JACC: Clinical Electrophysiology

2017 MEDIA KIT
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Print Circulation
8,000

Society Members
42,667

Average Monthly Visits
1,281

Average Monthly Website Pageviews
2,080

Opt-in eTOC Email Subscribers
2,689
Editorial Overview

Editorial Direction
JACC: Clinical Electrophysiology publishes the best original research and review articles pertaining to disorders of cardiac rhythm. The Journal is interested in original articles related to clinical investigation in electrophysiology. Topics of interest include the normal and abnormal generation and conduction of the electrical cardiac impulse and arrhythmias. Included are pharmaceuticals, implantable electrical devices and ablation procedures, and reports related to outcomes and health services research.

Established
2015

Societies & Affiliations
JACC: Clinical Electrophysiology is an official journal of the American College of Cardiology (ACC). All members of the ACC receive access to JACC: Clinical Electrophysiology (print and online) as part of their College membership. By joining the College, cardiovascular professionals show their peers and patients their commitment to provide only the highest quality care to their patients. ACC membership provides all members of the cardiovascular care team access to education on the latest advances in the field and care guidelines through CardioSource.org, subscriptions to scientific and clinical publications including JACC and its sister journals, point of care tools and more.

Editor-in-Chief
David Wilber, MD, FAHA, FACC is the George M. Eisenberg Professor of Cardiovascular Sciences, Department of Medicine; Division of Cardiology, Loyola University Chicago Stritch School of Medicine. Dr. Wilber is director of Loyola’s Cardiovascular Institute, division director of Cardiology and medical director of Clinical Electrophysiology. He is the author or co-author of more than 500 original manuscripts, book chapters and abstracts, including studies published in the Journal of the American College of Cardiology; Circulation; New England Journal of Medicine; and Journal of the American Medical Association.

Dr. Wilber earned his medical degree from Northwestern University Medical School and completed his internship and residency at Northwestern Memorial Hospital. Dr. Wilber completed a fellowship in cardiovascular disease at the University of Michigan and a fellowship in clinical cardiac electrophysiology at Massachusetts General Hospital.

Origin of Editorial
Submitted: 100%

Peer review
All articles reviewed by Editorial Board

Acceptance rate of submitted articles
23%

Acceptance of Advertising
All advertisements are subject to review and approval by the Editorial Board

Ad Placement Policy
Format: Welled All ads are rotated on a monthly basis

Issuance
Bi-monthly

Website
electrophysiology.onlinejacc.org

App
Download from iTunes
Circulation and Readership

Print Circulation
American College of Cardiology Members 8,000
Nonmember Physicians
U.S. Institutions
Total U.S. 8,000
ACC International Members
International Physicians
International Institutions
Total Circulation 8,000

Circulation Verification
Sworn statement

Print and Online Version Read**
Base: JACC: Heart Failure readers 100%
100% online 32%
100% print 27%
Majority online / some print 18%
Majority print / some online 10%
50% print / 50% online 9%
No answer 5%

Pass-Along Readership**
Pass along readership of JACC Clinical Electrophysiology is 0.5 readers/copy

<table>
<thead>
<tr>
<th>Circulation</th>
<th>8,000</th>
<th>Pass-along Readers</th>
<th>4,000</th>
<th>TOTAL POTENTIAL REACH = 12,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>2,000</td>
<td>4,000</td>
<td>6,000</td>
<td>8,000</td>
</tr>
</tbody>
</table>

*Kantar Readership Study, December 2016
Readership

### Publication Readership*

Readers were asked how they read the following publications: regularly, occasionally, rarely or do not receive. The results below represent readers that selected either read regularly or read occasionally.

<table>
<thead>
<tr>
<th>Publication</th>
<th>Readership</th>
</tr>
</thead>
<tbody>
<tr>
<td>JACC: Clinical Electrophysiology</td>
<td>75%</td>
</tr>
<tr>
<td>Heart Rhythm</td>
<td>39%</td>
</tr>
<tr>
<td>Journal of Cardiovascular Electrophysiology</td>
<td>25%</td>
</tr>
<tr>
<td>Pacing and Electrophysiology</td>
<td>25%</td>
</tr>
<tr>
<td>EP Lab Digest</td>
<td>14%</td>
</tr>
</tbody>
</table>

* Kantar Readership Study, December 2016

### Trust-Factor*

The results below highlight what journals readers trust to provide them with unbiased, evidenced-based, accurate information.

