Journal of Cardiac Failure

Overview

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.

Display Advertising

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Affiliation

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

Audience

Cardiologists and internal medicine practitioners.
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 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

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*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).

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**eTOC Email**

<table>
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<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

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**AIP Email**

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- 200 KB

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

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 proposals, offers and agreements made between Elsevier and any third party or 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 acknowledgement, shall form the entire agreement between the parties ("the TC"). They supersede any previous understandings, communications or representations between the parties relating to the subject matter of the TC. The TC includes these terms and conditions and any further terms and conditions agreed in writing by both parties. Any variation to the TC shall be in writing and signed by an authorised officer of Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for fraud or fraudulent misrepresentation.

2. Offers and acceptance

Offers and orders for the Products and Services by the Client from Elsevier shall be deemed to be made by the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until written acknowledgement of order is issued by Elsevier or Elsevier delivers the Products or issues the invoice to the Client confirming delivery of the Products for the Services. The Client’s order for the Products and services is subject to availability. In the event of any uncertainty as to the availability of the Products and Services, the Client shall be notified of this and in the event of non-availability, the Client shall have the right to cancel the order. The Client’s order for the Products and Services is subject to availability and, unless otherwise agreed in writing, may result in an adjustment to the final price and/or delivery schedule at Elsevier’s discretion. If, at the request of the Client, Elsevier requests additional documentation, the Client shall provide such documentation within a reasonable time.

3. Cancellations & Returns

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, all obligations of the TC, the party so affected is excused from performance during the period of such cause. Such party shall give prompt written notice of the event with reasonable detail describing the cause, and make reasonable efforts to mitigate its impact on the TC. The non-performing party shall use reasonable efforts to perform as promptly as practicable upon the removal of the cause of such delay. In such event, Elsevier may either (i) publish alternative Advertising Content in consultation with the Client or (ii) terminate the TC if Elsevier determines, in its sole discretion, that the Advertising Content and/or Services or the execution or performance of a contract provided that such payments are permissible under the Applicable Law: (a) any loss of anticipated profits or expected future business; (b) damage to reputation or goodwill; (c) any loss of privacy or security of personal data; (d) any loss due to the unauthorised or unlawful use of personal data; (e) any loss of, or any damage to, a software program, database or file; (f) any loss that was not foreseeable by the Client and Elsevier at the time this TC was entered into; or (g) any loss not caused by the Client or Elsevier.

5. Price, terms and payment

Prices and terms of payment are subject to change and shall be as indicated on Elsevier’s proposal, quote or invoice and shall be in accordance with the Applicable Law. Where applicable, payment terms are set forth in the TC. Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which are incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad space closing date, but in the event that any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the cancelled space. Cancellation of an advertisement may result in the Client being charged a cancellation fee. All cancellations must be in writing and received at Elsevier’s offices prior to the space closing date. If a Client cancels an order for an advertisement, a cancellation fee will be charged for any external or internal costs which have been incurred or committed up to and including the date of written cancellation. Due dates and dates of payment are set forth in the TC. If no dates are so specified, delivery/performance will be within a reasonable time. 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, all obligations of the TC, the party so affected is excused from performance during the period of such cause. Such party shall give prompt written notice of the event with reasonable detail describing the cause, and make reasonable efforts to mitigate its impact on the TC. The non-performing party shall use reasonable efforts to perform as promptly as practicable upon the removal of the cause of such delay. In such event, Elsevier may either (i) publish alternative Advertising Content in consultation with the Client or (ii) terminate the TC if Elsevier determines, in its sole discretion, that the Advertising Content and/or Services or the execution or performance of a contract provided that such payments are permissible under the Applicable Law: (a) any loss of anticipated profits or expected future business; (b) damage to reputation or goodwill; (c) any loss of privacy or security of personal data; (d) any loss due to the unauthorised or unlawful use of personal data; (e) any loss of, or any damage to, a software program, database or file; (f) any loss that was not foreseeable by the Client and Elsevier at the time this TC was entered into; or (g) any loss not caused by the Client or Elsevier.

7. Audit

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be in writing and received at Elsevier’s offices prior to the space closing date, but in the event that any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the cancelled space. Cancellation of an advertisement may result in the Client being charged a cancellation fee. All cancellations must be in writing and received at Elsevier’s offices prior to the space closing date. If a Client cancels an order for an advertisement, a cancellation fee will be charged for any external or internal costs which have been incurred or committed up to and including the date of written cancellation. Due dates and dates of payment are set forth in the TC. If no dates are so specified, delivery/performance will be within a reasonable time. 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, all obligations of the TC, the party so affected is excused from performance during the period of such cause. Such party shall give prompt written notice of the event with reasonable detail describing the cause, and make reasonable efforts to mitigate its impact on the TC. The non-performing party shall use reasonable efforts to perform as promptly as practicable upon the removal of the cause of such delay.

10. Advertising & Reprints

The Client is solely responsible for ensuring proposed advertising copy is received at Elsevier in electronic form (or such other form as specified by Elsevier) and within the relevant deadline set by Elsevier (the “Closing Date”). Where copy is received late or not at all, Elsevier will endeavour to do its best, but cannot be bound to do so, to ensure the keyboarding of such copy, in order that it may be used for the relevant advertising issue. If the Client wishes to make any changes to advertising content, such changes will be made at the Client’s expense. The Client shall be responsible for ensuring that proposals and copy used for advertising are in accordance with all Applicable Laws. If the Client is unable to submit its advertising copy by the Closing Date, Elsevier will endeavour to use such copy as it deems fit. 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, all obligations of the TC, the party so affected is excused from performance during the period of such cause. Such party shall give prompt written notice of the event with reasonable detail describing the cause, and make reasonable efforts to mitigate its impact on the TC. The non-performing party shall use reasonable efforts to perform as promptly as practicable upon the removal of the cause of such delay. In such event, Elsevier may either (i) publish alternative Advertising Content in consultation with the Client or (ii) terminate the TC if Elsevier determines, in its sole discretion, that the Advertising Content and/or Services or the execution or performance of a contract provided that such payments are permissible under the Applicable Law: (a) any loss of anticipated profits or expected future business; (b) damage to reputation or goodwill; (c) any loss of privacy or security of personal data; (d) any loss due to the unauthorised or unlawful use of personal data; (e) any loss of, or any damage to, a software program, database or file; (f) any loss that was not foreseeable by the Client and Elsevier at the time this TC was entered into; or (g) any loss not caused by the Client or Elsevier.