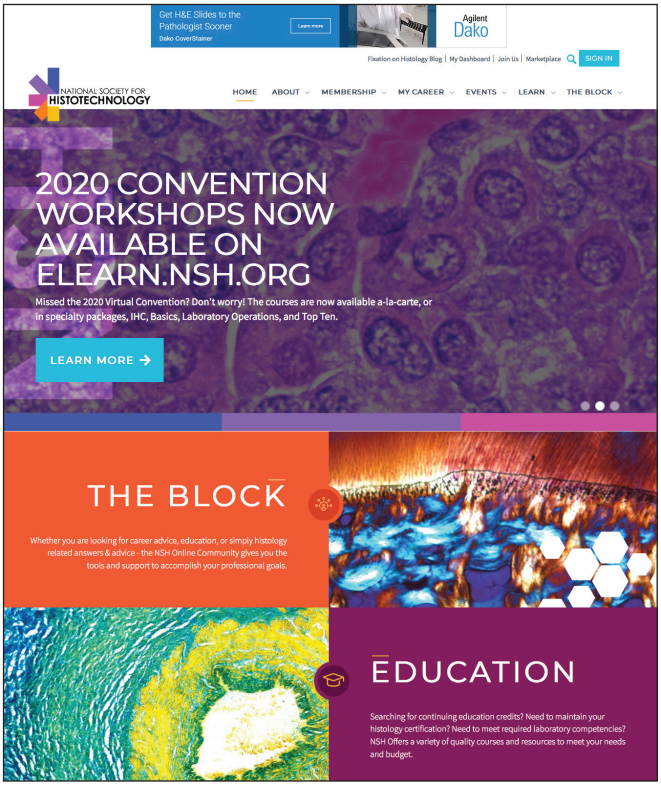
2023 DIGITAL ADVERTISING MEDIA KIT

NATIONAL SOCIETY FOR HISTOTECHNOLOGY

Connecting. Empowering. Innovating.

The National Society for Histotechnology is a professional organization for individuals actively engaged in the histology field. Since its founding over 40 years ago, NSH's member community has grown to include over 3,000 histology professionals from around the world. Though much has changed, our mission has stayed true to our core purpose; to shape the future of Histotechnology through a global community of professionals committed to educating, advocating, and driving patient quality.



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
$500/month	$1,425 ($475/month)	$2,700 ($450/month)	$5,100 ($425/month)

CUNNINGHAM ASSOCIATES

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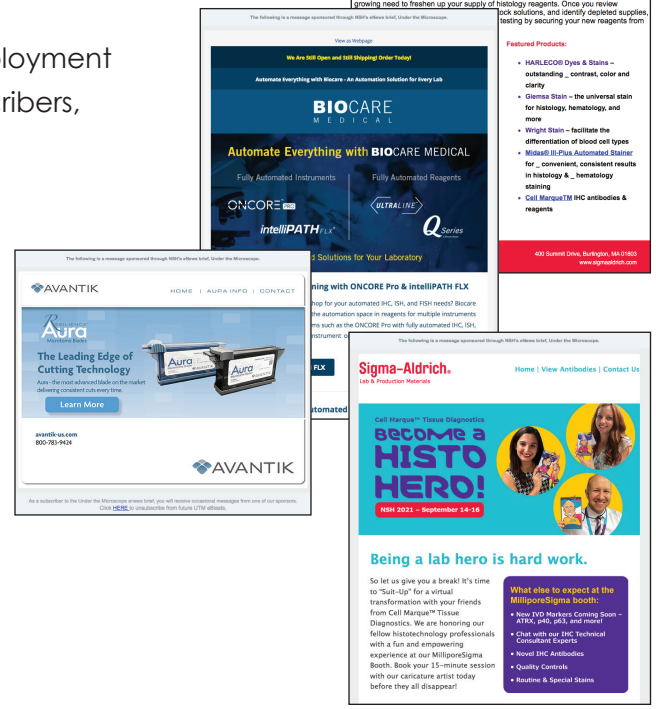
UNDER THE MICROSCOPE NEWSBRIEF

- 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	40K	$1,680	$4,760	$9,150	$17,600
LEADERBOARD 2	728 x 90	GIF, JPG	40K	$1,530	$4,325	$8,320	$16,000
LEADERBOARD 3	728 x 90	GIF, JPG	40K	$1,440	$4,055	$7,800	$15,000
CALLOUT TEXT AD	125 x 100	GIF, JPG	40K	$735	$2,075	$5,200	$10,000
SPONSORED VIDEO	350 x 200	GIF, JPG, PNG	30K	$1,050	$2,975	$5,720	$11,000
HORIZONTAL SHOWCASE 1	275 x 175	GIF, JPG	40K	$1,435	$4,055	$7,800	$15,000
HORIZONTAL SHOWCASE 2	275 x 175	GIF, JPG	40K	$1,335	$3,785	$7,280	$14,000
BOX AD (LEFT)	300 x 250	GIF, JPG	40K	$1,380	$3,900	$7,500	$14,400
BOX AD (RIGHT)	300 x 250	GIF, JPG	40K	$1,380	$3,900	$7,500	$14,400

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 meeting registrants will receive the eblast, as well.
- Two blasts available per month, except from June – September when opportunities are weekly

COST

- **January–July and October–December:** $5,100 per deployment
- **August and September:** $5,250 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