

CHEST

Overview

CHEST is the official publication of the American College of Chest Physicians (ACCP). Each month it features cutting-edge original research in the multidisciplinary specialties of chest medicine, such as pulmonology, critical care, sleep medicine, thoracic surgery, transplantation, airways disease, and more. *CHEST* also features Recent Advances, Topics in Practice Management, Contemporary Reviews, and more. Editorials and communications to the editor explore controversial issues and encourage further discussion by physicians practicing in chest medicine.

Original manuscripts only (peer-reviewed), dealing with the medical or surgical aspects of pulmonary, critical care, and sleep medicine, as well as thoracic surgery. Emphasis is placed upon involvement among related disciplines such as: pulmonology, internal medicine, sleep medicine, surgery, and anesthesiology, physiology, and radiology.

Visit Website



North America

Aileen Rivera **North America**
917-825-3954
mailto:a.rivera@elsevier.com

Traci Peppers **North America**
347-449-4997
t.peppers@elsevier.com

FMFAI A

Monika Giergielewicz EMEALA
+44 (0) 7796 925011
m.giergielewicz@elsevier.com

APAC

Fleur Gill **APAC**
+44 7765 995008
fleur.gill@elsevier.com

Global Print Circulation
Available upon request

Avg. Global Monthly Visits
190,282

Avg. Global Monthly Unique Visitors

155,522

Avg. Global Monthly Page Views
309,564

Avg. Global eTOC Distribution
14,485

Affiliation

Official Publication of the American College of Chest Physicians

Audience

Respiratory, pulmonary, critical care and sleep care professionals

Editor-in-Chief

Peter J. Mazzone, MD, MPH, FCCP,
Cleveland, OH

Issuance

12 times per year

Print Closings

VOLUME/ISSUE	PUBLICATION DATE	SPACE CLOSING	RUN OF BOOK ARTWORK DUE	PREPRINTED SUPPLIED PIECES DUE
163/1	January 2023	11/30/2022	12/05/2022	12/14/2022
163/2	February 2023	12/29/2022	01/04/2023	01/13/2023
163/3	March 2023	01/30/2023	02/02/2023	02/13/2023
163/4	April 2023	03/03/2023	03/08/2023	03/17/2023
163/5	May 2023	03/31/2023	04/05/2023	04/14/2023
163/6	June 2023	05/02/2023	05/05/2023	05/16/2023
164/1	July 2023	05/31/2023	06/05/2023	06/14/2023
164/2	August 2023	06/29/2023	07/06/2023	07/17/2023
164/3	September 2023	08/02/2023	08/07/2023	08/16/2023
164/4	October 2023	08/29/2023	09/01/2023	09/13/2023
164/5	November 2023	10/03/2023	10/06/2023	10/17/2023
164/6	December 2023	10/31/2023	11/03/2023	11/14/2023

Cancellations:

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

Rates

FREQUENCY	FULL PAGE (BLACK & WHITE)	1/2 PAGE (BLACK & WHITE)	1/4 PAGE (BLACK & WHITE)
1x	\$ 3,915	\$ 2,625	\$ 1,735
3x	\$ 3,840	\$ 2,580	\$ 1,715
6x	\$ 3,650	\$ 2,495	\$ 1,665
12x	\$ 3,640	\$ 2,440	\$ 1,655
24x	\$ 3,625	\$ 2,420	
36x	\$ 3,470	\$ 2,340	
48x	\$ 3,400	\$ 2,305	
60x	\$ 3,140	\$ 2,110	
72x	\$ 3,055	\$ 2,060	

MATCHED COLOR	3/4 COLOR	STANDARD COLOR
\$ 1,465	\$ 2,455	\$ 1,040

Cover Tips
\$21,600

Outserts
\$23,800

Premium Positions

Cover 4: 50% B/W Page rate

Cover 2: 50% B/W Page rate

Cover 3: 25% B/W Page rate

Facing 1st Text/Contents: 25% B/W Page rate

Table of Contents: 15% B/W Page rate

Earned Rates

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

Inserts

Furnished inserts are billed at the black and white rate times the number of insert pages.

Two-page insert (one leaf): Two-times earned frequency rate.

Four-page or larger insert: Black & White earned frequency rate.

