Overview

JACC: Advances, is an open access, online-only journal with a unique mandate of focusing on new and emerging fields in cardiology, and recognizing and illuminating paradigm shifts as they occur. Over the past few decades, changes in patient and disease populations, emergence of new fields and advances in diagnostics and treatments have altered how cardiovascular medicine is practiced.

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

EMEALA
Katy Parker EMEALA
+44 (0) 7796 925011
k.parker@elsevier.com

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

APAC
Virginia Van Homrigh APAC
61 448 008159
v.vanhomrigh@elsevier.com

Global Print Circulation
Online Only

Avg. Global Monthly Visits
Available upon request

Avg. Global Monthly Unique Visitors
Available upon request

Avg. Global Monthly Page Views
Available upon request

Avg. Global eTOC Distribution
93

Affiliation
American College of Cardiology (ACC)

Audience
Cardiologists and physicians with a secondary interest in cardiology
Digital Specs

### Website

<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 300 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).

### 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>

**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

<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>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

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

These terms and conditions shall apply to all offers, proposals, negotiations and agreements made between the third party and any order (the "Client") relating to the products and services of Elsevier ("the Products and/or Services") and, with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties. Elsevier reserves the right to amend these terms and conditions in respect of future orders in the way it sees fit. The Client shall not rely on any representations or understandings that are not set out in writing in an order acknowledgment by Elsevier.

2. **Offer and acceptance**

Each order for the Products and Services from the Client shall be deemed to be an offer by the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or Elsevier delivers the Products or invoices the Client or otherwise confirms to the Client in writing that the Client has been accepted. Only the TC relevant at the time of placing an order will be governed by the TC shall prevail. Any variation to the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorized official of Elsevier. Nothing in the TC will exclude or limit Elsevier’s liability for death or personal injury caused by its negligence.

3. **Advertising & Reprints**

Subject to the TC, each party shall have the right to advertise at, use, reproduce, or distribute the Advertising Content or any other advertising issued by Elsevier and any descriptions or illustrations contained in Elsevier’s catalogues or other promotional material. All such advertising in connection with the TC shall be in accordance with the TC, and the Client shall be entitled to the exclusive right to use the Advertising Content by Elsevier for the purposes of this TC; (ii) the use, reproduction, distribution or the Advertising Content by Elsevier shall be consistent with Elsevier’s standards. In addition, Elsevier shall have the right, at any time, to remove any of the Client’s advertising from any of Elsevier’s publications or websites. Any advertising that is removed by Elsevier shall be restored to its original form and shall not be altered in any manner without the prior written consent of Elsevier.

4. **Compliance with laws**

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part obligations under the TC, it shall forthwith give written notice thereof to the other party. Each party shall have the right to terminate the TC until such advance payment has been received. Where the Client is indebted to Elsevier for any other Product or Service, this shall not affect Elsevier’s rights to permit the use of the Advertising Content by Elsevier for the purposes of this TC; (ii) the use, reproduction, distribution or the Advertising Content by Elsevier shall be consistent with Elsevier’s standards. In addition, Elsevier shall have the right, at any time, to remove any of the Client’s advertising from any of Elsevier’s publications or websites. Any advertising that is removed by Elsevier shall be restored to its original form and shall not be altered in any manner without the prior written consent of Elsevier.

5. **Payment**

All payments due under the TC shall be made in full and without deduction or set-off. Any monies received by the Client, to clear any of the Client’s outstanding debts to Elsevier. Elsevier shall be entitled to apply any monies received by the Client, to clear any of the Client’s outstanding debts to Elsevier. From the due date of the invoice to the date of payment in full, interest at the rate of 0% per annum shall be payable on any monies overdue (in whole or in part) and to remain payable until such time as the full amount of the invoice is paid. The Client shall not be entitled to apply any monies received by the Client, to clear any of the Client’s outstanding debts to Elsevier. From the due date of the invoice to the date of payment in full, interest at the rate of 0% per annum shall be payable on any monies overdue (in whole or in part) and to remain payable until such time as the full amount of the invoice is paid.

6. **Distribution**

The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, rules or regulations or industry codes or any rights of any third parties including, but not limited to, infringement or misappropriation of any copyright, patent, trade secret, mask, image, or other proprietary or property right, advertising, unfair competition, defamation, invasion of privacy or rights of identity, violation of any anti-competition law or regulation, or any other right or privacy or publicity. (ii) Advertising Content concerning any specific advertising, sales, royalties, registration, printing processes, technical and advertising issued by Elsevier and any descriptions or illustrations contained in Elsevier’s catalogues or other promotional material. All such advertising in connection with the TC shall be in accordance with the TC, and the Client shall be entitled to the exclusive right to use the Advertising Content by Elsevier for the purposes of this TC; (ii) the use, reproduction, distribution or the Advertising Content by Elsevier shall be consistent with Elsevier’s standards. In addition, Elsevier shall have the right, at any time, to remove any of the Client’s advertising from any of Elsevier’s publications or websites. Any advertising that is removed by Elsevier shall be restored to its original form and shall not be altered in any manner without the prior written consent of Elsevier.

7. **Audit**

This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation. No external costs will be incurred or committed prior to the date of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing or

8. **Dispute Resolution**

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be notified in writing and subject to the relevant Elsevier company’s return policy applicable date of receipt of written notice of cancellation by Elsevier. The Client shall not be entitled to any other cancellation or return right.

9. **Force majeure**

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part obligations under the TC, it shall forthwith give written notice thereof to the other party. Each party shall have the right to terminate the TC until such advance payment has been received. Where the Client is indebted to Elsevier for any other Product or Service, this shall not affect Elsevier’s rights to permit the use of the Advertising Content by Elsevier for the purposes of this TC; (ii) the use, reproduction, distribution or the Advertising Content by Elsevier shall be consistent with Elsevier’s standards. In addition, Elsevier shall have the right, at any time, to remove any of the Client’s advertising from any of Elsevier’s publications or websites. Any advertising that is removed by Elsevier shall be restored to its original form and shall not be altered in any manner without the prior written consent of Elsevier.

10. **liability & Claims**

The Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier. Elsevier ... by any court, tribunal or administrative body of competent jurisdiction to be wholly or partly illegal, invalid, void, unenforceable or unreasonable it shall to the extent of such illegality, invalidity, voidness, voidability, ... and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing or

11. **Audit**

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be notified in writing and subject to the relevant Elsevier company’s return policy applicable date of receipt of written notice of cancellation by Elsevier. The Client shall not be entitled to any other cancellation or return right.

12. **Compliance with laws**

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be notified in writing and subject to the relevant Elsevier company’s return policy applicable date of receipt of written notice of cancellation by Elsevier. The Client shall not be entitled to any other cancellation or return right.