

Genetics in Medicine

Genetics in Medicine Open



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Introduction to the American College of Medical Genetics and Genomics (ACMG)

The American College of Medical Genetics and Genomics (ACMG) is the only nationally recognized interdisciplinary professional membership organization that represents the interests of the entire medical genetics team including clinical geneticists, clinical laboratory geneticists, and genetic counselors. Together, the ACMG and its members engage in coordinated efforts to improve patient care, ensure optimal reimbursement for genetic service providers, establish standards of care and laboratory policy, and educate members about advances important to their practices. Elsevier and ACMG are pleased to announce the launch of the new Open Access sister journal *Genetics in Medicine Open* in January 2023, <https://www.journals.elsevier.com/genetics-in-medicine-open>.

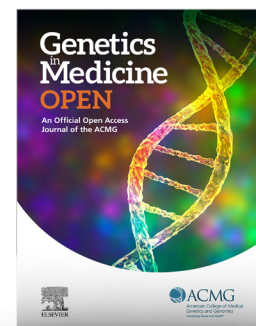
About *Genetics in Medicine*

The journal's mission is to enhance the knowledge, practice, and understanding of medical genetics and genomics through publications in clinical and laboratory genetics and genomics, including ethical, legal, and social issues as well as public health. As genetics and genomics continue to increase in importance and relevance in medical practice, the journal will be an accessible and authoritative resource for the dissemination of medical genetic knowledge to all medical providers through appropriate original research, reviews, commentaries, standards, and guidelines. *Genetics in Medicine* encourages research that combats racism, includes diverse populations and is written by authors from diverse and underrepresented backgrounds.



About *Genetics in Medicine Open*

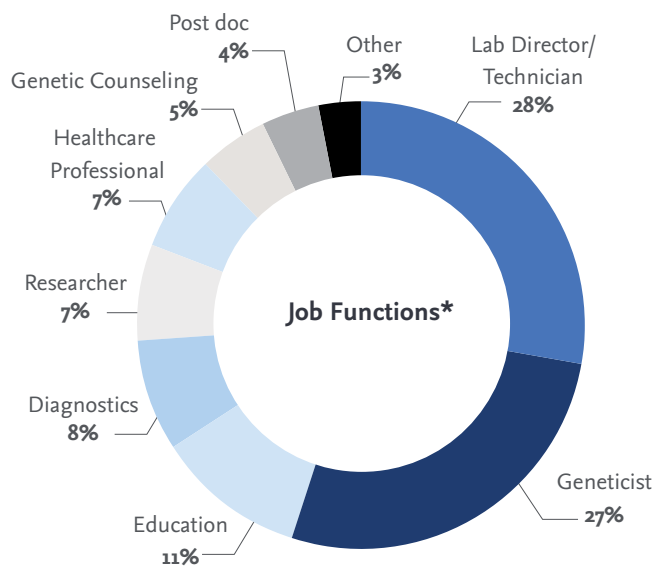
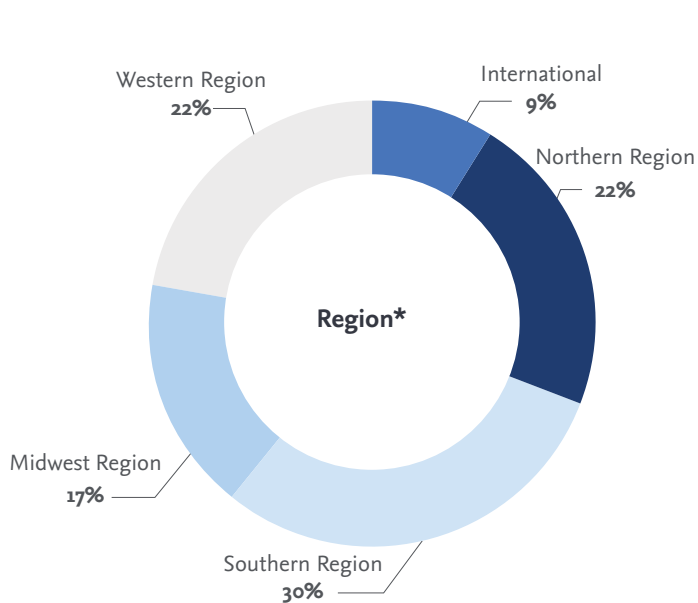
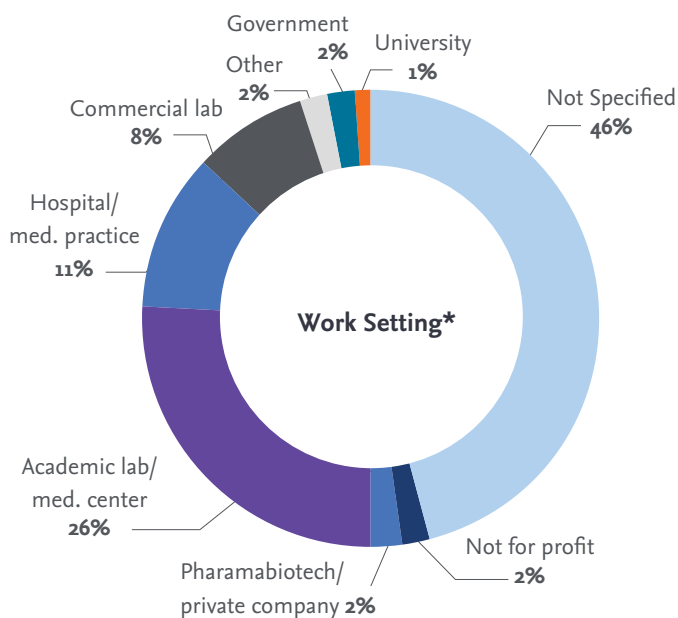
Genetics in Medicine Open (*GIM Open*) is an open access journal with a broad focus on medical genetics and genomic medicine, including all aspects of therapy. It will have a strong emphasis on diversity, equity, and inclusion and will have a double anonymous review process for submitted manuscripts. Positioned as an



