HeartRhythm Case Reports

Display Advertising

North America
Jessica Sneathen
Tel: 267-226-8166
j.sneathen@elsevier.com

Europe
Robert Bayliss
Tel: 44 20 7424 4454
r.bayliss@elsevier.com

APAC
Virginia Van Homrigh
Tel: 61 448 008159
v.vanhomrigh@elsevier.com

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>
<td>(t) 44 20 7424 4454</td>
</tr>
<tr>
<td>APAC</td>
<td>Virginia Van Homrigh</td>
<td><a href="mailto:v.vanhomrigh@elsevier.com">v.vanhomrigh@elsevier.com</a></td>
<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

Global  | Elsevier Ad Copy | adc copy@elsevier.com

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

**FREQUENCY**

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...
edit 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:

Closing Date for
Booking Inserts:

Insert Delivery Date:

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

HeartRhythm Case Reports
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

Global Lorrie Young lorrie.young@elsevier.com (t) 212-633-3855

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

Digital Specs

JBS (HEALTH ADVANCE JOURNAL SITES) 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 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>

Page 8 of 10
### MPU (Middle Position) Banners

<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>

MPU banners, positions 1, 2, 3, are stacked vertically.

- **Formats**: jpeg, png, gif (static image only)
- **Tracking pixels**: No
- **Max file size**: 200 KB

Animation and expandable banners unavailable.

### JBS (HEALTH ADVANCE JOURNAL SITES) AIP 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>
<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
These terms and conditions shall apply to all orders, proposals, offers and agreements made between Elsevier and any third party or its agent (the "Client") relating to the 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. They supersede any previous supply terms and conditions. For the purposes of this TC Elsevier means the company which the Elsevier Group has designated as the entity to supply the Products and/or Services as set out on the order acknowledgment or invoice. Where general terms and conditions of business are proposed by the Client, the order shall set out in full the terms and conditions by which they apply. The order, together with any proposed terms, shall be deemed to be an offer and acceptance of all or such part of the order as applies to the order of the Client. The order shall be deemed to be accepted unless agreed in writing and signed by an authorized signatory of Elsevier. Nothing in this TC will exclude Elsevier's liability for fraudulent misrepresentation. Where Products are sold to the Client the contract third party order is in evidence such a sale may be subject to additional terms and conditions.

2. Offer and acceptance Description
Each order for the Products and Services from the Client by Elsevier shall be deemed to be an offer by Elsevier to the Client to supply the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or Elsevier delivers the Products or issues the invoice to the Client or confirms the performance of the Services for the Client. All quoted prices are subject to availability of the ordered Products. Unless otherwise expressly agreed Elsevier in writing, the Client represents and warrants that it is purchasing Products or Services from Elsevier for its own use and sale not and on behalf of any other person or entity. If the Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the account and use of no person or entity other than itself, and acting on no person or entity other than itself. The Client acknowledges that the representation of no person or entity and the Client’s authority to help the Client, Elsevier, and/or any affiliate of Elsevier for personal gain or for that of any other person or entity.

3. Execution and modification of the order
Any modifications to the agreed product or service description, budget or schedule, as set out in the acknowledgment, may result in an agreement to the final delivery and delivery schedule in Elsevier's discretion. If, at the request of the Client, Elsevier modifies additional Services in connection with the performance of the TC, Elsevier shall add in the name of, at the cost of and on the request of the Client. Any delays specified by Elsevier for delivery/performance of the Products and Services are estimates based on current lead times and for delivery/performance shall not be deemed the measure of its obligations. It is to be noted as specified, performance/delivery is within a reasonable time.

4. Payment, taxes and insurance
Unless otherwise agreed by Elsevier in writing, all prices quoted by Elsevier are subject to the Products and Services shall be deemed to set out in Elsevier’s current price list or catalogue print or online. Any such price quotations shall be exclusive of any handling, packing, loading, freight, insurance, and transport charges unless otherwise agreed in writing, and shall be exclusive of any taxes, import duties or other levies imposed on the sale or import of the Products by the UK or local authorities, which shall be charged by Elsevier as applicable.

5. Intellectual property
Copyright and other intellectual property rights in all Elsevier proposals, publications and other Products and Services shall remain with Elsevier unless agreed otherwise in writing. The rights granted by Elsevier are non-exclusive and for the purposes expressly agreed. Any other use shall require the prior written permission of Elsevier. The Client shall remain the intellectual property owner of all Products (other than those specifically licensed as above). Any product or publication in any automatic data processing system or network, whether centralized, remote access, by downloading, reproduction by any other means, without the specific prior written permission of Elsevier.