<table>
<thead>
<tr>
<th>Publication</th>
<th>Trust-Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>JACC: Clinical Electrophysiology</td>
<td>93%</td>
</tr>
<tr>
<td>Heart Rhythm</td>
<td>52%</td>
</tr>
<tr>
<td>Journal of Cardiovascular Electrophysiology</td>
<td>36%</td>
</tr>
<tr>
<td>Pacing and Electrophysiology</td>
<td>21%</td>
</tr>
<tr>
<td>EP Lab Digest</td>
<td>11%</td>
</tr>
</tbody>
</table>

* Kantar Readership Study, December 2016
Topics of Interest

Topics of interest to *JACC: Clinical Electrophysiology* readers include the following:

- **Arrhythmias & Clinical Electrophysiology**: 96%
- **Atrial Fibrillation**: 95%
- **Heart Failure & Cardiomyopathies**: 93%
- **Anticoagulation Management**: 92%
- **Pacemakers and Defibrillators (CRT-Ps and CRT-Ds)**: 85%
- **Valvular Heart Disease**: 84%
- **Cardiac Monitoring**: 83%
- **Acute Coronary Syndromes**: 82%
- **Hypertension**: 81%
- **Implantable Cardiac Resynchronization Therapy**: 81%
- **Imaging**: 79%
- **Cardiac Surgery**: 76%
- **Pulmonary Hypertension and Venous Thromboembolism**: 72%

*Kantar Readership Study, December 2016*
## Print Rates

### Black & White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$1,960</td>
<td>$1,310</td>
<td>$815</td>
</tr>
<tr>
<td>3x</td>
<td>$1,880</td>
<td>$1,250</td>
<td>$780</td>
</tr>
<tr>
<td>6x</td>
<td>$1,780</td>
<td>$1,180</td>
<td>$735</td>
</tr>
<tr>
<td>12x</td>
<td>$1,680</td>
<td>$1,100</td>
<td>$685</td>
</tr>
<tr>
<td>18x</td>
<td>$1,570</td>
<td>$985</td>
<td>$610</td>
</tr>
<tr>
<td>24x</td>
<td>$1,445</td>
<td>$920</td>
<td>$565</td>
</tr>
<tr>
<td>36x</td>
<td>$1,345</td>
<td>$820</td>
<td>$510</td>
</tr>
<tr>
<td>48x</td>
<td>$1,215</td>
<td>$710</td>
<td>$440</td>
</tr>
</tbody>
</table>

### Color Rates

<table>
<thead>
<tr>
<th></th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Color</td>
<td>$600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Matched Color</td>
<td>$750</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 or 4 Color</td>
<td>$1,395</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Premium Positions

- **Cover 4**: 50% B/W page rate
- **Cover 2**: 50% B/W page rate
- **Opposite TOC**: 25% B/W page rate

### Earned Rates

Rates are based on the total units run in a calendar year (i.e., 6 full pages and 6 half pages earn 12x rate). Space purchased by a parent company and its subsidiaries is combined. Only paid ads count toward frequency.

### Combined Frequency

Ad pages in *JACC, JACC: Cardiovascular Interventions, JACC: Cardiovascular Imaging, JACC: Heart Failure,* and *JACC: Clinical Electrophysiology* are combined to determine frequency.

### Agency Commission

15%

### Dual Responsibility

Advertisers agree to accept “dual responsibility” for payment to the publisher if the advertiser’s agency does not remit payment within 90 days of the invoice date.

### Inserts

Furnished inserts billed at B&W space rate, plus an additional $800 commissionable production charge.

