JACC: CardioOncology
Table of Contents

JACC Family of Journals ................................................................. 1
By the Numbers ............................................................................... 2
Editorial Overview ........................................................................... 3
Digital Advertising Opportunities ................................................... 4
  Journal Website Banner Advertising ........................................... 4
  Table of Contents Email (eTOC) Advertising .............................. 5
  Article in Press (AIP) Email Alert Advertising ......................... 6
Specifications .................................................................................. 7
  Digital Media ................................................................................ 7
Contacts ......................................................................................... 9
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

Y. Chandrashekhar, MD, DM, FACC

JACC Heart Failure
Biykem Bozkurt, MD, PhD, FACC

Kalyanam Shivkumar, MD, PhD, FACC

JACC Clinical Electrophysiology

JACC Case Reports
Julia Grapsa, MD, PhD, FACC

Douglas L. Mann, MD, FACC

Bonnie Ky, MD, MSCE, FACC

JACC Basic to Translational Science

JACC CardioOncology

JACC Asia
Jian’an Wang, MD, PhD, FACC

JACC Advances

Candice Silversides, MD

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.

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
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**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sessions⁴</td>
<td>9,900</td>
</tr>
<tr>
<td>US Impressions⁴</td>
<td>18,648</td>
</tr>
</tbody>
</table>

**Rate**

$140 CPM Net

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*Expandable banners available with all sizes listed above

⁴Google Analytics, August 2022

⁵Google 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.

<table>
<thead>
<tr>
<th><strong>Banner Positions</strong></th>
<th><strong>Metrics</strong>*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard 728 x 90</td>
<td>Opt-in Distribution</td>
</tr>
<tr>
<td>Rectangle 300 x 250</td>
<td>US Opt-in Distribution</td>
</tr>
</tbody>
</table>

**Rate**

$1,100 net/month 100% SOV

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*Vertex Communications, September 2022*
Digital Advertising Opportunities

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.

*Vertex Communications, September 2022
**Digital Media**

**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

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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.
## Digital Media (continued)

### Table of Contents (TOC) Email Banner Ads

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>Size</th>
</tr>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

### Email Specifications

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Size</strong></td>
<td>40KB (200KB Max)</td>
</tr>
<tr>
<td><strong>Rotation</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Required Resolution</strong></td>
<td>72 dpi</td>
</tr>
<tr>
<td><strong>Acceptable File Format</strong></td>
<td>.gif or .jpg</td>
</tr>
<tr>
<td><strong>Rich Media</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Animation</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Target URL</strong></td>
<td>Required</td>
</tr>
<tr>
<td><strong>3rd Party Tags</strong></td>
<td>Yes, but only for click and impression tracking</td>
</tr>
</tbody>
</table>
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

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

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.