

CHEST

Family of Journals



ELSEVIER

TABLE OF CONTENTS ►

Table of Contents

Click to view

By the Numbers.....	1
Editorial Overview.....	2
Digital Advertising Opportunities.....	3
<i>Journal Website Banner Advertising</i>	3
<i>Table of Contents Email (eTOC) Advertising</i>	4
<i>Article-In-Press Email Alerts</i>	5
Print Advertising Opportunities.....	6
<i>Meeting Issues</i>	6
<i>Print Rates</i>	7
Reprint Capabilities.....	9
Specifications.....	11
<i>Digital Media</i>	11
<i>Print Media</i>	14
Contacts.....	17
CHEST Advertising Policy.....	18

By the Numbers



Print Circulation*

16,776

Average Monthly Visits†

190,282

Average Monthly Pageviews‡

309,564

Opt-in Email Subscribers‡

14,485

New Open Access titles launch

CHEST Critical Care
CHEST Pulmonary

Please contact sales representative



*Circulation updated on December 5, 2022, based on 12-month monthly average July 2021-June 2022

†Adobe Analytics, averages of January-June 2022

‡Amazon SES, averages of January-June 2022

Editorial Overview



Editorial Direction

CHEST is the official publication of the American College of Chest Physicians. Each month, it features cutting-edge, clinically-relevant, original research in the multidisciplinary specialties of chest medicine, such as pulmonology, critical care, sleep medicine, thoracic surgery, transplantation, airways disease, and more. *CHEST* is committed to advancing the care of patients served by multidisciplinary clinicians across pulmonology, critical care, and sleep medicine through the publication of clinical research relevant to today's challenges and reflecting advances on the horizon. Emphasis is placed upon involvement among related disciplines such as: pulmonology, internal medicine, sleep medicine, surgery, anesthesiology, physiology, allergy, and radiology.

Aims and Scope

CHEST is committed to advancing the care of patients served by multidisciplinary clinicians across pulmonary, critical care, and sleep medicine through the publication of clinical research relevant to today's challenges and reflecting advances on the horizon. To provide context in a fast-changing landscape, *CHEST* also incorporates review articles, offers commentaries, and fosters debate on emerging controversies. *CHEST* applies strict peer review standards to ensure the scientific rigor and publishes all content online within two weeks of acceptance.

Editor-in-Chief

Peter Mazzone, MD, MPH, FCCP

Established	1935
Issuance	12 times per year
Circulation	16,776
Impact Factor	11.393
Journal website	www.chestjournal.org
Society website	www.chestnet.org
Twitter handle	@accpchest

Publisher

Simanta Buck

Societies & Affiliations

Official Publication of the American College of Chest Physicians

Market

Respiratory, pulmonary, critical care and sleep medicine professionals



Journal Website Banner Advertising



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

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific HCPs 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

Desktop/Tablet

Leaderboard (top)	728 x 90
Skyscraper (right rail)*	160 x 600
Rectangle (right rail)*	300 x 250

Mobile

Leaderboard (top)	320 x 50
Rectangle (within content)*	300 x 250

Monthly Metrics†

www.chestjournal.org

Pageviews	309,564
Unique Visitors	155,522
Visits	190,282

Rate

\$150 CPM

Sticky Banners

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



†Adobe Analytics: Average of January-June 2022

Table of Contents Email (eTOC) Advertising



Monthly eTOCs

Each week, registered subscribers receive the Table of Contents email (eTOC) for CHEST providing a preview of what's coming in their next issue. Metrics are sent on a monthly basis.

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

Banner	Ad	Size (pixels)	Metrics*
Top	Leaderboard	728 x 90	CHEST eAlerts
Middle	MPU	300 x 250	Opt-in Distribution 15,000
MPU banners, positions 1, 2, 3, are stacked vertically			Click-through Rate on Content 32%
Formats	jpeg, png, gif, (static image only)		Rates
Tracking pixels	No		Leaderboard \$3,800 Net
Max file size	200 KB		Rectangle \$3,600 Net

Animation and expandable banners unavailable



*Amazon SES: averages of January-June 2022

Article-In-Press Email Alerts



Monthly AIP Email Alerts

Each month, CHEST sends out an average of 11 article-in-press alerts to a separate list of opt-in subscribers.