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*All ads must go through an approval process*
## Issue Calendar

**First Issue:** February 2015  
**Frequency:** Bi-Monthly  
**Mailing Class:** 2nd class, mailed flat in wrapper

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Closing</th>
<th>Print Materials Due</th>
<th>Inserts Due</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/15/16</td>
<td>12/20/16</td>
<td>1/6/17</td>
<td>Society of Thoracic Surgeons — January 21–25, 2017 (Houston, TX)</td>
</tr>
<tr>
<td>February</td>
<td>1/25/17</td>
<td>1/31/17</td>
<td>2/10/17</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>2/24/17</td>
<td>3/1/17</td>
<td>3/13/17</td>
<td>American College of Cardiology — March 17–19, 2017 (Washington, DC)</td>
</tr>
<tr>
<td>April</td>
<td>3/23/17</td>
<td>3/28/17</td>
<td>4/7/17</td>
<td></td>
</tr>
</tbody>
</table>
Society for Vascular Surgery — May 31–June 3, 2017 (San Diego, CA) |
| June     | 5/24/17       | 5/30/17             | 6/9/17      |                                                        |
| July     | 6/20/17       | 6/23/17             | 7/10/17     |                                                        |
| August   | 7/27/17       | 8/1/17              | 8/11/17     | European Society of Cardiology — August 26–30, 2017 (Barcelona, Spain) |
| September| 8/24/17       | 8/29/17             | 9/11/17     | Heart Failure Society of America — September 16–19, 2017 (Dallas, TX) |
| October  | 9/19/17       | 9/22/17             | 10/5/17     | Transcatheter Cardiovascular Therapeutics — October 29–November 2, 2017 (Denver, CO) |
| December | 11/20/17      | 11/27/17            | 12/7/17     |                                                        |

**Please Note:** Conference distribution subject to change. Please contact your Sales Representative prior to finalizing your media plan.
Advertising Incentive Programs

Buy 10, Get 2
Advertise in 10 issues and receive 2 free ads.

Buy 6, Get 1
Advertise in 6 issues and receive 1 free ad.

JACC Combo Buy
Advertise in JACC and receive 10% discount off the gross cost of an insertion in JACC: Clinical Electrophysiology.

Special Issue: On Target® Study
An ad measurement study will be conducted in the August 2017 issue of JACC: Clinical Electrophysiology by Readex Research, an independent market research company. The On Target Ad Study asks a sample of journal readers a series of questions regarding each advertisement. Advertiser scores are tabulated and ranked for easy comparison.

• Place an ad in this issue and receive complimentary feedback from our readers – your potential customers.
• Quantitative and qualitative feedback is obtained including confidential written verbatim comments.
• This is a free study for 1/2 page and larger advertisers. Contact your sales representative for further details.

Notes
• Advertising incentive programs cannot be combined (except with the JACC Combo Buy)
• Paid ads must run before free ads are placed.
• Free ads must be the same size or smaller than their paid counterparts.
• Free ads must be for the same product as their paid counterparts.
Journal Website Banner Advertising

**JACC: Clinical Electrophysiology Digital Package**

The digital package includes journal website ROS banner ads, journal website interstitial banner ads, monthly TOC banner ads, and mobile optimized site.

- Exclusive monthly opportunity

**Rate**

$10,000 net per month

### Website ROS Advertising

<table>
<thead>
<tr>
<th>Banner Positions</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (top, all pages)</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Medium Rectangle (right side, all pages)</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**Monthly Metrics**

electrophysiology.onlinejacc.org

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>2,080*</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>1,106*</td>
</tr>
<tr>
<td>Visits</td>
<td>1,281*</td>
</tr>
<tr>
<td>US Ad Impressions**</td>
<td>11,250**</td>
</tr>
</tbody>
</table>

**Leaderboard Sticky Banner**

Leaderboard sticky banner is displayed with each website visit. Banner remains in place at top of page during page scroll for 5 to 15 seconds, depending on logged-in status.

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*Google Analytics: April-July 2016
**Google DART 2017 Monthly Projection
Journal Banner Advertising

JACC: Clinical Electrophysiology Digital Package (cont)

Online Regular TOC

Banner Positions

Leaderboard 728 x 90
Rectangle 300 x 250

Metrics*

Average monthly recipients 2,593
Average Open Rate 37%

- Including full US membership of ACC and individual opt-ins
- eTOCs are sent twice a month

iPad, iPhone, and Android Advertising

Banner Positions

Tablets (iPad and Android)
Interstitial, Landscape 1024 x 768
Interstitial, Portrait 768 x 1024
Home Screen 728 x 90
Table of Contents 728 x 90
Abstract Page 728 x 90
Article Menu Bar 160 x 600

Smartphones (iPhone and Android)
Interstitial (portrait only) 320 x 480
Home Screen 300 x 50
Table of Contents 300 x 50
Abstract Page 300 x 50

Monthly Metrics**
Share of Voice (SOV) 50%
JACC Clinical Electrophysiology
Unique Screen Views: 1,414

Rate
Please contact your Sales Representative.