official journal of the American College of Medical Genetics and Genomics and the companion journal of *Genetics in Medicine*, *GIM Open* aims to be an international journal publishing research studies that advance the knowledge, understanding, and practice of medical genetics and genomic medicine for all continents. *GIM Open* welcomes submissions of Original Research, Reviews, Commentaries and Brief Reports in the areas of clinical genetics, cytogenetics, molecular genetics, biochemical genetics, reproductive medicine, cancer genetics, pharmacogenomics, clinical trials, population genetics, public health, genome-wide association studies, polygenic risk, bioinformatics, methodologies, clinical implementation, ELSI (ethical, legal and social issues), genetic counseling, and practice standards and guidelines.



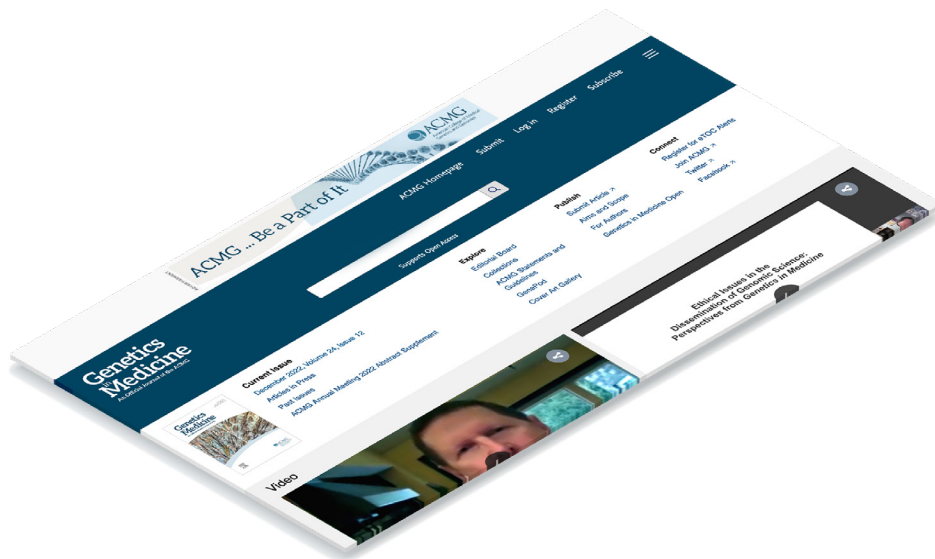
Membership Demographics*



*Source: ACMG member data, November 2021



Genetics in Medicine and Genetics in Medicine Open Website Banner Advertising (ROS)



Maximize your reach with a digital advertising campaign.

