HeartRhythm Case Reports

Display Advertising

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APAC
Virginia Van Homrigh
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https://www.heartrhythmcasereports.com

Editorial

HeartRhythm Case Reports provides rapid online electronic publication of the most important current case reports, illustrations, and educational vignettes in the field of cardiac arrhythmias and electrophysiology. The Journal publishes case reports and series devoted to the diagnosis and treatment of heart rhythm disorders, as well as the electrophysiology of the heart and blood vessels. All articles are peer-reviewed. The Journal is published online only with open access and available on PubMed Central.

Editor-in-Chief: T. Jared Bunch, M.D.

Affiliation: Heart Rhythm Society

Audience:
All members of the Heart Rhythm Society including the entire cardiac electrophysiology community from basic to clinical academic researchers, private practitioners, technicians, industry and trainees, EP fellows and residents.

Global Print Circulation: 0  
Issuance: 12 times per year

*Circulation updated on October 25, 2021, based on 12-month monthly average July 2020-June 2021
Journal Contacts

Advertising and Integrated Programs

<table>
<thead>
<tr>
<th>Region</th>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>Jessica Sneathen</td>
<td><a href="mailto:j.sneathen@elsevier.com">j.sneathen@elsevier.com</a></td>
<td>(t) 267-226-8166</td>
</tr>
<tr>
<td>Europe</td>
<td>Robert Bayliss</td>
<td><a href="mailto:r.bayliss@elsevier.com">r.bayliss@elsevier.com</a></td>
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<td>(t) 61 448 008159</td>
</tr>
</tbody>
</table>

Contracts, Insertion Orders & Production Materials

<table>
<thead>
<tr>
<th>Region</th>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>Lorrie Young</td>
<td><a href="mailto:lorrie.young@elsevier.com">lorrie.young@elsevier.com</a></td>
<td>(t) 212-633-3855</td>
</tr>
</tbody>
</table>

Print Advertising Material Submission Website

<table>
<thead>
<tr>
<th>Region</th>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>Elsevier Ad Copy</td>
<td><a href="mailto:adcopy@elsevier.com">adcopy@elsevier.com</a></td>
</tr>
</tbody>
</table>

Editorial Reprints

Multimedia Publishing
Print Closings

Cancellations:
No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>SPACE CLOSING</th>
<th>RUN OF BOOK ARTWORK DUE</th>
<th>REPRINTED SUPPLIED PIECES DUE</th>
</tr>
</thead>
</table>

Bonus Distribution
Contact your sales representative for more details.
Print Advertising

Rates

Premium Positions

Cover Tips
Contact your sales representative for rates and opportunities.

Outserts
Contact your sales representative for rates and opportunities.

Earned Rates
Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

AGENCY DISCOUNT 15% - All rates in print are GROSS, except those that marked as Net.

Inserts
Furnished inserts are billed at the black and white rate times the number of insert pages.
Two-page insert (one leaf): Two-times earned frequency rate.
Four-page or larger insert: Black & White earned frequency rate.

Composition

<table>
<thead>
<tr>
<th>PRINTING</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black &amp; White only</td>
<td>$150</td>
<td>$125</td>
<td>$95</td>
</tr>
</tbody>
</table>

*All production charges are net and non-commissionable*
Digital Advertising

Banner Ads — Journal Website
Contact your sales representative for rates and opportunities.

Banner Ads — Table of Contents (eTOC) / Article in Press (AIP) Alerts Email
Contact your sales representative for rates and opportunities.

Additional Notes

1. All rates in digital are NET.
2. Digital campaigns (including banner ads on journal website and Table of Contents email) lasting 8 weeks or shorter are subject to 20% premium charge to regular CPM/flat fee.
4. See Digital Specs for detailed specifications.

Acceptance of Advertising

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.
Run of Book Print Ads

Sizing
Trim: na
Keep live matter 1/4" from all trim edges.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Binding:</td>
<td>None;</td>
<td></td>
</tr>
<tr>
<td>Printing Process:</td>
<td>E-Only</td>
<td></td>
</tr>
<tr>
<td>Halftone Screen:</td>
<td>Cover: Text</td>
<td></td>
</tr>
</tbody>
</table>

Specifications

File Format
PDF or PDF/X-1a compliant files, saved as PDF version 1.3.

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:
- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Images
All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:
- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts
Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh “city” fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Page Layout
Regardless of the file format supplied, all ads must conform to the following specifications:
- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- No content is to be within 1/4" of all trim edges.
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image
editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.

- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as “Dark Blue.” PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC). Any non-intended spot colors will be converted to CMYK.

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs

If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.

Delivery

Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

Supplied Print Ad Pieces

Size - 2 page:

Size - 4 page:

Trimming: For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

Closing Date for Booking Inserts: Same as ad space closing

Insert delivery date: See Insert due dates

All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order. Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Insert Quantity

Contact Ad Sales Services
For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

INSERT SHIPMENTS ADDRESS

Page 7 of 10
Disposition of Reproduction Materials

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

For Contracts, Insertion Orders & Production Materials

Send new print ad files and submit pickup ads to www.ads4els.com.

<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 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>
</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).

JBS (HEALTH ADVANCE JOURNAL SITES) eTOC EMAIL

<table>
<thead>
<tr>
<th>Position</th>
<th>Ad</th>
<th>Size (pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
</tbody>
</table>
### MPU Banners, Positions 1, 2, 3, are Stacked Vertically

<table>
<thead>
<tr>
<th>Position</th>
<th>Ad</th>
<th>Size (pixels)</th>
</tr>
</thead>
<tbody>
<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

Animation and expandable banners unavailable

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### JBS (HEALTH ADVANCE JOURNAL SITES) AIP Email

<table>
<thead>
<tr>
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<th>Size (pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
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<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600</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

Animation and expandable banners unavailable
1. Applicability of the Terms and Conditions of Supply

These terms and conditions shall apply to all orders, proposals, agreements and contracts between Elsevier and any party or agent ("the Client") regarding the supply of products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgment, shall form the entire agreement between the parties ("the T&Cs"). They supercede any previous terms and conditions. For the purposes of the T&Cs Elsevier is the party that supplies the Products and/or Services as an obligation under an Elsevier order acknowledgment or invoice. When general terms and conditions of business are proposed by the Client, the Client shall not rely on any such terms except to the extent such may be subject to additional formal terms.

2. Offer and Acceptance Description

Each order for the Products and Services from Elsevier by the Client from Elsevier shall be deemed to be an offer by the Client to purchase the Products and Services subject to the T&Cs. No order placed by the Client shall be deemed to have been accepted until Elsevier has sent written confirmation to the Client that it has accepted the order. Order acknowledgment or invoice means a written acknowledgment from Elsevier stating that the order has been received by Elsevier and that Elsevier has the authority to help the Client, Elsevier, and/or any affiliate of Elsevier for personal gain or for that of another person or entity ("the Client’s request"). When the Client makes the Client’s request to Elsevier, Elsevier shall not be liable to the Client for any delay in performance or delivery of the Products and/or Services as a result of any such other person or entity. If Elsevier is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier as the Client’s agent and that it shall be deemed to be the Client’s agent for all purposes for which Elsevier’s agent is properly bound by the Client. Elsevier reserves the right, at its discretion, to accept or reject any Client’s request (whether or not for the T&Cs) and to seek further assurance of the Client’s authority to make such a request.

3. Execution and modification of the order

Any modifications to the agreed product or service description, budget or schedule, as set out in the T&Cs, shall be subject to written agreement by the Client and Elsevier.

4. Prices, taxes and conditions

Unless otherwise agreed by Elsevier in writing, the Client shall be responsible for any taxes, levies or duties other than Value Added Tax ("VAT") payable on the Products or Services as determined by or under applicable law, and shall be liable for such taxes, levies or duties, as well as for all taxes, levies, duties or other charges of whatever description, however assessed and levied, which are or may at any time become due and payable in respect of such taxes, levies or duties.

5. Payment

When paid for shall be understood as within thirty (30) days of the invoice date in the currency invoiced. Time for payment shall be of the essence. Elsevier may not consent to a delay in payment without the express permission of Elsevier. Legal and contractual issues as to any agreement in respect of the Products or Services shall remain subject to the jurisdiction of the country in which the Products or Services are to be delivered. Even if paid in advance, no receipt for the payment is granted until Elsevier has delivered the Products or Services. The Client shall be entirely responsible for all taxes, duties and other charges relating to the delivery of the Products or Services. Any returns of the products shall be subject to the relevant returns policy of Elsevier.

6. Distribution

The Client shall not engage in piracy, reproduction, or plagiarize any of the Products or services provided to the Client, nor shall it directly or indirectly facilitate any party to engage in or facilitate the same. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products or Services, and the Client is solely responsible for collecting from any such third party any income that may result therefrom.