*Silverchair, Sep-Nov 2016 monthly average
**Elsevier App Stats Monthly Average Jan-Jun, 2016
Journal Banner Advertising (continued)

Articles in Press (AIP) eTOC
The article in press eTOCs are purchased separately and not included in the JACC Clinical Electrophysiology Digital Package
AIP eTOCs are sent the 4th Wednesday of every month

Banner Positions
Medium Rectangle (right column) 300 x 250

Metrics*
Average number of weekly recipients 1,237
Average Open Rate 39%

Rate
$1,200 NET

*Silverchair, Sep-Nov 2016 monthly average
Custom Media Opportunities

JACC Grand Rounds

The JACC Grand Rounds feature video highlights from the leading cardiovascular conferences presented by the JACC: Clinical Electrophysiology editors and other experts in the field of cardiology.

Conferences include:
- American College of Cardiology
- European Society of Cardiology
- American Heart Association
- Transcatheter Cardiovascular Therapeutics
- Heart Rhythm Society
- Heart Failure Society of America
- Cardiovascular Research Technologies

Exclusive (100% SOV) banner advertising on JACC Grand Rounds landing page and individual video interview pages.

Includes Marketing Package to drive traffic:
- Access to JACC Grand Rounds from JACC journal home page
- Promotional print advertisements in JACC and CardioSource Journals with sponsorship recognition
- Promotional banner advertisements on JACC journal websites and eTOCs with links to JACC Grand Rounds website
- (3) Promotional custom email blasts to Elsevier database of cardiologists (combined 50,000 sends) with sponsorship banners.
- (3) Promotional mentions within ACC e-newsletters. 50,000/send
- Mention within ACC social media posts (Facebook, Twitter and Linked-In)

Banner Positions

<table>
<thead>
<tr>
<th>Banner Positions</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (top)</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Leaderboard (bottom)</td>
<td>728 x 90</td>
</tr>
</tbody>
</table>

Rate

Please contact your Sales Representative.
Custom Media Opportunities (continued)

JACC Topic Collections

- Exclusive 100% SOV banner advertising within a collection of articles selected by the JACC: Clinical Electrophysiology editors.
- Existing Topic Collections include:
  — Cardiac Pacing
  — Cardiac Resynchronization Therapy
  — Subcutaneous Implantable Defibrillators
  — Sudden Cardiac Death and Ventricular Fibrillation
  — Ventricular Tachycardia and PVCs
  — Implantable Cardioverter Defibrillators
  — Atrial Fibrillation: Mechanisms, Pathophysiology, Epidemiology
  — Atrial Fibrillation: Catheter Ablation
  — Atrial Fibrillation: Medical Therapy and Cardioversion
  — Anticoagulation and Stroke Prevention in Cardiac Arrhythmias
  — SVT and Atrial Flutter: Diagnosis and Therapy
  — Arrhythmia Diagnosis and Monitoring (ECG, invasive and noninvasive monitoring and diagnostic technology)
  — Basic Electrophysiology
  — Images in Electrophysiology

- Includes the following:
  — Banner ads on collection landing pages follow reader to the selected article page
  — A separate marketing campaign of topic collection to ACC members
  — FREE banner advertisement within ACC Journal Scan reaching all ACC members. One banner for every 3 months of Topic Collection advertising.

Banner Positions

<table>
<thead>
<tr>
<th>Leaderboard (top and bottom)</th>
<th>728 x 90</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

Rate

Please contact your Sales Representative.
Custom Media Opportunities (continued)

Fellows in Training (FIT) Targeted Advertising Program

- One year exclusive advertising opportunity
- Roadblock of FIT section of ACC.org (approximately 8.5k monthly impressions; .056% click through rate)
- Printing and affixing of cover wrap advertisement on each issue
- 4,100 average FITs per issue 2017
- Price: quote available upon request
Reprint Capabilities

The Power of Credibility
Reach targeted HCPs with original, authoritative content
Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.

