



JACC: Asia



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COLLEGE of  
CARDIOLOGY®

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**JACC**  
Journals

# MEET THE JACC FAMILY OF JOURNALS



Valentin Fuster,  
MD, PhD, MACC



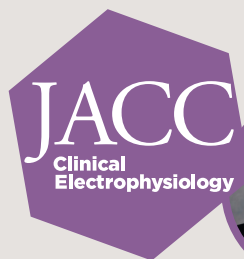
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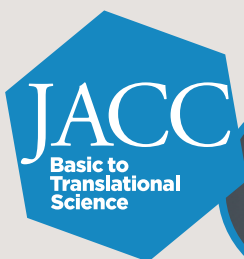
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MD, MSCE, FACC



Jian'an Wang  
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Candice Silversides,  
MD



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All JACC Specialty Journals  
published exclusively online

# By the Numbers



Average Monthly Website Sessions\*

7,800

Opt-In Email Subscribers†

677



\*Google Analytics, August 2022

†Vertex Communications: September 2022

# Editorial Overview



## Editorial Direction

*JACC: Asia*, the first region-specific cardiovascular journal with original peer-reviewed content, will join the portfolio of leading cardiovascular journals that make up the American College of Cardiology's family of JACC Journals. The *Journal* will be online-only and open access, publishing its first quarterly issue in the first half of this year.

*JACC: Asia* will cover topics ranging from cardiovascular health and prevention to late-stage interventions specifically within East Asian populations. The *Journal* will feature original articles, cutting-edge technology manuscripts, and clinical recommendations focused on Chinese, Japanese and South Korean patients who have or are at risk of developing cardiovascular disease.

Established	2021
Issuance	4 times per year
	<b>Online only, Open access</b>
Origin of editorial	100% submitted
Peer-review	All articles reviewed by Editorial Board
Website	<a href="http://jacc.org/jacc-asia">jacc.org/jacc-asia</a>

## Editor-in-Chief

Jian'an Wang, MD, PhD, FACC

Jian'an Wang, MD, PhD, FACC, will serve as inaugural editor-in-chief of *JACC: Asia*. Dr. Wang serves as the chair of the Heart Center at the Second Affiliated Hospital at Zhejiang University School of Medicine in China and is also a professor and associate dean at Zhejiang University School of Medicine. A leading interventional cardiologist, Dr. Wang has spearheaded the efforts in establishing and developing one of the largest valvular heart disease programs in Asia.



The *Journal* has announced three deputy editors: Duk-Woo Park, MD, PhD, of Seoul, South Korea; Wataru Shimizu, MD, PhD, of Tokyo; and Dong Zhao, MD, PhD, of Beijing. Read more on ACC.org. The full editorial board will be announced in the coming months.

## Societies & Affiliations

*JACC: Asia* is an official journal of the American College of Cardiology (ACC). As an Open Access journal, there is no fee for subscription. All members of the ACC receive a discount on any APCs 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 scientific and clinical publications including *JACC* and its sister journals, point of care tools and more.

## Market

Chinese, Japanese and South Korean cardiologists



# Journal Website Banner Advertising



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\*

### Desktop/Tablet

Leaderboard (top, bottom)	728 x 90
Rectangle (right rail)	300 x 250

### Mobile

Leaderboard (top, bottom)	728 x 90
Rectangle (as interstitial)	300 x 250

## Metrics

Sessions*	7,800
US Ad Impressions†	2,354

## 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

\$140 CPM



\*Google Analytics August 2021

†Google Ad Manager Jan-Dec 2021 average/month

# Table of Contents Email (eTOC) Advertising



## Monthly eTOCs

Each month, registered subscribers receive the Table of Contents email (eTOC) for JACC: Asia 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.

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

<b>Metrics*</b>	
Opt-in Distribution	677

**Rate**  
Please contact your sales representative for rate information.

# Article in Press (AIP) Email Alert Advertising



## Article-In-Press Email Alerts

Each month, JACC: Asia sends out an average of 10 article-in-press email alerts to a separate list of opt-in subscribers.

### Banner Positions (2 available)

Leaderboard	728 x 90
Medium Rectangle (bottom)	300 x 250

### Metrics\*

Opt-in Distribution	680
---------------------	-----

### Rate

Please contact your sales representative for rate information.



\*Vertex Communications, September 2022



## 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<sup>†</sup>

### 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

<sup>†</sup>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](mailto:asansolo@amcmmediagroup.com)

### Linsey Rosenthal

Tel: 215-740-3174

Email: [lrosenthal@amcmmediagroup.com](mailto:lrosenthal@amcmmediagroup.com)

Visit [www.elsmediakits.com](http://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](mailto:d.wong@elsevier.com)

Send new print ad files and submit pickup ads to  
[www.ads4els.com](http://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](mailto:j.hong@elsevier.com)

## Publisher & Editorial Office

### Nancy Axelrod

Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-633-3958

Fax: 212-633-3846

Email: [n.axelrod@elsevier.com](mailto:n.axelrod@elsevier.com)



# JACC Advertising Policy

## General

- Advertisements cannot be inconsistent with ACCF's purposes to: provide educational information regarding cardiology and heart disease to cardiologists and the general public.
- All advertisements are expected to conform to ethical medical standards.
- All advertising shall comply with applicable federal and state laws, rules and regulations.
- Advertising that conveys through copy or pictures an impression of any negative stereotype of any persons is not acceptable.
- Advertisements must be truthful and nondeceptive. Advertisements are not acceptable if, taken as a whole, they are deceptive, even though every statement and picture may be technically accurate. Advertisements that are misleading because they omit or obscure a material fact are not acceptable.
- Advertisers must comply with high ethical standards in their respective industries.
- All Content that is an advertorial, infomercial, or other Content that is essentially an advertisement, shall be labeled as an advertisement so that readers can readily distinguish independent Content from paid-for Content.
- In placing ads throughout the Journals, special care will be taken to assure that ads related to products that are the specific focus of articles or editorial content will not be placed adjacent to that editorial content. While this cannot be guaranteed, every effort will be made to ensure that it does not happen.

## Comparative Advertising

- Advertising that disparages a competitor or competing products or services is not acceptable.
- Comparative advertising that is positive, and based upon the performance and capabilities of the advertiser's own products and services is acceptable; provided that:
- No representations are inconsistent with these guidelines and prohibitions against false and deceptive advertising;
  - The advertiser can substantiate all claims made about its own products and services and those to which they are compared.
- Comparative advertising should not focus on the negative aspects of a competitor's products or services more than discussing its own positive qualities.

## Editorial Style Advertising and/or Advertorials

- Headline and body copy typeface of editorial style advertisements must be clearly distinguishable from the basic Content typefaces of the Journals.
- Each page of a special advertising section must clearly and conspicuously marked as an advertisement.

## Prohibited Advertisements

- Advertisements for the following products and/or services are not acceptable:
  - Cigarettes and other tobacco products;
  - Guns and self-defense weapons.