Banner Positions (2 available)		Metrics*	
Leaderboard	728 x 90	Opt-in Distribution	5,240
Medium Rectangle (bottom)	300 x 250	Average Monthly Sends	11
		Rate \$4,000/month for 100% SOV 2-month minimum	

Meeting Issues

2023 Issue	Bonus Distribution	Conference Date	Conference Location
January	Society of Critical Care Medicine Congress 2023	January 21-24, 2023	San Francisco, CA
April	Canadian Respiratory Conference	April 20-23, 2023	Montreal, QC
May	ATS 2023	May 19-24, 2023	Washington, DC
May	AACN NTI 2023	May 22-24, 2023	Philadelphia, PA
October	AARC Congress	November 4-7, 2023	Nashville, TN
TBD	European Respiratory International Congress	TBD 2023	TBD



Please Note: Please Note: Meeting Issues subject to change in 2023.
 Please contact your Sales Representative prior to finalizing your media plan.

Print Rates

Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$3,915	\$2,625	\$1,735
3x	\$3,840	\$2,580	\$1,715
6x	\$3,650	\$2,495	\$1,665
12x	\$3,640	\$2,440	\$1,655
24x	\$3,625	\$2,420	—
36x	\$3,470	\$2,340	—
48x	\$3,400	\$2,305	—
60x	\$3,140	\$2,110	—
72x	\$3,055	\$2,060	—

Color Rates

Standard Color	\$1,040
Matched Color	\$1,465
4 Color	\$2,455

Premium Positions

Cover 4	Earned rate + 50%
Cover 2	Earned rate + 50%
Cover 3	Earned rate + 25%
Opposite TOC	Earned rate + 15%
Facing 1st Text/Contents	25% B/W Page rate

Inserts

Charged at earned B&W rate multiplied by number of pages

Cover Tips

\$21,600 Net

(Standard size/2-sided; please contact your sales representative for larger unit pricing)

Outserts

\$23,800 Net

(Up to 4 pages; please contact your sales representative for larger unit pricing)

Larger Units, Gatefolds, Tip-ins, Die cuts

Rates available upon request

Earned Rates

The total number of fractional and full page ad units used within one calendar year determines frequency rate. Space used by parent company and subsidiaries can be combined.



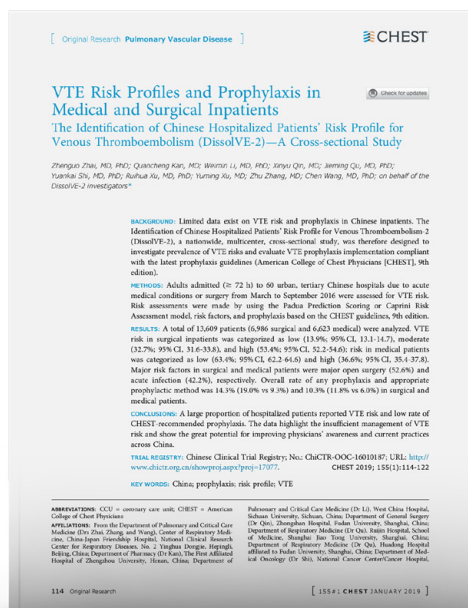
*All new products and new creatives must go through an approval process.

Issue Calendar & Closing Dates



Issue	Publication Date	Space Closing	Print Materials Due	Inserts Due
163/1	January 2023	11/30/22	12/5/22	12/14/22
163/2	February 2023	12/29/22	1/4/23	1/13/23
163/3	March 2023	1/30/23	2/2/23	2/13/23
163/4	April 2023	3/3/23	3/8/23	3/17/23
163/5	May 2023	3/31/23	4/5/23	4/14/23
163/6	June 2023	5/2/23	5/5/23	5/16/23
164/1	July 2023	5/31/23	6/5/23	6/14/23
164/2	August 2023	6/29/23	7/6/23	7/17/23
164/3	September 2023	8/2/23	8/7/23	8/16/23
164/4	October 2023	8/29/23	9/1/23	9/13/23
164/5	November 2023	10/3/23	10/6/23	10/17/23
164/6	December 2023	10/31/23	11/3/23	11/14/23

Reprint Capabilities



The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.