6. Liability and claims
TO THE MAXIMUM EXTENT PERMITTED BY LAW, ELSEVIER DISCLAIMS ALL WARRANTIES, EXPRESS, IMPLIED OR STATUTORY, INCLUDING WITHOUT LIMITATION ANY IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NONINFRINGEMENT. NEITHER ELSEVIER NOR ITS AFFILIATES WARRANT THAT THE PRODUCTS OR SERVICES WILL MEET THE CLIENT’S REQUIREMENTS OR THAT THE OPERATION OF THE PRODUCTS OR SERVICES WILL BE UNINTERRUPTED OR ERROR FREE.

7. Force majeure
If by reason of closing strikes, lockouts, inability to obtain labor or material, fire or other act of war or terrorism, accidents, public or government restrictions or other causes beyond the control of a party, such party is unable to perform in whole or in part or obligation specified in a contract or the TC, then such party shall be relieved of obligations to the extent it is thereby unable to perform, and such inability to perform shall no excuse such party liable to any other party. The party subject to an event of force majeure shall give good faith efforts to comply as closely as possible with the provisions of the TC and avoid the effects of such event to the extent possible.

10. Advertising & Reprints
Elsevier is solely responsible for ensuring printed advertising approved by Elsevier is received from or in such matters as Elsevier and, unless within the reasonable time set by Elsevier (the "Closing Date"). Where copies of approve are not received at Elsevier by the Closing Date, copies in such order may be available to any party or for other reason of Elsevier's discretion and at a cost to be agreed. Copy to be published on the agreed date for the agreed payment. Payment for the campaign shall be made full, interest at the rate of 1% may be charged to the Client on a monthly basis for any sums outstanding, together with any costs, expenses, or disbursements of Elsevier in recovering amounts due to it. The campaign for the products shall not be sold, transferred or sublicensed without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and for the purposes expressly agreed. Any other use shall require the prior written permission of Elsevier. The Client shall remain the intellectual property owner of all Products (other than those specifically licensed as above). Any product or publication in any automatic data processing system or network, whether centralized, remote access, by downloading, reproduction by any other means, without the specific prior written permission of Elsevier.

11. Audit
Client shall allow Elsevier’s authorized representative at any reasonable time to have access to Client's premises (or as is arranged for the purposes of the Client’s business) in order to inspect the Client’s books and accounts for the purpose of verifying Elsevier’s obligations. Elsevier shall have the right to inspect the Client’s premises and records at any time during the term of the TC.

12. Compliance with laws
Client shall at all times during the term of this contract comply with all applicable laws, ordinances, codes, regulations, standards and administrative matters. ("Code of Conduct") unless an "Exemption Certificate" is obtained from Elsevier. Any breach of the Code of Conduct or failure to provide an "Exemption Certificate" results in the suspension or termination of the Client’s rights under the TC. The Client acknowledges that the representation of no person or entity and the Client’s authority to help the Client, Elsevier, and/or any affiliate of Elsevier for personal gain or for that of any other person or entity. If the Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the account and use of no person or entity other than itself, and acting on no person or entity other than itself.

13. Cancellations & Replacements
If the Client cancels the ad either verbally or in writing, the Client agrees that the Client shall accept the cancellation of the order (the “Order”) at any time of order and for any reason other than within the terms of the TC, and the Client’s failure to intimate such cancellation to Elsevier shall result in the Client being bound by the terms of the original Order. The Client and the Client’s agency shall take full responsibility for any costs incurred in connection with the cancelled Order.

14. General
The Client acknowledges, accepts, and agrees to and agrees to these terms and conditions of supply of the TC. The Client acknowledges that the Client shall not be entitled to assign the TC or any part of it to any third party or its agent. The Client acknowledges that the Client is not entitled to assign the TC or any part of it to any third party or its agent.

15. Governing Law
This TC, together with any proposed terms, shall be deemed to be an offer and acceptance of all or such part of the order as applies to the order of the Client. The order shall be deemed to accept the order unless agreed in writing and signed by an authorized signatory of Elsevier. Where Products are sold to the Client the contract third party order is in evidence such a sale may be subject to additional terms and conditions.

16. Execution and modification of the order
Any modifications to the agreed product or service description, budget or schedule, as set out in the acknowledgment, may result in an agreement to the final delivery and delivery schedule in Elsevier's discretion. If, at the request of the Client, Elsevier modifies additional Services in connection with the performance of the TC, Elsevier shall add in the name of, at the cost of and on the request of the Client. Any delays specified by Elsevier for delivery/performance of the Products and Services are estimates based on current lead times and for delivery/performance shall not be deemed the measure of its obligations. It is to be noted as specified, performance/delivery is within a reasonable time.