The Elsevier online 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

Top Leaderboard (desktop, tablet)	728 x 90
Top Leaderboard (mobile)	320 x 50
Right Medium Rectangle	300 x 250
Right Skyscraper	100 x 160

Sticky Banners

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

Rate

\$95 CPM

Prestitial Advertising

- Ad displays at page load
- Auto closes after 7 seconds
- Can be click off anytime
- Ad appears on any Home Page, Table of Contents or Article page
- Frequency of Ad: 1 view per user in a 6 Hour time period, for each campaign
- Only available on Desktop, Mobile not supported

Banner Positions

Medium Rectangle	300 x 250
Large Rectangle	480 x 640

Sticky Banners

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

Prestitial Rate

\$1,000 per month, minimum purchase of 3 months



Genetics in Medicine

Table of Contents Email (eTOC) Advertising



Monthly eTOCs

Genetics in Medicine sends out a monthly alert featuring links to upcoming issue articles to opt-in subscribers who are ACMG members.

Genetics in Medicine eTOC

Position	Ad	Size (pixels)
Top	Leaderboard	728 x 90
Middle	MPU	300 x 250
MPU banners, positions 1, 2, 3, are stacked vertically		
Formats	jpeg, png, gif, (static image only)	
Tracking pixels	No	
Max file size	200 KB	

Animation and expandable banners unavailable

Metrics*

Opt-in Distribution 2,460

Rate

Leaderboard: \$2,000
Rectangles: \$2,000

For eTOC schedules and deadlines, please contact your regional sales representative.



*Publisher's data, September 2022

Webinars



Webinars

The American College of Medical Genetics and Genomics (ACMG) and Elsevier are pleased to announce a series of journal branded webinar opportunities for 2023. In addition to offering targeted promotion to the ACMG community, webinars offer audience engagement and lead generation benefits. Topics for 2023 have been developed by journal editors as follows:

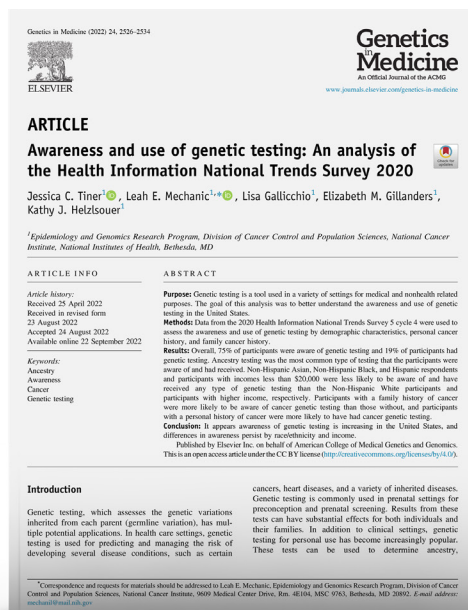
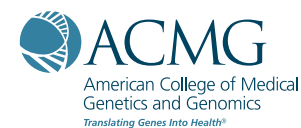
- The VUS: Here Today, Gone Tomorrow?
- Artificial Intelligence Roles in Genomics.
- Precision Medicine: Dream or Reality?
- Genomics in Newborn Screening.
- CDCs Tier 1 Genomics Applications and their Importance to Public Health: Are We There Yet?

Subject matter expert speakers for each webinar will be appointed by the journal editors and scheduling will be determined by the availability of the speakers. Topics are offered on a first come first served basis.

For more information about sponsoring a webinar, please contact your regional sales representative.



Genetics in Medicine and Genetics in Medicine Open Reprint Capabilities



The Power of Credibility

Reach targeted HCPs with original, authoritative content

Genetics in Medicine and *Genetics in Medicine Open* offer top research and review paper available as print or digital reprints. 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



Genetics in Medicine and Genetics in Medicine Open Reprint Capabilities (cont'd)



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

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





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).

Skyscraper 160 x 600

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

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	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

Rich Media Specifications

Desktop/Tablet	HTML5, 150KB
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)

Additional Notes:

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

†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	No

Contacts

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