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*Click to view*

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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

All JACC Specialty Journals published exclusively online
By the Numbers

Average Monthly Website Sessions*  
10,900

Opt-in Email Subscribers*  
1,470

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*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
Online only, Open access
Origin of editorial 100% submitted
Peer-review All articles reviewed by Editorial Board
Article acceptance rate 15%
Website basictranslational.onlinejacc.org
App iTunes Android

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.
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>Sessions</th>
<th>10,900</th>
</tr>
</thead>
<tbody>
<tr>
<td>US Impressions</td>
<td>12,471</td>
</tr>
</tbody>
</table>

**Rate**
$140 CPM Net

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*Expandable banners available with all sizes listed above.
†Google Analytics, August 2022
‡Google Ad Manager, August 2022
DIGITAL ADVERTISING OPPORTUNITIES

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.

<table>
<thead>
<tr>
<th>Banner Positions</th>
<th>Metrics*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>Opt-in Distribution 1,470</td>
</tr>
<tr>
<td>Rectangle</td>
<td>US Opt-in Distribution 438</td>
</tr>
</tbody>
</table>

Rate
$1,000 net/month 100% SOV

*Vertex Communications, September 2022
**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.

<table>
<thead>
<tr>
<th>Banner Positions (2 available)</th>
<th>Metrics*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td>Opt-in Distribution 1,091</td>
</tr>
<tr>
<td><strong>Skyscraper (right side)</strong></td>
<td>US Opt-in Distribution 311</td>
</tr>
<tr>
<td><strong>Medium Rectangle (bottom)</strong></td>
<td>Rate</td>
</tr>
<tr>
<td></td>
<td>Please contact your Sales Representative.</td>
</tr>
</tbody>
</table>

*Vertex Communications, September 2022*
Digital Media

### Journal Website Banner Ads

**Creative Sizes**

**Leaderboard**

- **Size:** 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**

- **Size:** 300 x 250

Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles)

**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†

**Creative Sizes**

**Leaderboard**

- **Size:** 728 x 90

Expands ▼ down (maximum size)

**Large Rectangle**

- **Size:** 300 x 250

Expands ◄ left (maximum size)

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

#### Creative Sizes

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>Size</th>
</tr>
</thead>
<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

<table>
<thead>
<tr>
<th>Email Specifications</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>40KB (200KB max)</td>
</tr>
<tr>
<td>Rotation</td>
<td>No</td>
</tr>
<tr>
<td>Required Resolution</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Acceptable File Format</td>
<td>.gif or .jpg</td>
</tr>
<tr>
<td>Rich Media</td>
<td>No</td>
</tr>
<tr>
<td>Animation</td>
<td>No</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
<tr>
<td>3rd Party Tags</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@amcmediagroup.com

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