

NSH UNDER THE MICROSCOPE

REACH
8,850

HISTOTECHNICIANS & HISTOTECHNOLOGISTS

EACH WEEK
MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B/1 SKYSCRAPER/ LOWER SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E FEATURED COMPANIES AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

G/1 LEFT/RIGHT CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

The screenshot shows a website for 'Your Path' with a navigation bar and a main article titled 'under the MICROSCOPE'. Various ad placements are marked with letters A through G:

- A:** Nikon banner at the top.
- B:** 'Simpport' sidebar ad on the left.
- B1:** 'VENTANA CareGiver' sidebar ad on the left.
- C:** 'A&D' banner below the main article.
- C1:** 'Harvard's Wyss Institute' article below the banner.
- D:** 'Product Showcase' section with three product cards: 'RDO RAPID DECALCIFER', 'IVIS® 200 Series', and 'PTFE coated Microtome Blades'.
- E:** 'Medical lab industry leaders' article below the showcase.
- F:** 'Physicians embrace mHealth technology' article below the industry leaders article.
- G:** 'CURRENT PROMOTIONS' section at the bottom with two promotional cards for 'acturus' and 'Cambridge'.
- G1:** 'Sex-specific trends in lung cancer incidence and survival revealed' article below the promotions.
- E:** 'Featured Companies' section at the bottom with cards for 'Milestone' and 'Medite, Inc.'.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 8,850 histotechnicians and histotechnologists (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper/Lower Skyscraper
\$3000/\$2750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboris nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Featured Companies
\$2500

Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$1500

Lorem ipsum
dolor sit
amet
Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit,
sed do eius-
mod tempor
incididunt
ut labore et,
[More](#)

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**



Left/Right Current Promotion
\$2250

Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et. [More](#)

Text **five word headline**
Image Dimensions **68x34** File Format **JPEG, GIF**
Landing Page Text **50 word product description**
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

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NSH UNDER THE MICROSCOPE, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO HISTOTECHNICIANS AND HISTOTECHNOLOGISTS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications and is delivered to the inboxes of inboxes of laboratory professionals who practice histotechnology.

NSH UNDER THE MICROSCOPE
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN NSH UNDER THE MICROSCOPE:



CREDIBLE SOURCE

For over 35 years, our members have turned to the association as the informational authority of the industry. Advertising in NSH UNDER THE MICROSCOPE solidifies your place among weekly information provided to NSH members.



TARGETED DISTRIBUTION

Advertising in NSH UNDER THE MICROSCOPE allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to NSH UNDER THE MICROSCOPE have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, NSH UNDER THE MICROSCOPE ensures your ad will be seen once a week by our 8,850 subscribers.



AFFORDABLE

Advertising in NSH UNDER THE MICROSCOPE is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of NSH UNDER THE MICROSCOPE has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in NSH UNDER THE MICROSCOPE.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.