Hard Copy Reprints
Customizable Options
Printing
• Article translation
• Inclusion of: company/brand logo, prescribing information & ISI, and inventory number
Packaging
• Resizing: Pocket/Digest
• Article Collections/Supplements
• Shrink-wrapping
• Polybagging—Outserts provided to targeted HCPs

Digital Reprints
E-Premier
Seamlessly incorporate page-flipping digital media features into your journal-branded reprints.
View a demo
Linkards:
Further enhance the digital reach of your reprint with these business card-sized handouts showcasing the citation of the article alongside your branding. Recipients can access the reprint via an exclusive URL or QR code.
QR Codes
Integrate QR codes into your advertising to allow quick mobile access to your reprint.
Tablet Program
Install a suite of articles on a tablet for display during rep details, conferences, or on the fly.
Targeted Email Marketing
We offer the opportunity to distribute your ePrint via Elsevier’s specialty email lists or your own email list.

Order Reprints Online
Visit us at www.reprints.elsevier.com where selecting and ordering your reprints is simple:
• Search for articles by journal, specialty, keyword, and more
• Receive your quote online in 24 hours or less
• Place your order online, and track the production process

An Electronic Reprint is a copy of an article in PDF format delivered as a hyperlink, which can be posted online, on a tablet, or disseminated via email.
**Print Media**

### Mechanical Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8” x 10-3/4”</td>
<td>—</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-1/2” x 10-1/4”</td>
<td>8-1/4” x 11”</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>16-1/4” x 11”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 4-3/4”</td>
<td>8-1/4” x 5-1/4”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/4” x 10”</td>
<td>3-7/8” x 11”</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>3-1/4” x 4-3/4”</td>
<td>3-7/8” x 5-1/4”</td>
</tr>
</tbody>
</table>

Keep live matter 1/4” from all trim edges.

### Binding
- Perfect; jogs to head

### Printing process
- Web

### Halftone screen
- Cover, 150 line screen
- Text, 150 line screen

### Print Ad Specifications

**File Format**
PDF or PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will be Warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. *If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.*

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:
- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

Note: When using Adobe Illustrator, it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

**Images**
All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:
- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

**Fonts**
Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh “city” fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

**Page Layout**
Regardless of the file format supplied, all ads must conform to the following specifications:
- Final size must meet journal trim size and include 1/8” bleed image on all four sides.
- Files will include trim marks with a minimum 3/16” offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- No content is to be within 1/4” of all trim edges.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
SPECIFICATIONS

Print Media (continued)

- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2” outside trim.

Color Space
All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors
Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as “Dark Blue.” PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

Trapping and Screening
Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs
All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

Delivery
Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs
Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

Insert Requirements:

<table>
<thead>
<tr>
<th>Insert Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page insert</td>
<td>8-1/4” x 11”</td>
</tr>
<tr>
<td>4-page insert</td>
<td>16-1/2” x 11”, furnish folded to 8-1/4” x 11”</td>
</tr>
</tbody>
</table>

Trimming
1/8” trimmed off top, bottom, gutter and face. Keep all live matter 1/4” from all trim edges. Note that a 1/2” safety must also be applied to both sides of the gutter/spine.

Insert Stock Weight
For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

Closing Date for Booking Inserts
Same as ad space closing

Insert Delivery Date
See Insert due dates. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.

Insert Quantity
Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
SPECIFICATIONS

Print Media (continued)

Insert Packing & Shipping Instructions
Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipment Address
Publishers Press
JACC: Clinical Electrophysiology (Issue Date)
13487 South Preston Highway
Lebanon Junction, KY 40150
Attn: Elsevier Team

Disposition of Reproduction Material
All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
Digital Media

Journal Website Banner Ads

Creative Sizes

Leaderboard 728 x 90
Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

Large Rectangle 300 x 250
Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

Specifications

<table>
<thead>
<tr>
<th>Desktop/Tablet</th>
<th>JPEG/GIF, 40KB (200KB Max)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotation</td>
<td>Accepted</td>
</tr>
<tr>
<td>Animated GIF</td>
<td>Max 3 loops of animation, up to 15 seconds per loop</td>
</tr>
<tr>
<td>Static Image Resolution</td>
<td>RGB - 72 dpi</td>
</tr>
<tr>
<td>Acceptable File Format</td>
<td>GIF, JPEG</td>
</tr>
<tr>
<td>Acceptable File Types</td>
<td>Static, Animated</td>
</tr>
</tbody>
</table>

