Overview

*JACC: Basic to Translational Science*, an open access journal, serves a forum for advancing the field Translational Cardiovascular Medicine, and as a platform for accelerating the translation of novel scientific discoveries into new therapies that improve clinical outcomes for patients affected with or at risk for Cardiovascular Disease. Thematic areas of interest include pre-clinical research; clinical trials; personalized medicine; novel drugs, devices, and biologics; proteomics, genomics and metabolomics; and early phase clinical trial methodology.
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

---

*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

---

*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

---

*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).

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

These terms and conditions shall apply to all offers, proposals, orders made between Elsevier and any third party or agent ("the Client") relating to the products and/or services of Elsevier ("the Product and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between Elsevier and the Client, and shall supersedes any previous oral or written agreement. The order shall be subject to the following terms and conditions.

2. Time for Performance

All or any part of the Product shall be furnished by Elsevier to the Client at such time(s) agreed between Elsevier and the Client. The time of delivery of the Product, for the purpose of this Agreement, shall be as follows: [add delivery time frame].

3. Payment Terms

[Add payment terms, such as net 30, net 60, full upfront payment, etc.]

4. Insurance

[Add insurance requirements, such as insurance coverage for business interruption, property damage, liability, etc.]

5. Force majeure

[Add force majeure clause, such as acts of God, war, labor disputes, etc.]

6. Breach

[Add breach clause, such as termination for breach of contract, liquidated damages, etc.]

7. Termination

[Add termination clause, such as termination for convenience, non-payment, etc.]

8. Dispute Resolution

[Add dispute resolution clause, such as arbitration, mediation, etc.]

9. Governing Law

[Add governing law clause, such as the laws of the state of [insert state], the United States, etc.]

10. Entire Agreement

[Add entire agreement clause, such as that this Agreement contains the entire understanding between the parties and supersedes all prior agreements.]

11. Modification

[Add modification clause, such as that any modification to this Agreement must be in writing and signed by both parties.]

12. Assignment

[Add assignment clause, such as that the Client may not assign this Agreement without Elsevier's prior written consent.]

13. Governing Language

[Add governing language clause, such as that this Agreement shall be governed in accordance with [insert language].]

14. Severability

[Add severability clause, such as that if any provision of this Agreement is held to be invalid, unenforceable, or illegal, the remaining provisions shall remain in full force and effect.]

15. Counterparts

[Add counterparts clause, such as that this Agreement may be executed in multiple counterparts, each of which when executed constitutes an original, but all of which together constitute one and the same instrument.]

16. Confidentiality

[Add confidentiality clause, such as that the Client shall not disclose any Confidential Information to any third party, unless [add circumstances].]

17. Export Controls

[Add export controls clause, such as that the Client shall comply with all applicable export controls laws and regulations.]