 Individual print and online rate
      $248 Institutional print and online rate
   b. Annual percentage of renewals: 98%
   c. Number of issues sent after subscription expiration - none.

5. SPECIAL ISSUES:
   March: Extended Abstracts from 2019 Meeting
   September: Bonus Distribution NSH Annual Symposium/Convention
               October 16-21, 2020, Reno, NV

6. EDITORIAL:
   Original unpublished scientific and technical articles, significant modification of existing methods that deal with administration, education, general histology-cytology, histochemistry, immunochemistry, marine histology, nuclear histology, quality control histology, veterinary histology, quantitative-qualitative-histology and electron microscopy. All contributions are peer reviewed before acceptance.

7. REQUIREMENTS FOR ACCEPTANCE OF NEW PROFESSIONAL PRODUCTS FOR ADVERTISING:
   Products generally of interest to the profession, subject to approval of the publisher through Advertising Representatives. Contact Cunningham Associates.

8. REQUIREMENTS FOR AD CLEARANCE:
   Subject to approval of Editor. Copy of new ads must be sent to the advertising representative. Allow two weeks for clearance.

9. ADVERTISING OF NONPROFESSIONAL PRODUCTS OR SERVICES:
   Society Advisory Board will accept or reject.

10. POLICY ON PLACEMENT OF PRINT ADVERTISING:
    Advertising precedes and follows editorial.

11. EDITORIAL-ADVERTISING RATIO:
    Not to exceed 30% advertising.

12. SERVICE TO ADVERTISERS:
    - Reprints
    - Cover Tips
    - Outserts
    Contact advertising rep for details.

13. STAFF:
    Acting Editor in Chief: Gayle M. Callis
    Advertising: Katie Tuzzolino, Jim Cunningham

Circulation

14. PRINT CIRCULATION:
    4,500.

15. CIRCULATION VERIFICATION:
    Sworn Statement.

16. COVERAGE AND MARKET:
    a. Coverage: National (96.5%); International (3.5%)
    b. Market Served: Histologists employed in hospitals (63.5%), Universities (14.8%), Research (12.6%), Private Laboratories (8.4%), Veterinary Facilities (5.4%), Industry (3.0%), Other (9.6%). 61% are supervisors; 48.6% are responsible for training students. Includes member (90%) and non-members (10%) of the National Society for Histotechnology.

17. CLOSING DATES FOR PRINT AD SPACE:
    | Issue     | Material Due |
    |-----------|-------------|
    | March     | 1/14        |
    | June      | 4/10        |
    | September | 7/10        |
    | December  | 10/15       |

18. AGENCY COMMISSION:
    15% Allowed only to agencies of record, with billing to the agency.
    Payment terms: Net 30 days
Rates

19. RATES: (Effective January 2020, Vol. 43)

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>2X</th>
<th>4X</th>
<th>8X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,540</td>
<td>$1,380</td>
<td>$1,310</td>
<td>$1,245</td>
<td>$1,165</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,105</td>
<td>$1,010</td>
<td>$940</td>
<td>$895</td>
<td>$790</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$800</td>
<td>$750</td>
<td>$705</td>
<td>$685</td>
<td>$585</td>
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20. 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.

21. COLOR RATES:
   a. Standard Color Rate: $685
   b. List of Standard colors: 4A Colors
   c. Matched Color: $785
   d. 3/Color & 4/Color: $1,200

22. BLEED: No charge.

23. INSERTS:
   a. 2-Page Insert: Two times earned page rate
   b. 4-Page Insert: Four times earned page rate
   c. Larger units and gate-folds: On request

24. COVER AND PREFERRED POSITION RATES:
   (Calendar year basis only.- non-cancelable.)
   a. 2nd Cover - 25% over earned black and white rate.
   b. 3rd Cover - 15% over earned black and white rate.
   c. 4th Cover - 50% over earned black and white rate.
   d. 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 Knowledge” - earned rate plus 25%; Page Facing Last Editorial Page - Earned Rate Plus 15%.

25. 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.

26. MISCELLANEOUS:
When copy is not provided before closing date, preceding advertisement will be repeated. All advertising content is subject to approval by the editor. Guarantee of rates and discounts: A uniform rate to all advertisers using the same amount and kind of space is guaranteed.

