

JACC: Heart Failure

Overview

JACC: Heart Failure publishes the most important findings on the pathophysiology, diagnosis, treatment, and care of heart failure patients. The goal of the *Journal* is to improve our understanding of the disease, clinical trials, clinical outcomes, and advances in therapies through timely, insightful scientific communication. The *Journal* will embrace interdisciplinary relationships with neuroscience, pulmonary medicine, nephrology, electrophysiology, and surgery as they relate to heart failure. Articles concerning pharmacogenetics, biomarkers, and metabolomics will also be published.

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Global

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Global Print Circulation

Online Only

Avg. Global Monthly Visits

1

Avg. Global Monthly Unique Visitors

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Avg. Global eTOC Distribution

21,254

Affiliation

American College of Cardiology

Audience

Cardiologists and physicians with a secondary interest in cardiology.

Editor-in-Chief

Biykem Bozkurt, MD, PhD, FACC





Digital Specs

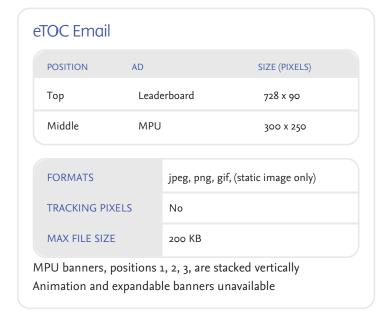
Website

POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Тор	Leaderboard	728 x 90	728 x 315	Down
Тор	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 300 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

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	ı 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).



POSITION	AD	SIZE (PIXELS)	
Тор	Leaderbo	ard 728 x 90	
Side	Skyscrape	r 160 x 600	
Middle	MPU	300 X 250	
FORMATS		jpeg, png, gif, (static image only)	
TRACKING PIXELS		No	
MAX FILE SIZE		200 KB	



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Rates

PLACEMENT	RATE	COMMENTS
Banner (CPM)	160	
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eTOC Large Rectangle	\$3,150/banner/send \$5,250/100%SOV/send(2banners)	
eTOC AIP	N/A	
Prestitial	N/A	\$320 CPM

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Advertising & Reprints Client is solely responsible for ensuring proposed advertising copy is received at Elsevier and all places of the extent possible.

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Circulation updated on 1st July 2024, based on 12-month monthly average July 2023-June 2024

eTOC Metrics: 12 Month Average of eTOC sends - July 2023 to June 2024

Monthly average web metrics based on the period of July 2023 to June 2024

