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

Jessica Jimenez-Ahmed United States
267-236-8166
jjimenez-ahmed@elsevier.com

Robert Bayliss Europe
44 20 7424 4454
r.bayliss@elsevier.com

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

Derek Zakaib Canada
514-730-8837
derekjohnzakaib@gmail.com

Recruitment Advertising

Ariel Medina Global
212-633-3689
a.medina@elsevier.com

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>
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<th>EXPANDABLE DIRECTION</th>
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<td>Side</td>
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<td>300 x 250</td>
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<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>
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</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

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<tr>
<td>Middle</td>
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</tbody>
</table>

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

TRACKING PIXELS: No

MAX FILE SIZE: 200 KB

AIP Email

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Animation and expandable banners unavailable
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