Mechanical Requirements

27. Non-Bleed Sizes

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Spread</td>
<td>16.929&quot;</td>
<td>11.024&quot;</td>
</tr>
<tr>
<td>Full</td>
<td>8.465&quot;</td>
<td>11.024&quot;</td>
</tr>
<tr>
<td>1/2 Page (Horizontal)</td>
<td>8.465&quot;</td>
<td>5.512&quot;</td>
</tr>
<tr>
<td>1/2 Page (Vertical)</td>
<td>4.232&quot;</td>
<td>11.024&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>4.232&quot;</td>
<td>5.512&quot;</td>
</tr>
</tbody>
</table>

28. Bleed Sizes

<table>
<thead>
<tr>
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<th>Width</th>
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</thead>
<tbody>
<tr>
<td>Spread</td>
<td>17.165&quot;</td>
<td>11.259&quot;</td>
</tr>
<tr>
<td>Full</td>
<td>8.7&quot;</td>
<td>11.26&quot;</td>
</tr>
<tr>
<td>Trim Size</td>
<td>8.465&quot;</td>
<td>11.025&quot;</td>
</tr>
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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.

29. Insert Sizes

<table>
<thead>
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</thead>
<tbody>
<tr>
<td>a. Size 2 Page</td>
<td>8½&quot;</td>
<td>11¼&quot;</td>
</tr>
<tr>
<td>b. Size 4 Page</td>
<td>17&quot;</td>
<td>11¼&quot;</td>
</tr>
</tbody>
</table>
| c. Stock weights: Maximum 80 lb. except 70 lb. for gatefold. Samples of insert stock must be submitted to Advertising Representative for approval.
| d. 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.

30. PAPER STOCK:
   a. Inside Pages: 60# gloss
   b. Covers: 10pt C1S

31. BINDING: Perfect.

32. HALFTONE SCREEN: 133 line screen

33. REPRODUCTION REQUIREMENTS:
One piece (composite) negatives per color for offset printing, screened, right reading emulsion side down, 304 thickness, static free; Scotchprints from original engravings, separated for color, camera-ready copy or reproduction proofs when ad is all line work. PROOFS required on all ads, in color if color is used. Color keys and progressive proofs or chromalins required on all four color process; ship two complete sets with material. Letterpress plates and mats are not acceptable. Any work done by publisher to meet the above requirements will be billed at current hourly rates and is non-commissionable.

34. DIGITAL ADVERTISING:
Digital files are preferred. Please contact Advertising Production, ktuzzolino@cunnasso.com for guidelines to submit digital files. For color ads, one chromalin or match-print must accompany the digital file.

35. CLOSING DATES - MECHANICAL:
   a. Offset materials and publication-set copy: January 14th for March, April 10th for June, July 10th for September, October 15th for December.
   b. Inserts: 10th of the month preceding month of issue.

36. DISPOSITION OF MATERIAL:
Material will be held for one year from last date of issue used and then destroyed, unless otherwise indicated.

37. ADDRESSES:
   a. Insertion Orders, contracts, and reproduction materials:
      Katie Tuzzolino
      CUNNINGHAM ASSOCIATES
      180 Old Tappan Road
      Old Tappan, NJ 07675
      Tel: (201) 767-4170, Fax: (201) 767-8065
      E-Mail: ktuzzolino@cunnasso.com
   b. Inserts:
      Keith Parsons, Account Manager
      Allen Press Incorporated
      810 East 10th Street
      Lawrence, KS 66044
      kparsons@allenpress.com
Online Banner Advertising

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

**AVERAGE MONTHLY IMPRESSIONS:** 5,000/6,000

**RATES: ADS ARE SOLD ON A MONTHLY BASIS AS FOLLOWS:**

- 1 – 3 Months: $400 per month
- 4 – 6 Months: $360 per month
- 7 – 9 Months: $320 per month
- 10+ Months: $280 per month

**AD SPECS:**

- Leaderboard: 728 x 90
- Skyscraper: 160 x 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

**SEND INSERTION ORDER AND REPRODUCTION MATERIALS TO:**

Katie Tuzzolino
CUNNINGHAM ASSOCIATES
180 Old Tappan Road
Old Tappan, NJ 07675
Tel: (201) 767-4170, Fax: (201) 767-8065
E-Mail: ktuzzolino@cunnasso.com