Hard Copy Reprints

Customizable Options

Printing

- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI and inventory number

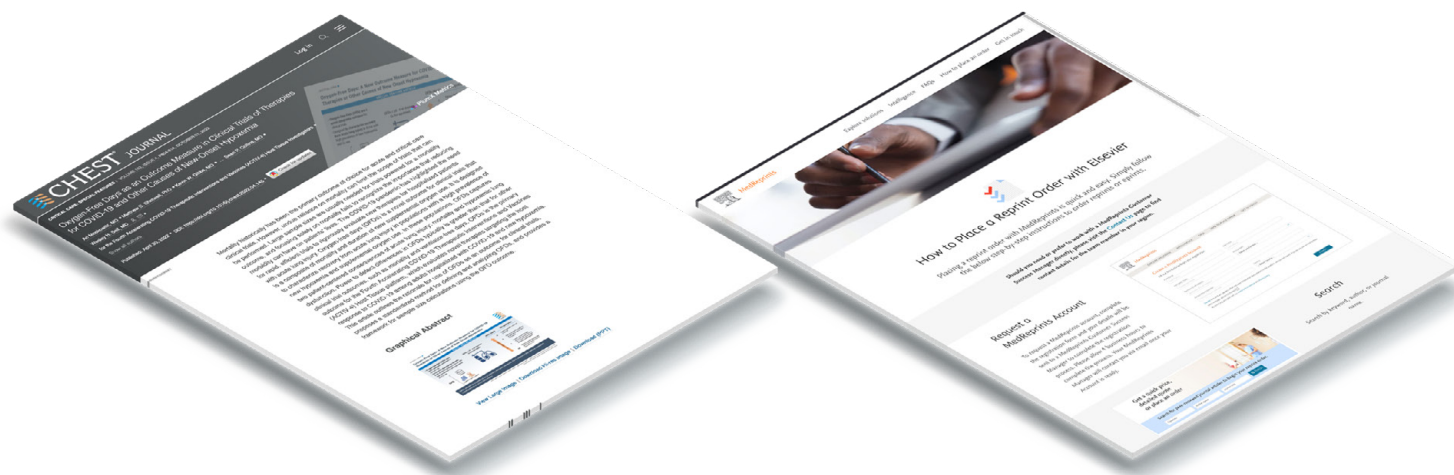
Packaging

- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs



ELSEVIER

Reprint Capabilities (continued)



ePrints

Educate HCPs on the latest treatment options, or help to drive a change in existing prescribing habits by using ePrints - encrypted, electronic copies of PDF articles that you can distribute by email, post on a website or use in Rep e-detailing.

Multicopy Prints

Elsevier ePrints are created with official journal covers. Any article available in Elsevier's digital archive can be made into an ePrints PDF valid for 12 months.

Mobile ePrints

Downloadable ePrints designed for use on mobile and tablet devices. Can be used for email blasts and on-the-go consumption - perfect for Rep e-detailing.

QR Codes

Integrate QR codes into your advertising to allow quick mobile access to your reprint.

Order Reprints Online

MedReprints is an online portal to order Elsevier and non-Elsevier published journal article reprints. Visit us at medreprints.com where selecting and ordering your reprints is simple:

- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process

Digital Media



Journal Website Banner Ads

Creative Sizes

Leaderboard

728 x 90

Placement: Journal pages. Right hand column of journal page, displays on all content pages (content pages = abstract and full text articles*).

Monster (MOU)

300 x 600

Placement: Journal pages. Right hand column of journal page, displays on all content pages (content pages = abstract and full text articles*).

Skyscraper

160 x 600

Placement: Journal pages. Right hand column of journal page, displays on all content pages (content pages = abstract and full text articles*).

Large Rectangle

300 x 250

Placement: Journal pages. Right hand column of journal page, displays on all content pages (content pages = abstract and full text articles*).

Specifications

Desktop/Tablet	HTML5, 150kB
Size	200KB max
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
File Format	.gif, .jpg or .swf [rich media]
Required Resolution	72 dpi
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required



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

Digital Media (continued)



Rich Media Expanding & HTML In-Page Ads[†]

Creative Sizes

Leaderboard	728 x 90
Expands ▼ down (maximum size)	728 x 315
Skyscraper	160 x 600
Expands ◀ left (maximum size)	300 x 600
Large Rectangle	300 x 250
Expands ▶ right (maximum size)	600 x 250

Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

Rich Media Specifications

Desktop/Tablet	HTML5, 150KB
Mobile (mWeb or In-App)	HTML5, 40KB
Initial Size	150KB
Subsequent Size	2.2 MB
Back-up .gif	200KB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max Video File Size	N/A
Expansion Method	On click
Hotspot requirements	Not to exceed 1/4 size of original ad
Close Button Requirements	8pt - 16 pt (11px - 21px)



[†]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) and Article in Press Alerts (AIP) 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	No

Print Media

Mechanical Specifications

Ad Size	Non Bleed	Bleed
Trim	8" x 10-3/4"	—
Full Page	7-1/2" x 10-1/4"	8-1/4" x 11"
Spread	15" x 10"	16-1/4" x 11"
1/2 Horizontal	7" x 5"	8-1/4" x 5-5/8"
1/2 Vertical	3-1/2" x 10"	4-1/4" x 11"
1/4 Page	3-1/2" x 5"	—

Keep live matter 1/4" from all trim edges.

Binding	Perfect; jogs to head
Printing process	Web
Halftone screen	Cover, 150 line screen Text, 150 line screen

Print Ad 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 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
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No rotation.
- No content is to be within 1/4" of all trim edges.



Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Print Media (continued)

- 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).

