JACC: Advances
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MEET THE JACC FAMILY OF JOURNALS

JACC
JOURNAL OF THE AMERICAN COLLEGE OF CARDIOLOGY
Valentin Fuster, MD, PhD, MACC

JACC Cardiovascular Interventions
David J. Moliterno, MD, FACC

JACC Cardiovascular Imaging
Y. Chandrashekhar, MD, DM, FACC

JACC Heart Failure
Biykem Bozkurt, MD, PhD, FACC

JACC Clinical Electrophysiology
Kalyanam Shivkumar, MD, PhD, FACC

JACC Case Reports
Julia Grapsa, MD, PhD, FACC

JACC Basic to Translational Science
Douglas L. Mann, MD, FACC

JACC CardioOncology
Bonnie Ky, MD, MSCE, FACC

JACC Asia
Jian’an Wang, MD, PhD, FACC

JACC Advances
Candice Silversides, MD

All JACC Specialty Journals published exclusively online

2023 MEDIA KIT // JACC: ADVANCES
By the Numbers

Average Monthly Website Sessions*  3,700
Add Email Opt-in Subscribers  1,120

*Google Analytics, August 2022
Editorial Overview

Journal Description
JACC: Advances, is an open access, online-only journal with a unique mandate of focusing on new and emerging fields in cardiology, and recognizing and illuminating paradigm shifts as they occur. Over the past few decades, changes in patient and disease populations, emergence of new fields and advances in diagnostics and treatments have altered how cardiovascular medicine is practiced.

Established | April 2022
---|---
Issuance | Quarterly
Circulation | Online only, Open access
Impact Factor | Pending
Origin of Editorial | 100% submitted
Peer-review | All articles reviewed by Editorial Board
Website | www.jacc.org/journal/jacadv
Article Acceptance Rate | TBD

Market
Cardiologists and physicians with a secondary interest in cardiology.

Editor-in-Chief
Candice K. Silversides, MD
Silversides is a professor of medicine at the University of Toronto and chair in Pregnancy and Heart Disease at the Miles Nadal Heart Centre at Mount Sinai Hospital, where she leads the Obstetric Medicine program and is director of the Cardio-Obstetric clinic. She also works at the Peter Munk Cardiac Center, specializing in adult congenital heart disease and echocardiography and is vice president of the Canadian Adult Congenital Heart Network. Silversides' research interests include pregnancy and heart disease and adult congenital heart disease. She has contributed to many international practice guidelines and consensus statements, including serving as chair of the Canadian Cardiovascular Society's guidelines on the management of adults with congenital heart disease.

JACC: Advances is committed to focus on these evolving aspects of cardiology.
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) 728 x 90
- Leaderboard (bottom) 728 x 90
- Rectangle (right rail) 300 x 250

**Mobile**
- Leaderboard (top) 728 x 90
- Leaderboard (bottom) 320 x 50
- Rectangle (as interstitial) 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.jacc.org/journal/jacadv](http://www.jacc.org/journal/jacadv)

| Sessions† | 3,700 |
| US Impressions† | 9,541 |

**Rate**
$140 CPM Net

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*Expandable banners available with all sizes listed above
†Google Analytics, August 2022
‡Google Ad Manager March-August 2022 average/month
DIGITAL ADVERTISING OPPORTUNITIES

Table of Contents Email (eTOC) Advertising

Monthly eTOCs
Each month, registered subscribers receive the Table of Contents email (eTOC) for JACC: Advances providing a preview of what’s coming in their next issue. Metrics are sent on a monthly basis.

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

<table>
<thead>
<tr>
<th>Banner Positions</th>
<th>728 x 90</th>
<th>US Opt-in Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>300 x 250</td>
<td>1,120</td>
</tr>
<tr>
<td>Rectangle</td>
<td></td>
<td>573</td>
</tr>
</tbody>
</table>

Rate
Please contact Sales Representative for rate information.

*Vertex Communications December 2022
Article-In-Press Email Alerts

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

**Banner Positions (2 available)**

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Medium Rectangle (bottom)</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**Metrics***

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opt-in Distribution</td>
<td>767</td>
</tr>
<tr>
<td>US Opt-in Distribution</td>
<td>282</td>
</tr>
</tbody>
</table>

**Rate**

Please contact Sales Representative for rate information.

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*Vertex Communications December 2022*
**Journal Website Banner Ads**

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>728 x 90</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td></td>
</tr>
<tr>
<td>Placement:</td>
<td>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).</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Large Rectangle</th>
<th>300 x 250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Placement:</td>
<td>Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)</td>
</tr>
</tbody>
</table>

**Specifications**

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

**Rich Media Expanding & HTML In-Page Ads†**

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>728 x 315</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>Expands ▼ down (maximum size)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Large Rectangle</th>
<th>600 x 250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expands ▲ left</td>
<td>(maximum size)</td>
</tr>
</tbody>
</table>

**Rich Media Specifications**

<table>
<thead>
<tr>
<th>HTML5</th>
<th>150kB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotation</td>
<td>Accepted</td>
</tr>
<tr>
<td>Animation</td>
<td>Max 3 loops of animation, up to 15 seconds per loop</td>
</tr>
<tr>
<td>Subsequent Size</td>
<td>2.2 MB (300KB)</td>
</tr>
</tbody>
</table>

**Additional Notes:**
- Third party tags accepted
- Can target by zone
- Ads served via DFP by Google

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*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.
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@americanmedicalcomm.com

Erica Wenitsky
Tel: 610-864-4530
Email: erica.wenitsky@amcmediagroup.com

Linsey Rosenthal
Tel: 215-740-3174
Email: lrosenthal@americanmedicalcomm.com

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

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

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

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
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.