Heart Rhythm O2

Display Advertising

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https://www.heartrhythmopen.com

Editorial

*Heart Rhythm O2* is the newest online-only, open-access publication of the Heart Rhythm Society. With a focus on cardiac arrhythmias and electrophysiology, *Heart Rhythm O2* publishes original clinical and experimental research, review articles, points-of-view, images and short reports focusing on new technologies, commentaries and letters to the editor. All articles will be peer reviewed. As an open access journal, *Heart Rhythm O2* serves as a major venue for sharing the latest research and technologies for electrophysiologists and allied health professionals from around the world.

**Editor-in-Chief:** Dr. Jeanne E. Poole, MD, FHRS

**Affiliation:** An Official Journal of the Heart Rhythm Society

**Audience:** Electrophysiologists and allied health professionals

**Global Print Circulation:** 0 **Issuance:** 0 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>
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<td>Europe</td>
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</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

**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:
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>;</td>
<td></td>
</tr>
<tr>
<td>Printing Process:</td>
<td>Cover: Text:</td>
<td></td>
</tr>
<tr>
<td>Halftone Screen:</td>
<td></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 display.
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:

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

Heart Rhythm O2
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>Prestatial*</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>
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<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.

<table>
<thead>
<tr>
<th>Formats</th>
<th>jpeg, png, gif, (static image only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tracking pixels</td>
<td>No</td>
</tr>
<tr>
<td>Max file size</td>
<td>200 KB</td>
</tr>
</tbody>
</table>

Animation and expandable banners unavailable

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

<table>
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</table>

Animation and expandable banners unavailable
1. Applicability

These terms and conditions shall apply to all orders, proposals and agreements made between Elsevier and any third party or its agent ("the Client") relating to the products and services of Elsevier ("the Products and Services") and, along with the relevant Elsevier standard order form, constitute the entire agreement between the parties ("the TC"). They supersede any previous supply terms and conditions.

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 and Services subject to the TC. No order placed by the Client shall be deemed accepted unless a written confirmation of order is received from Elsevier or Elsevier delivers the Products or issues an invoice to the Client for the execution or performance of a contract.

3. Prices, taxes, and currencies

Unless otherwise agreed by Elsevier in writing, the prices that Elsevier charges to the Client shall be the prices given in any Elsevier current price lists or estimate or purchase order. 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 any taxes, import duties or other levies imposed on the sale or import of the Products and Services by local or national authorities, which shall be charged to the Client as applicable. applicable. Any delivery charges will be charged to the Client.

4. Distribution

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 and Services subject to the TC. No order placed by the Client shall be deemed accepted unless a written confirmation of order is received from Elsevier or Elsevier delivers the Products or issues an invoice to the Client for the execution or performance of a contract.

5. Payment

Unless otherwise agreed by Elsevier in writing, payment shall be effected within thirty (30) days from the date of invoice. Late payment will incur interest at a rate of 2% per annum and all costs and expenses incurred in recovering unpaid balance. Any monies received by the Client will first be set off against any amounts owed to Elsevier. If the Client is in arrears, Elsevier will have the right to charge interest on their accounts in the Products and Services.

6. Distribution

The Client shall not repackage, republish, nor otherwise reproduce the Products or any of the other products of Elsevier as its own, nor shall it directly or indirectly facilitate any other party to engage in such activities. The Client shall promptly notify Elsevier if it becomes aware of any such reproduction, republishing or the like of the Products.

7. Intellectual property

Copyright and other proprietary rights in all computer programs, source and object code, whether in paper or electronic form, are reserved by Elsevier. All such rights are and shall remain the property of Elsevier.

8. Limitations and liability

To the maximum extent permitted by relevant laws Elsevier shall not be liable for any of the following without any right to recover any amount from Elsevier for an indirect or consequential loss or damage, whether or not foreseeable, caused by the breach of any term of the TC or any term of any agreement in connection therewith or otherwise, including loss of profits, costs, expenses, damages, interest, death, personal injury, property destruction or corruption of computer files.

10. Force majeure

If by reason of labor dispute, strikes, riot, civil commotion, inability to obtain labor or material, fire, or other act of elements, governmental restrictions or other causes beyond the control of a party, such party is unable to perform in whole or in part its obligations set forth in this TC, such party shall not be liable for any delay or failure to perform the duties or obligations under this TC, and such party shall not be held liable for fulfillment of the duties under the TC, and such party shall not be held liable for the acts or omissions of any other party (or parties). The Client shall be entitled to terminate this TC at any time if the Client determines that a party’s failure to perform its obligations under this TC.

11. Audit

Client shall allow Elsevier’s authorized representative at any reasonable time to have access to Elsevier’s premises (or as is arranged for Elsevier’s authorized representative to have access to other relevant premises) for the purpose of inspecting Elsevier’s facilities, books and records or to verify Elsevier’s compliance with the TC.

12. Compliance with laws

Client shall at all times during the term of the TC comply with all applicable laws, ordinances, standards, regulations, and administrative or other orders (whether by any government or governmental agency) in connection therewith, including all applicable laws and regulations relating to the use or disposal of any toxic or hazardous materials or substances in the Products, and any other laws or regulations to which the Client’s business may be subject.

13. Cancellations and Reorders

If the Client cancels any order either fully or partially, or cancels any order at all, the Client shall notify Elsevier in writing. If it is deemed necessary that the Client cancels any order, the Client shall provide Elsevier with written notice of such cancellation as soon as possible thereafter.

14. General

The terms, conditions, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile of the Elsevier company in which the Products or Services are provided. 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 TC or any part of it or any of its rights or obligations under the TC to any third party. If any provision of the TC is invalid or unenforceable, or all provisions of the TC shall remain in full effect.

Display Advertising Rate Card

Effective January 2021

ELSEVIER TERMS AND CONDITIONS OF SUPPLY