Heart Rhythm

Recruitment Advertising

Global
Alexis Graber
Tel: 201-466-3846
a.graber@elsevier.com

https://www.heartrhythmjournal.com

Editorial

Heart Rhythm, the official Journal of the Heart Rhythm Society, the Cardiovascular Electrophysiology Society, and the Pediatric & Congenital Electrophysiology Society, is a unique journal for fundamental discovery and clinical applicability. Heart Rhythm integrates the entire cardiac electrophysiology (EP) community from basic and clinical academic researchers, private practitioners, engineers, allied professionals, industry, and trainees, all of whom are vital and interdependent members of our EP community.

Editor-in-Chief: Peng-Sheng Chen, MD

Affiliation: Official Journal of The Heart Rhythm Society, the Cardiovascular Electrophysiology Society, and the Pediatric & Congenital Electrophysiology 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: 6,428
Issuance: 12 times per year

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

### Recruitment/Classified Sales

<table>
<thead>
<tr>
<th>Global</th>
<th>Alexis Graber</th>
<th><a href="mailto:a.graber@elsevier.com">a.graber@elsevier.com</a></th>
<th>(t) 201-466-3846</th>
</tr>
</thead>
</table>

### Contracts, Insertion Orders & Production Materials

<table>
<thead>
<tr>
<th>Global</th>
<th>Jaichand Ramsaroop</th>
<th><a href="mailto:j.ramsaroop@elsevier.com">j.ramsaroop@elsevier.com</a></th>
<th>(t) 212-633-3690</th>
</tr>
</thead>
</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>CLASSIFIED SPACE CLOSING &amp; RUN OF BOOK ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>19/1</td>
<td>January 2022</td>
<td>11/23/2021</td>
</tr>
<tr>
<td>19/2</td>
<td>February 2022</td>
<td>12/20/2021</td>
</tr>
<tr>
<td>19/3</td>
<td>March 2022</td>
<td>01/20/2022</td>
</tr>
<tr>
<td>19/4</td>
<td>April 2022</td>
<td>02/22/2022</td>
</tr>
<tr>
<td>19/5</td>
<td>May 2022</td>
<td>03/25/2022</td>
</tr>
<tr>
<td>19/6</td>
<td>June 2022</td>
<td>04/22/2022</td>
</tr>
<tr>
<td>19/7</td>
<td>July 2022</td>
<td>05/23/2022</td>
</tr>
<tr>
<td>19/8</td>
<td>August 2022</td>
<td>06/22/2022</td>
</tr>
<tr>
<td>19/9</td>
<td>September 2022</td>
<td>07/26/2022</td>
</tr>
<tr>
<td>19/10</td>
<td>October 2022</td>
<td>08/24/2022</td>
</tr>
<tr>
<td>19/11</td>
<td>November 2022</td>
<td>09/22/2022</td>
</tr>
<tr>
<td>19/12</td>
<td>December 2022</td>
<td>10/20/2022</td>
</tr>
</tbody>
</table>

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

## Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2,385</td>
<td>$1,765</td>
<td>$1,310</td>
</tr>
<tr>
<td>3x</td>
<td>$2,295</td>
<td>$1,695</td>
<td>$1,255</td>
</tr>
<tr>
<td>6x</td>
<td>$2,200</td>
<td>$1,635</td>
<td>$1,205</td>
</tr>
<tr>
<td>12x</td>
<td>$2,080</td>
<td>$1,555</td>
<td>$1,135</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MATCHED COLOR</th>
<th>METALLIC COLOR</th>
<th>4 COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
<th>STANDARD COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>810</td>
<td>925</td>
<td>1,525</td>
<td>690</td>
<td>645</td>
</tr>
</tbody>
</table>

## Premium Positions

- Cover 4: 50% B/W Page rate
- Cover 2: 35% B/W Page rate
- Cover 3: 25% B/W Page rate
- Opposite TOC: 15% B/W Page rate
- First Right Hand Page: 15% B/W Page rate
- Other Preferred Positions: 10% B/W Page rate

## Cover Tips

$13,000

## Outserts

$16,200

## Confidential Email Inbox

Cost: $40.

## Agency Discount

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

## 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*

## Cancellations

Must be received in writing on or before the announced closing date.
Digital Advertising

**myHealthTalent.com Career Resource**

All rates noted on this card include a 30-day online job posting on myHealthTalent.com (same text as print ad). Contact Traci Peppers at t.peppers@elsevier.com to learn other opportunities available for myHealthTalent.com.

**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: 8" x 10-3/4"
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>Trim</td>
<td>8&quot; x 10-3/4&quot;</td>
<td>-</td>
</tr>
<tr>
<td>Full Page</td>
<td>7&quot; x 10&quot;</td>
<td>8-1/4&quot; x 11&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7&quot; x 4-3/4&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3-1/4&quot; x 10&quot;</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/4&quot; x 4-3/4&quot;</td>
<td></td>
</tr>
</tbody>
</table>

Binding: Perfect; Jogs to head
Printing Process: Litho Web
Halftone Screen: Cover: 150 line screen Text: 150 line screen

Specifications

File Format
Preferred format is PDF created with high-resolution PostScript from the native application. Convert the PostScript to PDF with Acrobat 4 or 5 Distiller set for compatibility to PDF version 1.3 (Acrobat 4). Other acceptable formats are PDF/X-1a, EPS and TIFF.

All files must be correctly named with proper extensions.

The following source files are accepted and are expected to follow all requirements listed in this document:
- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher(native formats only, no Quark .eps are accepted)
- Adobe Illustrator (eps only)
- Adobe Photoshop (tiff)

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.

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

Images

TIFF and 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 (Bmap) 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.

Files containing layers and/or transparent objects must be flattened prior to submission. PDF version 1.3 will ensure a flattened file.
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.