Rich Media Expanding & HTML In-Page Ads†

Leaderboard 728 x 90
Expands ▼ down to a maximum size of 728 x 315

Large Rectangle 300 x 250
Expands ◀ left to a maximum size of 600 x 250

Rich Media Specifications

<table>
<thead>
<tr>
<th>HTML5</th>
<th>150kB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotation</td>
<td>Accepted</td>
</tr>
<tr>
<td>Animation</td>
<td>Max 3 loops of animation, up to 15 seconds per loop</td>
</tr>
<tr>
<td>Subsequent Size</td>
<td>2.2 MB (300KB)</td>
</tr>
</tbody>
</table>

Additional Notes:

- Third party tags accepted
- Can target by zone
- Ads served via DFP by Google

*Generic list of non-content pages available upon request though will vary by journal
†Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.
## Digital Media (continued)

### Table of Contents (TOC)

#### Email Banner Ads
- **Creative Sizes**
  - Leaderboard 728 x 90
  - Rectangle 300 x 250

#### Email Specifications

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>40KB (200KB Max)</td>
</tr>
<tr>
<td>Rotation</td>
<td>No</td>
</tr>
<tr>
<td>Required Resolution</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Acceptable File Format</td>
<td>.gif or .jpg</td>
</tr>
<tr>
<td>Rich Media</td>
<td>No</td>
</tr>
<tr>
<td>Animation</td>
<td>No</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
<tr>
<td>3rd Party Tags</td>
<td>Yes, but only for click and impression tracking</td>
</tr>
</tbody>
</table>

### Mobile App Banner Ads - Tablets (iPad and Android)

#### Creative Sizes
- **Landscape 1024 x 768** (Interstitial)
- **Portrait 768 x 1024** (Interstitial)
- **Leaderboard 728 x 90** (Home Screen, Table of Contents, Abstract Page)

#### Tablet Specifications

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>File Types</td>
<td>.jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)</td>
</tr>
<tr>
<td>File Size</td>
<td>40KB (200KB Max)</td>
</tr>
<tr>
<td>No 3rd party adtags are accepted.</td>
<td></td>
</tr>
<tr>
<td>Rich Media Ads</td>
<td>Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
</tbody>
</table>

### Mobile App Banner Ads - Smartphones (iPhone and Android)

#### Creative Sizes
- **Portrait 320 x 480** (Interstitial (portrait only))
- **Leaderboard 300 x 50** (Home Screen, Table of Contents, Abstract Page (portrait only))

#### Smartphone Specifications

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>File Types</td>
<td>.jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)</td>
</tr>
<tr>
<td>File Size Interstitial</td>
<td>200KB Max</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>40KB Max</td>
</tr>
<tr>
<td>No 3rd party ad tags. 3rd party tracking and click pixels are accepted.</td>
<td></td>
</tr>
<tr>
<td>Rich Media Ads</td>
<td>Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
</tbody>
</table>
Contacts

Advertising & Sales
Account Managers
Insertion Orders send to:
American Medical Communications Inc.
630 Madison Avenue
Manalapan NJ 07726

Adam Sansolo
Tel: 201-575-2242
Email: asansolo@americanmedicalcomm.com

Trisha Laramee
Tel: 484-225-8322
Email: tlaramee@americanmedicalcomm.com

Linsey Rosenthal
Tel: 215-740-3174
Email: lrosenthal@americanmedicalcomm.com

Display Ad Sales Coordinator
Ad Materials send to:
Daniel Wong
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 212-633-3162
Email: d.wong@elsevier.com

Send new print ad files and submit pickup ads to www.ads4els.com

Recruitment Advertising
Account Manager
Ariel Medina
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230 Park Avenue
New York, NY 10169
Tel: 212-633-3689
Fax: 212-633-3846
Email: a.medina@elsevier.com

Publisher & Editorial Office
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New York, NY 10169
Tel: 212-633-3958
Fax: 212-633-3846
Email: n.axelrod@elsevier.com

Visit www.elsmediakits.com to view other media kits and rate cards.