



JACC: CardioOncology



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JACC
Journals

MEET THE JACC FAMILY OF JOURNALS



Valentin Fuster,
MD, PhD, MACC



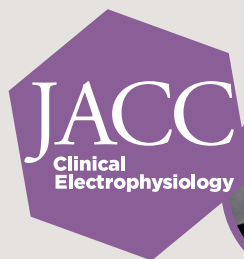
David J. Moliterno,
MD, FACC



Y. Chandrashekhar,
MD, DM, FACC



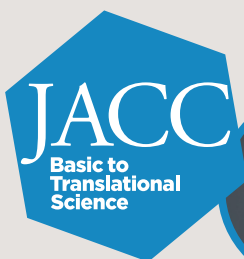
Biykem Bozkurt,
MD, PhD, FACC



Kalyanam Shivkumar,
MD, PhD, FACC



Julia Grapsa,
MD, PhD, FACC



Douglas L. Mann,
MD, FACC



Bonnie Ky,
MD, MSCE, FACC



Jian'an Wang
MD, PhD, FACC



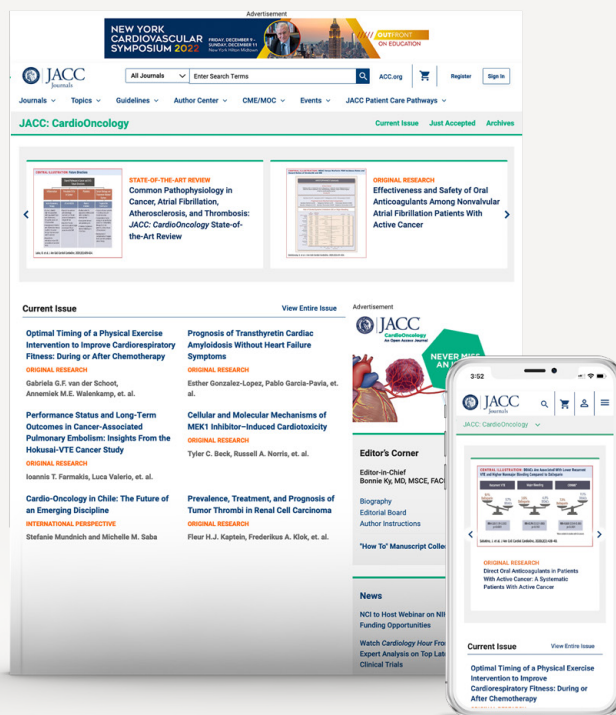
Candice Silversides,
MD



ELSEVIER

All JACC Specialty Journals
published exclusively online

By the Numbers



Average Monthly Website Sessions*

9,900

Opt-in Email Subscribers*

1,914



*Google Analytics, August 2022

†Vertex Communications, September 2022

Editorial Overview

Editorial Direction

JACC: CardioOncology serves to advance the cardiovascular care of cancer patients through the publication of rigorously executed, innovative science and dissemination of evidence-based knowledge. The journal seeks to transform the field of cardio-oncology and actively engage and educate the cardiovascular and oncology communities in pre-clinical, translational, and clinical research, as well as in best practices in cardio-oncology. Broad areas of interest include original research studies in disease mechanisms, in vitro and in vivo model systems, novel and conventional therapeutics (Phase I-IV), epidemiology, precision medicine, and primary and secondary prevention. Disease states of interest include, but are not limited to amyloidosis, cardiovascular risk factors, heart failure, and vascular disease. .

Established	2019
Issuance	4 times per year
Online only, Open access	
Origin of editorial	100% submitted
Peer-review	All articles reviewed by Editorial Board
Website	cardiooncology.onlinejacc.org
App	iTunes Android

Content Profile

- Original Research Papers
- State-of-the-Art Review Articles
- Primers in Research and Clinical Medicine
- Research Letters
- Clinical Case Challenges
- Viewpoints
- Letters to the Editor

- Editor's Pages from the Editor-in-Chief or other invited thought leaders

Editor-in-Chief

Bonnie Ky, MD, MSCE, FACC



Dr. Bonnie Ky is an Associate Professor of Medicine and Epidemiology and physician scientist at the University of Pennsylvania and serves as the Director for the Penn Center for Quantitative Echocardiography and is the founding Director of the Penn Cardio-Oncology Center of Excellence. She leads a highly active NIH-funded translational research program in cardio-oncology and is the PI of multiple investigator-initiated cohort studies and clinical trials focused on the study of the cardiotoxic effects of doxorubicin, trastuzumab, sunitinib, and radiation therapy in breast, renal cell, and lung cancers, and lymphoma patients.

Societies & Affiliations

JACC: CardioOncology 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

Cardiologists, Oncologists

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)	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.cardiooncology.onlinejacc.org

Sessions†	9,900
US Impressions‡	18,648

Rate

\$140 CPM Net



*Expandable banners available with all sizes listed above

†Google Analytics, August 2022

‡Google Ad Manager, August 2022

Table of Contents Email (eTOC) Advertising



Monthly eTOCs

Each month, registered subscribers receive the Table of Contents email (eTOC) for JACC: CardioOncology 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 Positions		Metrics*	
Leaderboard	728 x 90	Opt-in Distribution	1,914
Rectangle	300 x 250	US Opt-in Distribution	666

Rate

\$1,100 net/month 100% SOV

Article in Press (AIP) Email Alert Advertising



Article-In-Press Email Alerts

Each month, JACC: CardioOncology 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

Please contact your
Sales Representative

Rate

Please contact your Sales Representative.



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@americanmedicalcomm.com

Linsey Rosenthal

Tel: 215-740-3174

Email: lrosenthal@americanmedicalcomm.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

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



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.