NOTE: 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

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

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.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.



Print Media (continued)

Insert Requirements:

2-page insert	8-3/8" x 11-1/8"
4-page insert	16-3/4" x 11-1/8", furnish folded to 8-3/8" x 11-1/8"
Trimming	1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter/spine.
Insert Stock Weight	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.
Insert Quality	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 Shipment Address

Publishers Press

Journal Name
 LSC Communications
 121 Matthews Drive
 Senatobia, MS 38668
 Attn: Elsevier Team

Disposition of Reproduction Material

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.


ELSEVIER

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Contacts

Integrated Advertising

US Inquiries

Tom Pitofsky

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 661-513-7247

Email: t.pitofsky@elsevier.com

Rest of World Inquiries

Rob Bayliss

Elsevier
125 London Wall
London, EC2Y 5AS, UK

Tel: +44 20-7424-4454

Email: r.bayliss@elsevier.com

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

Contracts, IOs & Production Materials

Aretha Gaskin

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 212-633-3681

Fax: 212-633-3846

Email: a.gaskin@elsevier.com

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

Custom Media

Brian Jenkins

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 212-462-1924

Fax: 212-633-3846

Email: b.jenkins@elsevier.com

Recruitment & Classified Advertising

Ariel Medina

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 212-633-3689

Fax: 212-633-3846

Email: a.medina@elsevier.com

Recruitment & Classified Production

Jaichand Ramsaroop

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 212-633-3690

Fax: 212-633-3846

Email: j.ramsaroop@elsevier.com



ELSEVIER

CHEST Advertising Policy

The Board of Regents of the American College of Chest Physicians (CHEST) adopted a policy entitled ***“Guiding Principles for Interactions with Commercial Entities”*** to help ensure the independence of CHEST’s educational, scientific, and charitable activities and to address and minimize actual or perceived conflicts of interest in CHEST’s interactions with commercial entities. The “Guiding Principles” document governs CHEST’s acceptance of commercial support while maintaining independence and transparency in nine key areas of operation: (1) Charitable Contributions, (2) Educational Grants, (3) Exhibits, (4) Clinical Practice Guideline Development, (5) **Advertising**, (6) Licensing, (7) Continuing Medical Education, (8) Government Grants, and (9) Foundation Support. This Advertising Policy extends the Guiding Principles with the intent of ensuring adherence to the highest ethical standards of commercial support and to determine the eligibility of products and services for advertising in CHEST print publications and digital products.

CHEST’s Advertising Policy is as follows:

1. Acceptance of advertising is neither a guarantee nor an endorsement of any product or service by CHEST.
2. Advertising content must be easily distinguished from editorial content.
3. The fact that a product, service, or company has been advertised in a CHEST publication shall not be referred to in collateral advertising.
4. In accordance with ACCME regulations, advertisements—regardless of their content—may not be juxtaposed with, appear in line with, appear adjacent to, or be linked to continuing medical education content.
5. Advertising is subject to review, and CHEST reserves the right to refuse any advertising.
6. Advertising must comply with all applicable laws and regulations.
7. CHEST may, on a case-by-case basis, accept advertisements unrelated to medical products or the medical community (eg, automobiles, luxury goods).
8. CHEST will not accept advertisements for pharmaceuticals, biomaterials, or medical devices not cleared for marketing in the U.S. by the Food and Drug Administration (FDA).
9. Tobacco products, alcoholic beverages, and recreational drugs may not be advertised.
10. Advertisements for dietary supplements and vitamin preparations are not eligible unless the safety and efficacy of the product have been reviewed and approved by the FDA.
11. CHEST does not accept content intended to mimic journal articles or other CHEST editorial content.
12. Sponsored content must contain the label “Advertising Feature” at both the top and bottom of print pages in a font size at least one-half the largest font size used in the content. In electronic formats, sponsored content must be easily distinguishable from non-sponsored content in color, font, layout, or other prominent ways.
13. CHEST does not accept the placement of notices related to class action lawsuits.
14. All online advertisements will be clearly marked as advertisements by including the word “advertisement”.
15. In online advertising, roadblocks (or takeovers), in which a single advertising campaign is the only brand on a page or website, are prohibited, except when there are two or fewer advertising positions on a page.
16. CHEST will not accept advertisements that, in the sole opinion of CHEST, make unsubstantiated claims of therapeutic benefit for a particular product(s). CHEST may require an advertiser to provide valid, reliable scientific data to support any claims made in an advertisement.
17. CHEST reserves the right to reject any advertisement or sponsored content that it deems unacceptable.

[Elsevier’s Terms and Conditions of Supply](#) shall apply to all offers, proposals and agreements relating to Elsevier’s products and services.