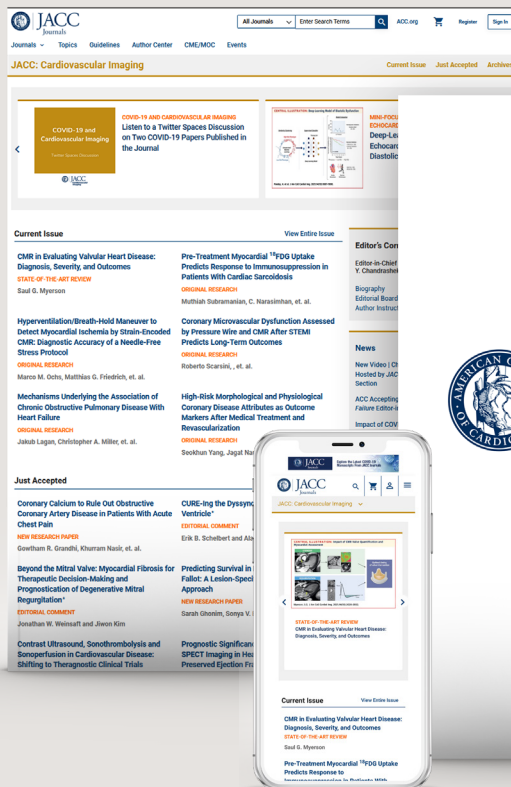




Online only



JACC
Cardiovascular
Imaging
*A Journal of the
American College
of Cardiology*

JACC: Cardiovascular Imaging



ELSEVIER



AMERICAN
COLLEGE of
CARDIOLOGY®

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JACC Family of Journals



Journal of the American College of Cardiology

JACC Cardiovascular Interventions

JACC Heart Failure

JACC Clinical Electrophysiology

JACC Asia (online only)

JACC Cardiovascular Imaging (online only)

JACC Basic to Translational Science (online only)

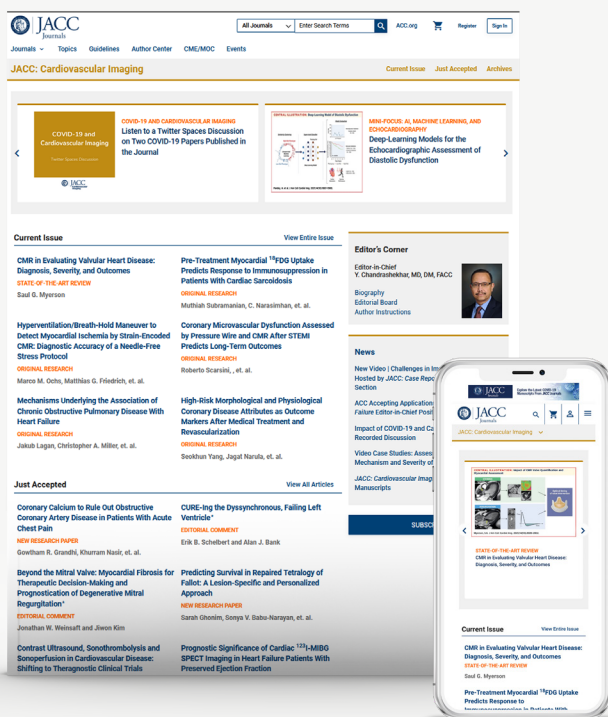
JACC Case Reports (online only)

JACC: CardioOncology (online only)

JACC Advances (online only)



By the Numbers



Average Monthly Website Sessions*

28,000

Opt-in Email Subscribers†

27,187

*Google Analytics, August 2021

†Vertex Communications, September 2021

Editorial Overview

Editorial Direction

JACC: Cardiovascular Imaging publishes original clinical research articles employing non-invasive and invasive imaging techniques including echocardiography, CT, CMR, nuclear, optical imaging and cine-angiography. Additional content emphasizes imaging for the practicing cardiologist, advocacy, practice management and state of the art reviews. Impact factor: 10.975*

#8 Impact Factor among all 141
Cardiology/Cardiovascular Journals

Established	2008
Issuance	12 times per year
Circulation	Online only
Impact factor*	14.805
Origin of editorial	100% submitted
Peer-review	All articles reviewed by Editorial Board
Article acceptance rate	9%
Website	imaging.onlinejacc.org
App	iTunes • Android

Editor-in-Chief

Y.S. Chandrashekar, MD, FACC

Dr Chandrashekar is a professor of medicine at the University of Minnesota. He has had a long association with the JACC family of journals having been the executive editor of JACC: Cardiovascular Imaging and an associate editor of the *Journal of the American College of Cardiology*.

He has been a physician investigator for over 20 years funded by federal agencies as well as other grant agencies. He

continues to be an active member of multiple grant review committees including the National Institutes of Health (NIH) and the U.S. Department of Veterans Affairs (VA).

Chandrashekar recently completed his term as chair of the Cardiology Merit Review study section of the VA and is on the Scientific and Policy Advisory Committee (SPAC) of the World Heart Federation. He directs the cardiovascular imaging laboratory at the Veterans Affairs Medical Center, Minneapolis with clinical interests in multiple imaging modalities. He was also an author of the 2015 multimodality imaging guidelines in COCATS 4. He has published extensively in leading medical journals.

Societies & Affiliations

JACC: Cardiovascular Imaging is an official journal of the American College of Cardiology (ACC). ACC members interested in cardiovascular imaging receive access to the journal (print and online) as part of their College membership. By joining the College, cardiovascular professionals show their peers and patients their commitment to provide only the highest quality care to their patients. ACC membership provides all members of the cardiovascular care team access to education on the latest advances in the field and care guidelines through ACC.org, subscriptions to industry publications including JACC and its sister journals, point of care tools and more.

