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

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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>
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<tr>
<td>19/3</td>
<td>March 2022</td>
<td>01/20/2022</td>
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<tr>
<td>19/4</td>
<td>April 2022</td>
<td>02/22/2022</td>
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<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>
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<td>19/8</td>
<td>August 2022</td>
<td>06/22/2022</td>
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<tr>
<td>19/9</td>
<td>September 2022</td>
<td>07/26/2022</td>
</tr>
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<td>19/10</td>
<td>October 2022</td>
<td>08/24/2022</td>
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<td>19/11</td>
<td>November 2022</td>
<td>09/22/2022</td>
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<tr>
<td>19/12</td>
<td>December 2022</td>
<td>10/20/2022</td>
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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>
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<tbody>
<tr>
<td>1x</td>
<td>$2,385</td>
<td>$1,765</td>
<td>$1,310</td>
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<tr>
<td>3x</td>
<td>$2,295</td>
<td>$1,695</td>
<td>$1,255</td>
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<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>
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<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 (Bimap) 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>
</table>

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## Positions

<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).

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### 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

- jpeg, png, gif, (static image only)
- No
- 200 KB

Animation and expandable banners unavailable

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

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<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 its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier agreement, shall form the entire agreement between the parties. They supplant any previous supplier terms and conditions. For the purposes of the TC, Elsevier means the company named in the Client agreement or Elsevier Group as an entity under or on behalf of any other person or entity. If Elsevier is a group, it represents and warrants that it is purchasing the Products or Services or an interest in the same from the Client under or on behalf of any other person or entity.

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Each order for the Products and Services from the Client to Elsevier shall be deemed to be an offer by the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed to have been accepted until Elsevier or Elsevier delivers the Products or issues the invoice to the Client as per the terms and conditions of the Services for the Client. All product orders are accepted subject to availability of the ordered Products. Unless otherwise expressly agreed Elsevier in writing, the Client represents and warrants that it is purchasing the Products or Services from Elsevier for its own account and use and not on behalf of any other person or entity. If Elsevier is a group, it represents and warrants that it is purchasing the Products or Services for Elsevier and not on behalf of any third party or its agent. Elsevier may assign the TC or any part of it to a third party at any time without the prior written consent of the Client. No assignment of the TC by Elsevier shall be voidable or void or otherwise have any effect on the relationship between Elsevier and the Client.

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Any modifications to the agreed product or service description, budget or schedule, as set out in the TC, shall be made in writing. Any modifications to the agreement or any part of it made in writing shall be written in English.

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7. Intellectual property
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9. Force majeure
If for any reason Client is unable, whether due to strike, lockout, inability to obtain labor or material, or for other action of the elements, accidents, power or telecommunications failure, custom delays, governmental restrictions or appropriate or other causes beyond the control of either party, such party is unable to perform in whole or in part or to fulfill orders set forth in this TC, then such party shall be relieved of obligations to the other party in its inability to perform, and such release shall not apply to any such party being in breach of any other terms of this TC.

10. Advertising & Reprints
Client is sole responsible for ensuring approved advertising is received by Elsevier (or such other form or manner as agreed on by the Client) within the relevant deadlines set by Elsevier (the “Closing Date”). Where copies of material are not received at Elsevier at least 7 days prior to the Closing Date Elsevier will endeavor to do so. Elsevier may be unable to accept any advertising which is not of a size agreed in writing with Elsevier prior to the Closing Date. Elsevier reserves the right to refuse any advertising or to alter any advertising at its discretion. Client shall be solely responsible for any liability arising from or relating to the Client or its employees or agents, or any third party, in relation to advertising.

11. Audit
Client shall allow Publishers’ authorized representative at any reasonable time to have access to Client’s premises (or as arranged by Publisher’s authorized representatives to have access to other relevant premises) for the purpose of inspecting Client’s books and accounts in relation to orders, and will provide such further information and evidence as the auditor may reasonably require. Client shall, without prejudice to its other rights, be entitled to refuse access to any auditor who is not authorized by the Client to make such an inspection.

12. Compliance with laws
Elsevier shall at all times during the term of this Agreement comply with all applicable laws, ordinances, codes, regulations and administrative standards ("Policies") and, unless otherwise expressly agreed Elsevier in writing, the Client represents and warrants that it is purchasing the Products or Services from Elsevier for its own account and use and not on behalf of any other person or entity. If Elsevier is a group, it represents and warrants that it is purchasing the Products or Services from Elsevier for its own account and use and not on behalf of any other person or entity.

13. Cancellations and Replacements
If the Client cancels its order entirely or partially, it may be canceled at any time. No goods delivered or work done by Elsevier shall be deemed to be in whole or in part a cancellable order. All cancellations shall be in writing. The Client shall provide Elsevier with notice of the cancellation at least 90 days prior to the date of delivery.

14. General
The terms of service, performance, validity, and all aspects of the TC shall be governed by the law of the corporate domicile of the Elsevier group in which the furnishing of the Services is intended. The Client agrees to submit to the exclusive jurisdiction of the courts of such corporate domicile. The Client shall not be entitled to assign this TC or any part of it, without Elsevier’s prior written consent. Elsevier may assign this TC or any part of it to any third party. In so far as any part of these terms and conditions is held invalid or unenforceable they shall not affect any other part of these terms and conditions.

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