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.
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).
## Rate Card

**Effective January 2024**

### eTOC Email

<table>
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<tbody>
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<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

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Contact your sales representative for all digital advertising rates and opportunities.
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If the Client does not cancel its order within the time specified by Elsevier in writing, the Client agrees to the order and all terms and conditions associated with the order. Any modifications to the order shall be in writing and signed by both parties. If the Client does not accept any modification to the order within 30 days of receipt of the modified terms, Elsevier may cancel the order and invoice the Client for any work already performed.

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7. Force majeure

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, civil commotions, riot, armed conflict, or other causes beyond the control of a party, such party is unable to perform in whole or in part, Elsevier may without penalty cancel or suspend any or all of the Products or Services by giving notice to the Client. The Client shall not be liable for any delay or failure in performance of the Products or Services caused by events beyond its control.

8. Compliance with laws

The Client shall at all times during the term strictly comply with all applicable laws, regulations, standards and public and administrative orders (jointly "Applicable Law" or "Law") relevant to its duties, obligations and performance under this Agreement, including, without limitation, those relating to data protection, freedom of information, health and safety, and the environment. The Client shall not use the Products or Services for any unlawful or illegal purpose.

9. Advertising & Reprints

The Client shall not make use of any material which involves any form of plagiarism, defamatory, or illegal material, or any material which involves any violation of copyright, trademarks, or other intellectual property rights, which is likely to cause any damage or loss to Elsevier, its employees, agents, or contractors.

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11. Cancellations & Returns

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be communicated to Elsevier in writing and signed by an authorized officer of the Client. The cancellation fee shall be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation. If the Client is notified by Elsevier of any changes to the terms of the order, the Client shall be liable for any such changes.

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The Client shall at all times during the term strictly comply with all applicable laws, regulations, standards and public and administrative orders (jointly "Applicable Law" or "Law") relevant to its duties, obligations and performance under this Agreement, including, without limitation, those relating to data protection, freedom of information, health and safety, and the environment. The Client shall not use the Products or Services for any unlawful or illegal purpose.

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The Client shall not make use of any material which involves any form of plagiarism, defamatory, or illegal material, or any material which involves any violation of copyright, trademarks, or other intellectual property rights, which is likely to cause any damage or loss to Elsevier, its employees, agents, or contractors.

14. Auditing

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