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Print Circulation
8,000

Society Members
42,667

Average Monthly Visits
1,281

Average Monthly Pageviews
2,080

Opt-in 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**

<table>
<thead>
<tr>
<th>Category</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>American College of Cardiology Members</td>
<td>8,000</td>
</tr>
<tr>
<td>Nonmember Physicians</td>
<td>0</td>
</tr>
<tr>
<td>U.S. Institutions</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total U.S.</strong></td>
<td><strong>8,000</strong></td>
</tr>
<tr>
<td>ACC International Members</td>
<td>0</td>
</tr>
<tr>
<td>International Physicians</td>
<td>0</td>
</tr>
<tr>
<td>International Institutions</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Circulation</strong></td>
<td><strong>8,000</strong></td>
</tr>
</tbody>
</table>

**Circulation Verification**

Sworn statement

*Kantar Readership Study, June 2016*
PRINT ADVERTISING OPPORTUNITIES

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>$1,905</td>
<td>$1,275</td>
<td>$790</td>
</tr>
<tr>
<td>3x</td>
<td>$1,825</td>
<td>$1,215</td>
<td>$760</td>
</tr>
<tr>
<td>6x</td>
<td>$1,730</td>
<td>$1,150</td>
<td>$710</td>
</tr>
<tr>
<td>12x</td>
<td>$1,635</td>
<td>$1,070</td>
<td>$665</td>
</tr>
<tr>
<td>18x</td>
<td>$1,525</td>
<td>$955</td>
<td>$595</td>
</tr>
<tr>
<td>24x</td>
<td>$1,405</td>
<td>$895</td>
<td>$550</td>
</tr>
<tr>
<td>36x</td>
<td>$1,305</td>
<td>$795</td>
<td>$495</td>
</tr>
<tr>
<td>48x</td>
<td>$1,180</td>
<td>$690</td>
<td>$425</td>
</tr>
</tbody>
</table>

Color Rates

Classifieds (Back-of-Book) Color  $650
Standard Color                  $600
Matched Color                   $750
3 or 4 Color                    $1,395

Cover Tips                      $9,000 net
Outserts                        $10,000 net

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.

*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>Publication Date</th>
<th>Ad Closing and Material Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/9/16</td>
</tr>
<tr>
<td>February</td>
<td>1/19/17</td>
</tr>
<tr>
<td>March</td>
<td>2/17/17</td>
</tr>
<tr>
<td>April</td>
<td>3/17/17</td>
</tr>
<tr>
<td>May</td>
<td>4/13/17</td>
</tr>
<tr>
<td>June</td>
<td>5/18/17</td>
</tr>
<tr>
<td>July</td>
<td>6/14/17</td>
</tr>
<tr>
<td>August</td>
<td>7/21/17</td>
</tr>
<tr>
<td>September</td>
<td>8/18/17</td>
</tr>
<tr>
<td>October</td>
<td>9/13/17</td>
</tr>
<tr>
<td>November</td>
<td>10/17/17</td>
</tr>
<tr>
<td>December</td>
<td>11/14/17</td>
</tr>
</tbody>
</table>

*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 15% 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

1️⃣ Website ROS Advertising

**Banner Positions**
- Leaderboard (top, all pages) 728 x 90
- Medium Rectangle (right side, all pages) 300 x 250

**Monthly Metrics**
- electrophysiology.onlinejacc.org
- Pageviews 2,080*
- Unique Visitors 1,106*
- Visits 1,281*
- US Ad Impressions** 11,250**

2️⃣ Interstitial Advertising
You can now purchase interstitial banner advertising on the JACC: Clinical Electrophysiology website. Banner ads appear before the homepage is viewed by a visitor. These banners display for 5 seconds. Interstitial ads only display to non-ACC members and display one time per visit.

