Canadian Journal of Cardiology

Overview

The Canadian Journal of Cardiology (CJC) is the official journal of the Canadian Cardiovascular Society. The CJC is a vehicle for the international dissemination of new knowledge in cardiology and cardiovascular science, particularly serving as the major venue for Canadian cardiovascular medicine. The CJC publishes original reports of clinical and basic research relevant to cardiovascular medicine, as well as editorials, review articles, and case reports. Papers on health outcomes, policy research, ethics, medical history, and political issues affecting practice, as well as letters to the editor, are also published. CJC is the repository for CCS guidelines and position papers.

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Global Print Circulation
Online Only

Avg. Global Monthly Visits
34,810

Avg. Global Monthly Unique Visitors
17,365

Avg. Global Monthly Page Views
21,965

Avg. Global eTOC Distribution
6,289

Affiliation
Canadian Cardiovascular Society

Audience
Cardiologists, internists, and other physicians

Rate Card
Effective January 2024

Canadian Journal of Cardiology
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/8hrs/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

<table>
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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)

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AIP Email

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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.
5. Payment

1. Applicability

The eTOC Metrics: 12 Month Average of eTOC sends - July 2022 to June 2023

Monthly average web metrics based on the period of July 2022 to June 2023

partially enforcing any provision (or prosecuting any breach) of the TC will not be construed as a waiver of any of its rights under the TC.

voidable, unenforceable or unreasonable it shall to the extent of such illegality, invalidity, voidness, voidability, ... and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing or

13. Cancellations & Returns

15. Amendments & modifications

The Client shall be solely responsible for collecting from its customers amount due from its advertising revenue and subtracting the amount due Elsevier. The Client shall not be liable for returns of goods

11. Intellectual property

10. Advertising & Reprints

9. Force majeure

6. Distribution

1. Applicability

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Table 1: Application of terms and conditions of supply

<table>
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<tr>
<th>1. Applicability</th>
<th>2. Execution and modification of the order</th>
<th>3. Execution and modification of the order</th>
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<tr>
<td>7. Rights of use</td>
<td>8. Liability and claims</td>
<td>10. Advertising &amp; Reprints</td>
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