

# Advertising Prices 2025

## The Journal of Histotechnology

tandfonline.com/yhis



### Editor-In-Chief:

Yongfu Wang  
(Complete Genomics Inc, CA, USA)

### What is the Journal about?

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

### How many issues?

4 issues per year.

Print Circulation: 2,712

Monthly Impressions: 16,580

Content Alert Subscribers: 40

### Print Ad Deadlines

Volume, Issue, Month	Space Deadline	Materials Deadline	Budgeted Ship Date
48(1) March 2025	January 15, 2025	January 29, 2025	February 28, 2025
48(2) June 2025	April 16, 2025	April 30, 2025	May 30, 2025
48(3) September 2025	July 21, 2025	August 4, 2025	September 3, 2025
48(4) December 2025	October 20, 2025	November 3, 2025	December 3, 2025

\* Budgeted ship dates are subject to change.

For all inquiries, please contact the sales agent:

Katie Tuzzolino

Cunningham Associates

180 Old Tappan Road, Old Tappan, NJ 07675

(201) 767-4170

ktuzzolino@cunnasso.com



Ask us about our Cover Wrap Special Issue advertising:

- Select articles with topics relevant to your physicians needs and support your brand messages
- Align your advertisement with the prestige of our peer reviewed journals
- Have us deliver hard copies directly to your physician lists.

- High resolution PDFs only. All images/graphics embedded as either EPS or TIF composite CMYK with all fonts embedded.
- All embedded images must be a minimum of 300 dpi.
- All materials supplied must be composite CMYK (any special colors e.g. Pantone by prior arrangement and additional cost).
- Please ensure all fonts are embedded and subsetted.
- Circulation and number of impressions are subject to change and are based on yearly averages.
- PDFs with transparent elements need to be flattened.



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### Print Ad 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: \$7,855
- 3/Color & 4/Color: \$1,200

#### Inserts

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

#### 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

#### 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: Pa 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 C1S

#### Binding

- Perfect

#### Halftone Screen

- 133 line screen

### 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



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### Online 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
MPU	\$400 per month	\$360 per month	\$320 per month	\$280 per month

### Technical Specifications

Ad Size	Width (px)	Height (px)
Leaderboard	728	90
Skyscraper	160	600
MPU	300	250

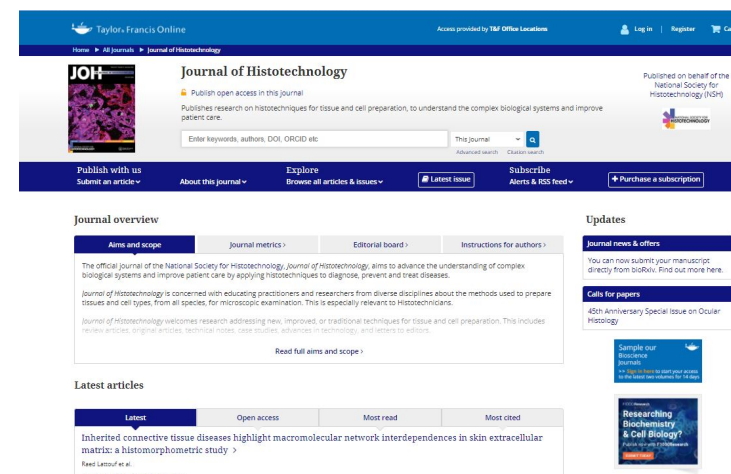
- Banner adverts need to be JPEG or GIF files <200KB and sent with the click-thru URL
- Text (including URL) should not be embedded in the image
- Roll over text (up to 50 words) can also be included

#### Insertion Orders, contracts, and reproduction materials:

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

#### Inserts:

Megan Groft, Account Manager  
Sheridan PA  
450 Fame Ave  
Hanover, PA 17331



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



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