Heart Rhythm O2

Display Advertising

North America
Jessica Sneatthen
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.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>
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<td>(t) 267-226-8166</td>
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<td>Europe</td>
<td>Robert Bayliss</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

**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
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:

- 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

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>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>
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</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>
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</thead>
<tbody>
<tr>
<td>Tracking pixels</td>
<td>No</td>
</tr>
<tr>
<td>Max file size</td>
<td>200 KB</td>
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<tr>
<td>Animation and expandable banners unavailable</td>
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</table>

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

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1. Applicability

These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or any agent ("the Client") relating to the products and services of Elsevier ("the Products and Services") and, along with the relevant Elsevier order acknowledgement, form the entire agreement between the parties ("the TC"). They supersede any previous supply terms and conditions. For the purposes of the TC Elsevier means the company which will provide the Products or Services or an as son or the Client or any other person or entity.

The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of that jurisdiction in which the Products or Services are produced or the country in which Elsevier carries on business. In the event of any conflict between a provision of this TC and the law of the country in which the Products are produced or the country in which Elsevier carries on business, the latter shall prevail.

2. Offer and acceptance Description

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 TC. No order is placed by the Client shall be deemed accepted until Elsevier has sent written confirmation of the order to the Client. The Client shall not be entitled to any further modification or variation to the order upon receipt of the confirmation of the order. Any claim that the Client is bound by any condition or condition of the order shall be inadmissible.

In connection with any matter or business transacted by or on behalf of Elsevier.

3. Execution and modification of the order

Any modifications to the order agreed upon or service description, budget or schedule, as set out in the aforementioned manner, may result in an agreement to the proposal and delivery schedule in Elsevier’s discretion. If, in the request of the Client, Elsevier adds additional Services in connection with the performance of the TC, Elsevier shall add the same to the TC in writing.

4. Prices, taxes and conditions

Unless otherwise agreed by Elsevier in writing, in connection with any advertisement or agreement with the Client, Elsevier shall not accept any commission on any agreement or transaction entered into by the Client. In the event of any dispute arising between the parties in connection with the execution and performance under this Agreement, including, without limitation, the RELX Suppliers Code of Conduct at Suppliers Code

5. Payment

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other act of God, Elsevier shall be entitled to suspend performance of its obligations under this TC until such dispute is resolved, if at all.

6. Distribution

The Client shall not engage in piracy, rephrasing, or plagiarism of the Products or any other products of Elsevier or its affiliates, 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 piracy, rephrasing, or plagiarism of the Products by any third party. The Client is solely responsible for collecting from its customers amounts due in respect of the Products, recovering all costs and expenses and bearing all risks resulting from any resold products. Any delays or defaults 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 in all advertising content, publications and other Products and Services shall remain with Elsevier unless agreed otherwise in writing. The rights granted by Elsevier are non-exclusive and the Client may make no further use.

8. Liability and claims

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, ELSEVIER IS NOT RESPONSIBLE FOR DIRECT, INDIRECT, INCIDENTAL, SPECIAL, punitive, EXEMPLARY OR CONSEQUENTIAL DAMAGES, LOSS OF DATA, LOSS OF BUSINESS, OR LOST PROFITS OF ANY KIND ARISING OUT OF OR IN ANY WAY RELATED TO THE ADVERTISING CONTENT, WHETHER IN CONTRACT, TORT (INCLUDING NEGLIGENCE), OR OTHERWISE, EVEN IF ELSEVIER HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT WILL ELSEVIER’S TOTAL LIABILITY TO THE CLIENT EXCEED THE FEES CHARGED FOR THE ADVERTISING CONTENT.

(i) The use, reproduction, distribution or transmission of the Advertising Content for any other use or on a commercial basis, either in whole or in part, or otherwise in any manner prohibited by any copyright, patent, trademark, trade secret, trade name, image, or other proprietary or property rights of Elsevier or any third party; or

(ii) the use, reproduction, distribution, or transmission of the Advertising Content will not violate any civil or criminal law, any copyright, patent, trademark, trade secret, trade name, image, or other proprietary or property rights of Elsevier or any third party, or of any person who is acting in the name of, to the account of, and at the risk of the Client. Any dates specified by Elsevier for delivery or publication of the Products or Services, as applicable, shall not be made of the essence by notice. If no dates are so specified, delivery or performance will be within a reasonable time.

9. Force majeure

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 TC. No order is placed by the Client shall be deemed accepted until Elsevier has sent written confirmation of the order to the Client. The Client shall not be entitled to any further modification or variation to the order upon receipt of the confirmation of the order. Any claim that the Client is bound by any condition or condition of the order shall be inadmissible.

10. Advertising & Reprints

The Client shall be responsible for all advertising activities, including, but not limited to, the preparation of advertising material, the publication of advertising content, and the payment of all advertising fees. The Client shall be responsible for any legal liability arising out of or relating to the advertising content. The Client represents and warrants that it has the necessary permissions to use the slogan, name or logo of any advertising content for its intended use. Elsevier shall have no liability for any unauthorized use or reproduction of the slogan, name or logo of any advertising content.

11. Audit

The Client will be solely responsible at its own cost for completing any foreign exchange-related procedures in the said country.

12. Distribution

The Client shall not be entitled to any supplies or market research conducted by Elsevier unless agreed otherwise in writing. The rights granted by Elsevier are non-exclusive and the Client may make no further use.

13. Cancellations & Refunds

If the Client cancels an order either fully or partially, or a cancellation may be made by the Client. No monies will be refunded if the Client defaults on any payment under the agreement. All payments once made are non-refundable.

14. General

In the event of any dispute arising between the parties in connection with the execution and performance under this Agreement, including, without limitation, the RELX Suppliers Code of Conduct at Suppliers Code

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ELSEVIER TERMS AND CONDITIONS OF SUPPLY

Recruitment & Classified Advertising Rate Card

Effective January 2022