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

Editor-in-Chief
Robert Mentz, MD, Duke University Medical Center, Durham, North Carolina, United States

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

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<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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</tbody>
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### 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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