7. Intellectual property

Copyright and other intellectual property rights to all Elsevier proposals, publications and other Products and Services shall remain with Elsevier unless agreed otherwise in writing. The rights granted to the Client are exclusive and in consideration of and in exchange for the products and services of Elsevier. The Client hereby grants Elsevier an irrevocable and non-exclusive license to use, reproduce, distribute and transmit the Client’s trademarks, trade names, service marks or other proprietary rights or (4) are otherwise objectionable to Elsevier. Elsevier shall be entitled to charge the full cost of the advertisement. Any returns of the products shall be subject to the relevant returns policy of Elsevier.

8. Liability and claims

TO THE MAXIMUM EXTENT PERMITTED BY REGULATORY LAWS (1) Elsevier shall not be liable for any of the following unless either agreed to be within the ordinary course of business of the Client: all of the Products and Services are not delivered by the Client; or if the Client is in breach of any of its obligations under the T&Cs, or due to the Client’s wilful or negligent conduct; or if any representations or warranties made by the Client to Elsevier are false or misleading; or (3) otherwise, to the extent permitted by law, to the maximum extent permitted by law, or to the extent permitted by any applicable law, rule or regulation or industry code or if Elsevier is directed to do so by a court of competent jurisdiction.

9. Force majeure

If by reason of war, strikes, disruptions, unrest, inability to obtain labor or materials, force majeure or any other element of the Client’s operations, accidents, political restrictions or agreements, tax or currency controls or other causes beyond the control of a party, such party is unable to perform in whole or in part or to fulfill obligations set forth in the T&Cs, then such party shall be relieved of all obligations to the extent it is thereby unable to perform, and such inability to perform shall not give rise to any such party being liable to any other party. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the provisions of this T&Cs and to avoid the effects of such event to the extent possible.

10. Advertising & Reprints

Client is solely responsible for ensuring approved advertising is received by Elsevier (or such other form or manner as approved by Elsevier) within the relevant deadline set by Elsevier (the “Closing Date”). Where copies are received at all, although Elsevier will endeavor to do so, Elsevier may not be able to arrange for such copies to be distributed or published in a timely manner. If proof is delivered to the Client, it is the Client’s responsibility to use such proof within the specified time limit or Elsevier may not be able to guarantee such proof. If copies are not received at all, Elsevier reserves the right to close the account of the Consumer at its sole discretion.

11. Audit

Client shall allow Elsevier’s authorized representative at any reasonable time to have access to Elsevier’s premises (or as is agreed by Elsevier’s authorized representatives to have access to other relevant premises) for the purpose of inspecting Elsevier’s facilities, books and records to verify Elsevier’s compliance with the T&Cs.

12. Compliance with laws

Client shall at all times during the T&Cs comply with applicable laws, ordinances, regulations, standards and all applicable laws or regulations to which the Client is subject. "Public health laws" means all applicable laws, regulations, standards and all applicable laws or regulations to which the Client is subject. Client shall comply with all applicable laws, rules, regulations or industry codes and all rights of any kind that require it. The Client warrants that it is the Client’s responsibility to ensure that all of these requirements are met.

13. Cancellations and Refunds

If the Client cancels orders either fully or partially, or cancels any event, the Client shall indemnify Elsevier for all costs and expenses incurred by Elsevier in connection with such cancellation or event. If any cancellation is made, Elsevier reserves the right to recover all costs and expenses incurred by Elsevier in connection with such matters.

14. General

The formal terms, existence, construction, performance, validity and all aspects of the T&Cs shall be governed by the laws of the corporate domicile of the Elsevier company with which the Products or Services are supplied. The parties agree to submit to the exclusive jurisdiction of the courts of such corporate domicile. The Client shall not be entitled to assign the T&Cs to any party other than the party to whom provided unless written consent of Elsevier is first obtained. Any assignment by the Client to any assignor of the Client for its own business or, unless agreed in writing, and/or reproduced, whether electronically, mechanically, by photocopying, recording or in any other manner or form, without the specific prior written permission of Elsevier. Copyright and other intellectual property rights to all Elsevier proposals, publications and other Products and Services shall remain with Elsevier unless agreed otherwise in writing. The rights granted to the Client are exclusive and in consideration of and in exchange for the products and services of Elsevier. The Client hereby grants Elsevier an irrevocable and non-exclusive license to use, reproduce, distribute and transmit the Client’s trademarks, trade names, service marks or other proprietary rights or (4) are otherwise objectionable to Elsevier. Elsevier shall be entitled to charge the full cost of the advertisement. Any returns of the products shall be subject to the relevant returns policy of Elsevier.