Market

Cardiologists and physicians with a secondary interest in cardiology.



*Clarivate Analytics, 2021

Website Banner Advertising (ROS)



Maximize your reach by adding a digital advertising campaign to your print schedule.

The *JACC Journal* platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and

drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

Banner Positions

Leaderboard (top, bottom)	728 x 90
Leaderboard mobile-only (top)	320 x 50
Rectangle (right)	300 x 250

Sticky Banners

Leaderboard remains in place during scroll for 8 seconds, and Skyscraper on ROS pages remains in place on right side throughout scroll.

Monthly Metrics*

www.imaging.onlinejacc.org

Sessions	28,000
US Sessions	31%
US Ad Impressions†	50,000 (desktop & mobile)

Rate

\$135 CPM



*Google Analytics, August 2021

†Google Ad Manager, September 2021

Website Banner Advertising (Prestitial)



Prestitial Advertising

Prestitial banner advertising is now available on the JACC: Cardiovascular Imaging website. Banner ads appear before the homepage is viewed by a visitor. These banners display for 15 seconds. Interstitial ads only display to non-ACC members and display one time per visit.

Monthly Metrics

US Prestitial Banner Ad Impressions	8,000/month
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Rate

\$270 CPM

Prestitial Banner Sizes

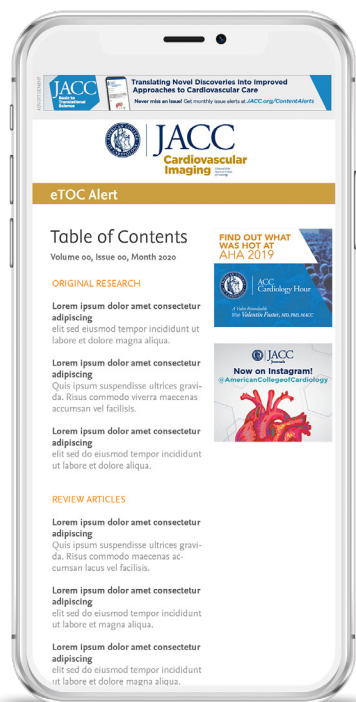
www.imaging.onlinejacc.org

Rectangle	300 x 250
Large rectangle	300 x 600
Mobile full screen	480 x 600



*Google Analytics: August, 2021

Table of Contents Email (eTOC) Advertising



Monthly eTOCs

Each month, registered subscribers receive the Table of Contents email (eTOC) for JACC: Cardiovascular Imaging providing a preview of what's coming in their next issue. Metrics are sent on a monthly basis. Registered subscribers include full US membership of ACC and individual opt-ins.

eTOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

Metrics*

Opt-in Distribution	27,187
US Only	11,000
Average Open Rate	18%

Rate

\$2,00/banner/send
 \$3,500/100% SOV/send

Banner Positions

Leaderboard	728 x 90
Rectangle	300 x 250


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*Vertex, September 2021

Article in Press (AIP) Email Alert Advertising



Articles in Press Email Alerts

Every month, registered subscribers receive the AIP email alert for JACC: Cardiovascular Imaging providing a preview of articles in press. Metrics are sent on a monthly basis. Registered subscribers include full US membership of ACC and individual opt-ins.

AIP alerts deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

Metrics*

Average number of weekly recipients	22,691
Average Open Rate	14%

Rate

\$2,000/banner/send
\$3,500 100% SOV/send

Banner Position

Rectangle (right)	300 x 250
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*Vertex, September 2021



Journal Website Banner Ads

Creative Sizes

Leaderboard

728 x 90

Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

Large Rectangle

300 x 250

Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

Specifications

Desktop/Tablet	JPEG/GIF, 40KB (200KB Max)
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
Static Image Resolution	RGB - 72 dpi
Acceptable File Format	.gif or .jpg
Acceptable File Types	Static, Animated
Target URL	Required

Rich Media Expanding & HTML In-Page Ads†

Creative Sizes

Leaderboard

728 x 90

Expands ▼ down (maximum size)

728 x 315

Large Rectangle

300 x 250

Expands ◀ left (maximum size)

600 x 250

Rich Media Specifications

HTML5	150kB
Rotation	Accepted
Animation	Max 3 loops of animation, up to 15 seconds per loop
Subsequent Size	2.2 MB (300KB)

Additional Notes:

- Third party tags accepted
- Can target by zone
- Ads served via DFP by Google



*Generic list of non-content pages available upon request though will vary by journal

†Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

Digital Media (continued)



Table of Contents (TOC) Email Banner Ads

Creative Sizes

Leaderboard	728 x 90
Large Rectangle	300 x 250

Email Specifications

Size	40KB (200KB max)
Rotation	No
Required Resolution	72 dpi
Acceptable File Format	.gif or .jpg
Rich Media	No
Animation	No
Target URL	Required
3rd Party Tags	Yes, but only for click and impression tracking

Contacts



Advertising & Sales

Account managers insertion orders, send to:

American Medical Communications Inc.
630 Madison Avenue
Manalapan NJ 07726

Adam Sansolo

Tel: 201-575-2242

Email: asansolo@amcmmediagroup.com

Linsey Rosenthal

Tel: 215-740-3174

Email: lrosenthal@amcmmediagroup.com

Visit www.elsmediakits.com to view other media kits and rate cards.

Display Ad Sales Coordinator

Ad materials, send to:

Daniel Wong

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 212-633-3162

Email: d.wong@elsevier.com

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

Recruitment & Classified Advertising

Jaesam (Jae) Hong

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 212.633.3713

Fax: 212-633-3846

Email: j.hong@elsevier.com

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