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).

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. However, 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

- Email high-res PDF ad file(s) to sales contact and include the following information:
  - Journal Title
  - Issue date
  - Advertiser

Conformance to Specs

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

Disposition of Reproduction Materials

All digital ad files will be held for twelve months only unless otherwise notified.

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>Positions</td>
<td>Ad</td>
<td>Size (pixels)</td>
<td>Expandable (pixels)</td>
<td>Expandable Direction</td>
</tr>
<tr>
<td>------------------</td>
<td>------------------</td>
<td>---------------</td>
<td>---------------------</td>
<td>----------------------</td>
</tr>
<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>
<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 offers, proposals, and agreements made between Elsevier and any third party or an agent ("the Client") relating to the sale or purchase of the products or services of Elsevier ("the Products or Services") and, along with the relevant Elsevier agreement, shall form the entire agreement between the parties ("the TC"). They supplant any previous supply terms and conditions. For the purposes of the TC Elsevier means the company with which the Client is purchasing the Products or Services as set out on the order acknowledging or invoice. When general terms and conditions of business are proposed by the Client, those stipulated in the TC shall prevail. The Client and the third party partner in so far as such a party is subject to additional terms.

2. Offer and acceptance
Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer by the Client to purchase the Products or services subject to the conditions of the TC. No order by the Client shall be deemed to have been accepted until Elsevier has issued a written acknowledgement of order or invoice. Any variation to the terms of any such order for the purchase of Products or Services shall be binding on Elsevier only if in writing and signed by an authorized signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier’s liability for fraudulent misrepresentation. Where Products are sold to the Client by a third party partner in so far as such a party is subject to additional terms.

3. Execution and modification of the order
Any modifications to the agreed product or service description, budget or schedule, as set out in the acknowledgement, may result in an agreement to perform the order in the due course of the schedule to Elsevier’s discretion. If, at the request of the Client, Elsevier renders additional Services in connection with the performance of the TC, Elsevier shall bill the Client at the then prevailing rates. In the event of any dispute over the execution or modification of the order, the Walker Group Ltd. shall have the final determination.

4. Prices, taxes, and conditions
Unless otherwise agreed by Elsevier, in writing, the prices for the Products and Services shall be as set out in Elsevier's current price list or catalogue or price list. All such quotations shall be exclusive of any handling, packing, loading, freight, insurance, transport and insurance charges unless otherwise agreed in writing, and shall also be exclusive of all taxes, legal duties of any type, levies or other duties levied on the import or export of the Products or Services by local or national authorities, which shall be charged to the Client as applicable.

5. Payment
Unless otherwise agreed in writing, payment shall be effected within thirty (30) days of the invoice date in the currency involved. Termination of the TC shall not affect this right of payment. Elsevier may suspend or terminate all or part of this Agreement without prejudice to any existing rights of Elsevier or any third party to which the Client may owe money. If a Client has overcharged Elsevier for delivery of the Products or Services, Elsevier may, at its sole discretion, withhold payment from the Client for the delivery of such Products or Services until Elsevier is reimbursed.

6. Distribution
The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or its affiliates, nor shall he directly or indirectly facilitate any other party to engage in such activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or its affiliates. The Client is solely responsible for collecting from its customers amounts due in respect of the Products, exercising full credit control and sales being taken of the Products resulting from any uncollected amounts. Delays or failures in obtaining such payments will not affect the Client's obligation to make payments to Elsevier under clause 5.

7. Intellectual property
Copyright and other intellectual property rights of Elsevier are as their sole property, elsewhere published and printed elsewhere in the Products and Services shall remain with Elsevier unless agreed otherwise in writing. The rights granted to the Client are non-exclusive and for the purpose of the Client’s product. Any other use shall require the prior written permission of Elsevier. The Client shall not assign or transfer any intellectual property rights to a third party without the prior written permission of Elsevier. The Client shall not permit any of its employees, officers, or agents to copy, store, transmit, or use any product or service, including, without limitation, any intellectual property rights, for any purpose other than promotional purposes.

8. Liability and claims
TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAWS ELSEVIER IS NOT LIABLE FOR ANY DIRECT, INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES OF ANY KIND ARISING FROM OR IN CONNECTION WITH THE USE OF ANY INFORMATION CONTAINED HEREIN, REGARDLESS OF CAUSE OR CAUTION. TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAWS ELSEVIER DISCLAIMS ALL WARRANTIES, EXPRESS AND IMPLIED, INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

9. Force majeure
If by reason of unforeseen strikes, riots, war, acts of God, invalidity of labor or material, fire or other act or element of nature, accidents, power or telecommunications failure, customs delays, governmental restrictions or appropriate or other causes beyond the control of a party, such party is unable to perform in part or in whole obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it thereby fails to perform, and such failure shall perform no right or other party to bring such action. The party subject to an event of force majeure shall give prompt notice to the other party and to terminate compliance with the force majeure event to the extent possible.

10. Advertising & Reprints
Client shall be solely responsible for ensuring engrafted advertising is reviewed and accepted by Elsevier in a reasonable time and reasonable manner. Elsevier may accept the advertising and insertion at its discretion. Elsevier retains the right to refuse any advertising or to withdraw any advertising at any time without notice. Elsevier may, in its discretion, refuse any advertising for any reason, including, but not limited to, the promotion of products or services that are in competition with Elsevier’s products or services. Elsevier reserves the right to reject any advertising or promotional materials that it considers unsuitable, including in terms of content, quality, nature, or appropriateness of the advertising material. Elsevier shall not be liable to Client for any loss or damage arising from the rejection of any advertising or its non-publication.

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 Elsevier’s representative to have access to other premises) for the purpose of inspecting Client’s books, records and evidence to verify Client’s compliance with the TC.