**Banner Positions**
- Rectangle 300 x 250
- Rectangle 300 x 600
- Rectangle 480 x 600

*Google Analytics: April-July 2016
**Google DART 2017 Monthly Projection
DIGITAL ADVERTISING OPPORTUNITIES

Journal Banner Advertising

JACC: Clinical Electrophysiology Digital Package (con’t)

Online Regular TOC

Banner Positions

Leaderboard

728 x 90

Rectangle

300 x 250

Metrics*

Average monthly recipients

2,593

Average Open Rate

37%

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
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 2,475
Average Open Rate 39%

Rate
$3,000

*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

Leaderboard (top) 728 x 90
Skyscraper 160 x 600
Leaderboard (bottom) 728 x 90

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)

**Journal-branded Resource Centers**
A journal-branded, industry-sponsored website of educational content on a specific topic or theme

- **Resource Center Content**
  - Previously published journal content
    > Articles, supplements, case studies, abstracts, etc., selected by editor/guest editor
  - Content made available to subscribers and non-subscribers
  - New multi-media content
    > Educational self-study courses, webinars, author interviews, expert commentary, video roundtable discussions, slide presentations, etc.
  - Sources include: journal authors, newly created original content, educational events, societies/associations and sponsor-supplied
  - Potential for indexing (PubMed, Medline, etc.) with journal write-up
  - Additional information (references, resources, links, surveys, etc.)
  - CME or Non-CME

- **Editorial Review and Approval Process**
  - All resource center content requires editorial review and approval prior to being published
  - Journal editors often assign a guest editor/s to curate content and oversee approval process

- **Funding and Recognition**
  - Typically single-sponsor, yet can be multi-sponsor supported
    > Sponsor receives logo/text recognition and link to company website

- **Audience Generation**
  - Print, website and eTOC banner advertisements
  - Custom e-blasts
  - Social media

**Editorial Supplements**
Mailed with publication and available online. Content is peer-reviewed and indexed.

**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 Tip on every FIT issue (sponsor supplied artwork)
- 4,100 average FITs per issue 2017
- 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” x 10”</td>
<td>8-1/4” x 11”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 4-3/4”</td>
<td>—</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/4” x 10”</td>
<td>—</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/4” x 4-3/4”</td>
<td>—</td>
</tr>
</tbody>
</table>

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

Binding

<table>
<thead>
<tr>
<th>Binding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perfect; jogs to head</td>
</tr>
</tbody>
</table>

Printing process

<table>
<thead>
<tr>
<th>Printing process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web</td>
</tr>
</tbody>
</table>

Halftone screen

<table>
<thead>
<tr>
<th>Halftone screen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover, 150 line screen</td>
</tr>
<tr>
<td>Text, 150 line screen</td>
</tr>
</tbody>
</table>

Print Ad Specifications

File Format

Preferred format is PDF created with high-resolution PostScript from the native application. Convert the PostScript to PDF with Acrobat 4 or 5. Distiller set for compatibility to PDF version 1.3 (Acrobat 4). Other acceptable formats are PDF/X-1a, EPS and TIFF.

All files must be correctly named with proper extensions.

The following source files are accepted and are expected to follow all requirements listed in this document:

- QuarkXPress (native formats only, no Quark .eps are accepted)
- Adobe Illustrator (eps only)
- Adobe Photoshop (tiff)

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.

Fonts

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

Images

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.

Files containing layers and/or transparent objects must be flattened prior to submission. PDF version 1.3 will ensure a flattened file.

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.
- 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.
SPECIFICATIONS

Print Media (continued)

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. However, 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.

Media/ Delivery
- CD-ROM/ISO 9660 or DVD
  All media must be properly identified with the following information:
  - Journal Title
  - Issue date
  - Advertiser
  - Contact name and phone number (for returned material[s])
  - Include printout directory listing of media contents
  - File type and format

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

Disposition of Reproduction Material
All digital ad files will be held for twelve months only unless otherwise notified.

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, 40K</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>Flash</td>
<td>55K (GIF or JPEG must accompany Flash SWF file. Target URL and clickTag Required)</td>
</tr>
<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:
- Flash Versions accepted: Flash 10 and lower
- Flash SWF files should not be hard-coded with the click-through URL
- 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>40K max</td>
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<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
- Portrait 768 x 1024
- Leaderboard 728 x 90

**Specifications**

<table>
<thead>
<tr>
<th>File Type</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<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
- Leaderboard 300 x 50

**Specifications**

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Rich Media Ads</td>
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</tr>
<tr>
<td>Target URL</td>
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</tr>
</tbody>
</table>
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