Journal of Cardiac Failure

Editorial

Journal of Cardiac Failure is the official publication of the influential Heart Failure Society of America (HFSA) and Japanese Heart Failure Society (JHFS). The journal’s peer-reviewed original papers and review articles address clinical research, basic human studies, and bench research with potential clinical applications to heart failure-pathogenesis, etiology, epidemiology, pathophysiological mechanisms, assessment, prevention, and treatment. Journal of Cardiac Failure, as the voice of the specialty, also publishes guidelines issued by the Heart Failure Society of America that will help further define the practice of cardiovascular medicine and that readers will use repeatedly.

Editor-in-Chief: Robert Mentz, MD, Duke University Medical Center, Durham, North Carolina, United States

Affiliation: Official Journal of the Heart Failure Society of America and the Japanese Heart Failure Society

Audience: Cardiologists and internal medicine practitioners.

Global Print Circulation: 1,960  Issuance: 12 times per year
Journal Contacts

**Recruitment/Classified Sales**

<table>
<thead>
<tr>
<th>Global</th>
<th>Alexis Graber</th>
<th><a href="mailto:a.graber@elsevier.com">a.graber@elsevier.com</a></th>
<th>(t) 201-466-3846</th>
</tr>
</thead>
</table>

**Contracts, Insertion Orders & Production Materials**

<table>
<thead>
<tr>
<th>Global</th>
<th>Jaichand Ramsaroop</th>
<th><a href="mailto:j.ramsaroop@elsevier.com">j.ramsaroop@elsevier.com</a></th>
<th>(t) 212-633-3690</th>
</tr>
</thead>
</table>

**Editorial Reprints**

**Multimedia Publishing**
Print Closings

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

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>CLASSIFIED SPACE CLOSING &amp; RUN OF BOOK ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>28/1</td>
<td>January 2022</td>
<td>12/08/2021</td>
</tr>
<tr>
<td>28/2</td>
<td>February 2022</td>
<td>01/11/2022</td>
</tr>
<tr>
<td>28/3</td>
<td>March 2022</td>
<td>02/07/2022</td>
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<tr>
<td>28/4</td>
<td>April 2022</td>
<td>03/08/2022</td>
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<td>May 2022</td>
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<td>June 2022</td>
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<td>28/7</td>
<td>July 2022</td>
<td>06/06/2022</td>
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<td>28/8</td>
<td>August 2022</td>
<td>07/08/2022</td>
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<td>28/9</td>
<td>September 2022</td>
<td>08/08/2022</td>
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<td>October 2022</td>
<td>09/06/2022</td>
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<td>November 2022</td>
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<td>28/12</td>
<td>December 2022</td>
<td>11/04/2022</td>
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Print Advertising

Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2,175</td>
<td>$1,585</td>
<td>$1,040</td>
</tr>
<tr>
<td>5x</td>
<td>$2,085</td>
<td>$1,510</td>
<td>$985</td>
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<tr>
<td>10x</td>
<td>$1,975</td>
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<td>20x</td>
<td>$1,935</td>
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</tr>
<tr>
<td>30x</td>
<td>$1,755</td>
<td>$1,255</td>
<td>$865</td>
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<table>
<thead>
<tr>
<th>STANDARD COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
<th>MATCHED COLOR</th>
<th>4 COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>$865</td>
<td>$690</td>
<td>$980</td>
<td>$1,795</td>
</tr>
</tbody>
</table>

Premium Positions

Cover 4: 50% B/W Page rate
Cover 2: 35% B/W Page rate
Cover 3: 25% B/W Page rate
Opposite TOC: 25% B/W Page rate
First Right Hand Page: 25% B/W Page rate
Other Preferred Positions: 10% B/W Page rate

Cover Tips

$5,500

Outserts

$6,000

Confidential Email Inbox

Cost: $40.

Agency Discount

AGENCY DISCOUNT 15% - All rates in print are GROSS, except those that marked as Net.

Composition

<table>
<thead>
<tr>
<th>PRINTING</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
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</thead>
<tbody>
<tr>
<td>Black &amp; White only</td>
<td>$150</td>
<td>$125</td>
<td>$95</td>
</tr>
</tbody>
</table>

All production charges are net and non-commissionable

Cancellations

Must be received in writing on or before the announced closing date.
Digital Advertising

myHealthTalent.com Career Resource

All rates noted on this card include a 30-day online job posting on myHealthTalent.com (same text as print ad). Contact Traci Peppers at t.peppers@elsevier.com to learn other opportunities available for myHealthTalent.com.

Banner Ads — Journal Website

Contact your sales representative for rates and opportunities.

Banner Ads — Table of Contents (eTOC) / Article in Press (AIP) Alerts Email

Contact your sales representative for rates and opportunities.

Additional Notes

1. All rates in digital are NET.
2. Digital campaigns (including banner ads on journal website and Table of Contents email) lasting 8 weeks or shorter are subject to 20% premium charge to regular CPM/flat fee.
4. See Digital Specs for detailed specifications.

Acceptance of Advertising

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.
Run of Book Print Ads

Sizing
Trim: 8-1/4” x 11”
Keep live matter 1/4” from all trim edges.

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

Binding: Perfect; Jogs to head
Printing Process: Litho Sheet
Halftone Screen: Cover: 150 line screen Text: 150 line screen

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:
- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher (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 and 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 (Bimap) 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
- No content is to be within 1/4" of all 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.

