



Online only



# JACC: Basic to Translational Science



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**JACC**  
Journals

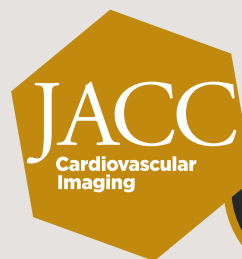
# MEET THE JACC FAMILY OF JOURNALS



Valentin Fuster,  
MD, PhD, MACC



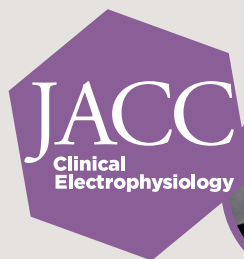
David J. Moliterno,  
MD, FACC



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MD, DM, FACC



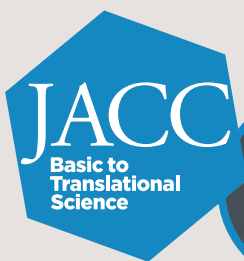
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Julia Grapsa,  
MD, PhD, FACC



Douglas L. Mann,  
MD, FACC



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Jian'an Wang  
MD, PhD, FACC



Candice Silversides,  
MD



ELSEVIER

All JACC Specialty Journals  
published exclusively online

# By the Numbers



Average Monthly Website Sessions\*

10,900

Opt-in Email Subscribers\*

1,470

\*Sessions from Google Analytics August 2022. Opt-in Email Subscribers from Vertex Communications September 2022.

# Editorial Overview



## Editorial Direction

*JACC: Basic to Translational Science*, an open access journal, serves a forum for advancing the field Translational Cardiovascular Medicine, and as a platform for accelerating the translation of novel scientific discoveries into new therapies that improve clinical outcomes for patients affected with or at risk for Cardiovascular Disease. Thematic areas of interest include pre-clinical research; clinical trials; personalized medicine; novel drugs, devices, and biologics; proteomics, genomics and metabolomics; and early phase clinical trial methodology.

Established	2016
Issuance	6 times per year
	<b>Online only</b> , Open access
Origin of editorial	100% submitted
Peer-review	All articles reviewed by Editorial Board
Article acceptance rate	15%
Website	<a href="https://basictranslational.onlinejacc.org">basictranslational.onlinejacc.org</a>
App	<a href="#">iTunes</a> <a href="#">Android</a>

## Editor-in-Chief

Douglas L. Mann, MD, FACC

Dr Mann is the Lewin Chair and Professor of Medicine, Cell Biology and Physiology, and Chief of the Division of Cardiology at the Washington University School of Medicine. He is also Cardiologist in Chief at Barnes Jewish Hospital in St. Louis. He has been engaged in translational research for over two decades, with his primary research interest being the molecular and cellular basis of heart failure, with particular emphasis on the role of innate immunity in disease progression and



recovery of the failing heart. “Translational research is one of the cornerstones of cardiology and essential to advancing the care we provide to heart disease patients,” Mann said. “I’ve devoted a large portion of my career to basic translational research, and I’m honored to take the helm of a new journal devoted entirely to disseminating this important research.”

## Societies & Affiliations

*JACC: Basic to Translational Science* 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 and physicians with a secondary interest in cardiology.



# 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.basistranslational.onlinejacc.org](http://www.basistranslational.onlinejacc.org)

Sessions <sup>†</sup>	10,900
US Impressions <sup>‡</sup>	12,471

## Rate

\$140 CPM Net



\*Expandable banners available with all sizes listed above.

<sup>†</sup>Google Analytics, August 2022

<sup>‡</sup>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: Basic to Translational Science* 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	1,470
Rectangle	300 x 250	US Opt-in Distribution	438
		Rate	
		\$1,000 net/month 100%v SOV	



\*Vertex Communications, September 2022



# Article-In-Press Email Alerts



## Article-In-Press Email Alerts

Each month, JACC: Basic to Translational Science 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
-------------	----------

### + Select one of these other two sizes:

Skyscraper (right side)	160 x 600
-------------------------	-----------

Medium Rectangle (bottom)	300 x 250
---------------------------	-----------

### Metrics\*

Opt-in Distribution	1,091
---------------------	-------

US Opt-in Distribution	311
------------------------	-----

### Rate

Please contact your Sales Representative.



\*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†

### 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@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.