Composition

All production charges are net and non-commissionable

PRINTING	FULL PAGE	HALF PAGE	QUARTER PAGE
Black & White only	\$150	\$125	\$95

Run of Book Print Ads

Sizing

Trim: 8" x 10-3/4"

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

Bindings: perfect; Jogs to head

Printing Process: Litho Web

Halftone Screen: Cover: 150 line screen **Text:** 150 line screen

AD SIZE	NON-BLEED	BLEED
Full Page	7-1/2" x 10-1/4"	8-1/4" x 11"
Spread	15" x 10"	16-1/4" x 11"
1/2 Horizontal	7" x 5"	8-1/4" x 5-5/8"
1/2 Vertical	3-1/2" X 10"	4-1/4" X 11"
1/4 Page	3-1/2" X 5"	

Specifications

File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.4.

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 5 (PDF 1.4) 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 (CC 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 OpenType and/or 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:

- Pages must be built to the final trim size. Any content that prints to the trim line must be extended an additional 1/8" (0.125") minimum bleed allowance beyond the trim on all sides.
- Any essential images or text ("live matter") should be positioned at least 1/4" (0.25") from trim edges.
- Supply as single page files only.
- Right Reading, Portrait Mode, 100% size, No Rotation.
- 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.
- Special effects (ex. gradient, transparency, shadow, 3D effect) will be converted to raster object due to file compatibility.
- If needed, crop marks and SWOP color bars should be positioned 1/2" (0.50") outside trim (cannot appear within bleed area).

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).

NOTE: Any non-intended spot colors will be converted to CMYK.

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

If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit <https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/>. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.

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.

Supplied Print Ad Pieces

- All pieces must be submitted to Publisher for approval of stock, design and other mechanical specifications
- All pieces subject to editorial approval
- Copy of piece must accompany insertion order
- Failure to meet specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Deadlines

Close Date for Booking: See space closing dates

Delivery Date: See preprinted supplied pieces dates

Specifications

Inserts

- **Size - 2 pages:** 8-1/4" x 11"
- **Size - 4 pages:** 16-1/2" x 11", furnish folded to 8-1/4" x 11"
- **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.

Quantity

Contact Ad Sales Services.

For conference copy distribution, contact Ad Sales Services

Packing

- Packed in cartons one up, folded if four pages, flat if two pages.
- If sending for more than one issue, pack separately for each issue and clearly indicate journal title, issue date (month/year), product and quantity.
- Pieces should NOT be delivered shrink-wrapped.
- For conference copy distribution, contact Ad Sales Services

Shipping

- All shipments must be clearly marked with journal title, issue date (month/year), product & quantity.
- If shipping pieces for more than one issue date, pack pieces for each issue separately and clearly delineate quantity for each.

SHIPPING ADDRESS

CHEST
Sheridan NH
69 Lyme Road
Hanover, NH 03755
United States
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.

For Contracts, Insertion Orders & Production Materials

North America	Tom Pitofsky	t.pitofsky@elsevier.com	(t) 661-513-7247
Europe	Robert Bayliss	r.bayliss@elsevier.com	(t) 44 20 7424 4454
APAC	Fleur Gill	fleur.gill@elsevier.com	(t) +44 7765 995008
Global	Ariel Medina	a.medina@elsevier.com	(t) 212-633-3189

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

Digital Specs

Website

POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Top	Leaderboard	728 x 90	728 x 315	Down
Top	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 300 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

FORMATS	jpeg, png, gif, HTML5†, 3rd party tags
TRACKING PIXELS	Yes
MAX FILE SIZE	200 KB
MAX ANIMATION (TIME/LOOPS)	15 seconds/ 3 loops
PRESTITIAL FREQUENCY	1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).

eTOC Email

POSITION	AD	SIZE (PIXELS)
Top	Leaderboard	728 x 90
Middle	MPU	300 x 250

FORMATS jpeg, png, gif, (static image only)

TRACKING PIXELS No

MAX FILE SIZE 200 KB

MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

AIP Email

POSITION	AD	SIZE (PIXELS)
Top	Leaderboard	728 x 90
Side	Skyscraper	160 x 600
Middle	MPU	300 x 250

FORMATS jpeg, png, gif, (static image only)

TRACKING PIXELS No

MAX FILE SIZE 200 KB

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.

Rates

PLACEMENT	RATE	COMMENTS
Banner (CPM)	Available upon request	
eTOC Leaderboard	Available upon request	
eTOC Large Rectangle	Available upon request	
eTOC AIP	Available upon request	
Prestitial	Available upon request	

Digital rates vary by country, please contact the relevant contact person for rates outside of the US.