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
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/](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
- Email high-res PDF ad file(s) to sales contact and include the following information:
  - Journal Title
  - Issue date
  - Advertiser

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

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

Digital Specs

<table>
<thead>
<tr>
<th>Positions</th>
<th>Ad</th>
<th>Size (pixels)</th>
<th>Expandable (pixels)</th>
<th>Expandable Direction</th>
</tr>
</thead>
</table>

Page 7 of 10
<table>
<thead>
<tr>
<th>Positions</th>
<th>Ad</th>
<th>Size (pixels)</th>
<th>Expandable (pixels)</th>
<th>Expandable Direction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

**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).

**JBS (HEALTH ADVANCE JOURNAL SITES) eTOC EMAIL**

<table>
<thead>
<tr>
<th>Position</th>
<th>Ad</th>
<th>Size (pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

MPU banners, positions 1, 2, 3, are stacked vertically

**Formats**
- jpeg, png, gif (static image only)

**Tracking pixels**
- No

**Max file size**
- 200 KB

Animation and expandable banners unavailable

**JBS (HEALTH ADVANCE JOURNAL SITES) AIP EMAIL**
<table>
<thead>
<tr>
<th>Position</th>
<th>Ad</th>
<th>Size (pixels)</th>
</tr>
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<tr>
<td>Top</td>
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<td>728 x 90</td>
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<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**Formats**
- jpeg, png, gif, (static image only)

**Tracking pixels**
- No

**Max file size**
- 200 KB

Animation and expandable banners unavailable
1. Applicability
These terms and conditions shall apply to all orders, proposals and agreements made between Elsevier and any third party acting as its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgment, form the entire agreement between the parties ("the T&C"). They supersedes any previous supply terms and conditions.

For the purposes of the T&C Elsevier means the company which Elsevier supplies the Products or Services as an out-sourcing, order acknowledgment or invoice. Where general terms and conditions of business are proposed by the Client, these shall not supersede the T&C and will be subject to the additional terms and conditions of the T&C.

2. Offer and acceptance Description
Each order for the Products and Services from the Client to Elsevier shall be deemed to be an offer by the Client to purchase the Products and Services subject to the T&C. No order placed by the Client shall be deemed to be accepted until Elsevier has sent a written confirmation of order to the Client stating that Elsevier accepts the order. All contracts for the supply of Products and/or Services are made subject to these terms and conditions of supply. If there is a variation of the terms and conditions of supply, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such inability shall be deemed to be a force majeure event. If by reason of labor dispute, strikes, inability to obtain labor or materials, public demonstrations, political or governmental action, war or any other event of similar nature, the Client is unable to perform in whole or in part its obligations set forth in this T&C, Elsevier shall not be liable for the timely appearance or accuracy of any material or publication, the Client shall remain liable for any undisputed part of such invoice.

3. Execution and modification of the order
Any modifications to the agreed product or service description, budget or schedule are effective only at the written acknowledgment. No offer to sell shall apply to the order at the time of return. Details of such policies will be provided to the Client upon request. Reprints cannot be returned once these have been printed.

4. Prices, taxes and conditions
Unless otherwise agreed by Elsevier in writing, the prices for the Products and Services shall be those set out in Elsevier's current price list or website or as agreed in writing. All such quotations shall be valid only for the handing, packing, loading, freight, insurance, transport and storage charges unless agreed in writing, and shall also be exclusive of any taxes, import duties or other levies imposed on the import of the Products or Services by the legal or political authorities, which shall be charged to Elsevier as appropriate. When agreed, Elsevier shall provide the Client with an VAT registration number or another version of the Examiner to Elsevier at the time of placing order.

Under the terms of the T&C, in which Elsevier is selling the Products, the Client is requested to allow tax on the amount of purchase of the T&C. For the avoidance of doubt any of the copies of the Product has not passed to Elsevier. For the avoidance of doubt, each of the Products and Services shall be transported from Elsevier. Elsevier shall be entitled to recover payment for loss or damage to the Products suffered until such time as the Client takes delivery of the same. Any advertisement supplied by the Client. Elsevier may terminate this TC at any time in the event of a breach of this TC by the Client.

6. Distribution
The Client shall not engage in piracy, reproduction, or publication of the Products or any other products of Elsevier or its affiliates, nor shall it directly or indirectly facilitate any other party to engage in such activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or publication of the Products by any such party. The Client is solely responsible for collecting from its customers amounts due in respect of sales of the Products, exercising full credit controls and sales being held. All such fees resulting from any unsold or uncollected orders. Delays in recovering or obtaining such payments will not affect the Client's obligation to make payments to Elsevier under clause 5.

7. Intellectual property
Copyright and other intellectual property rights in all Orders and products not owned by Elsevier shall remain with the Client unless otherwise agreed in writing. The rights granted to the Client are non-exclusive and for the purpose of agreeing exclusively. Any variation to the T&C and any representations about the Products and Services shall be excluded or limited Elsevier's liability for fraudulent misrepresentation. Where Products are sold to the Client for the Client's internal use.

9. Force majeure
If by reason of default or strike, dispute, inability to obtain labor or material, public demonstrations, political or governmental action, war or any other event of similar nature, the Client is unable to perform in whole or in part its obligations set forth in this T&C, then such party shall be relieved of the obligations to the extent it is thereby unable to perform, and such inability shall be deemed to be a force majeure event.

10. Advertising & Reprints
Client is solely responsible for ensuring approved advertising is received by Elsevier 45 days prior to the due date of publication in the (the "Contract Period"). Where copy is received after this date Elsevier will make corrections to accommodate the Client.

12. Audits
Client shall allow Elsevier's authorized representative at any reasonable time to have access to Elsevier's premises (or to arrange for Elsevier's authorized representatives to have access to other relevant premises) for the purpose of inspecting Elsevier's books, titles and records to verify Elsevier's compliance with the T&C.