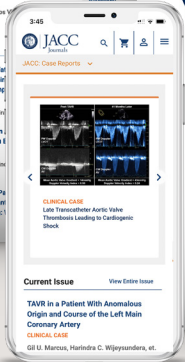


Online only



# JACC: Case Reports



ELSEVIER



TABLE OF CONTENTS ►

# Table of Contents



*Click to view*

JACC Family of Journals .....	1
By the Numbers .....	2
Editorial Overview .....	3
Digital Advertising Opportunities .....	4
<i>Journal Website Banner Advertising</i> .....	4
<i>Table of Contents Email (eTOC) Advertising</i> .....	5
<i>Article-In-Press Email Alerts</i> .....	6
Specifications .....	7
<i>Digital Media</i> .....	7
Contacts .....	9





JACC  
Journals

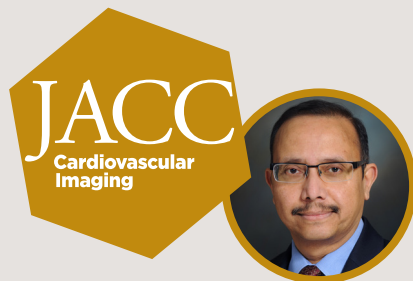
# MEET THE JACC FAMILY OF JOURNALS



Valentin Fuster,  
MD, PhD, MACC



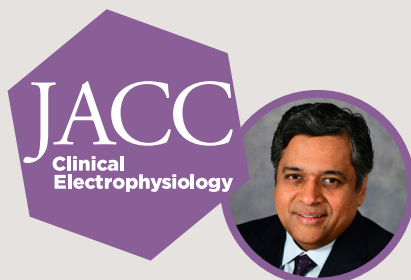
David J. Moliterno,  
MD, FACC



Y. Chandrashekar,  
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

ELSEVIER

# By the Numbers



Average Monthly Website Sessions\*

36,100

Opt-in Email Subscribers†

1,696



\*Google Analytics August 2022  
†Vertex Communications, September 2022

# Editorial Overview

## Editorial Direction

JACC: Case Reports is an educational platform for promoting clinical cases and clinical problem solving. It accepts everyday educational or rare clinical cases, well described and with clear learning objectives, from across the field of cardiovascular medicine. The journal aims to serve as a publication vehicle for early career cardiologists and members of the cardiovascular care team, and as a forum for mentorship on the review and publication process.

Established	2019
Issuance	6 times per year
	<b>Online only, Open access</b>
Origin of editorial	100% submitted
Peer-review	All articles reviewed by Editorial Board
Website	<a href="https://casereports.onlinejacc.org">casereports.onlinejacc.org</a>
App	<a href="#">iTunes</a> <a href="#">Android</a>

## Content Profile

- Clinical Cases
- Clinical Case Series
- Global Health Reports
- Heart Care Team/Multidisciplinary Team Live
- ECG Challenge
- Clinical Vignette
- Letters to the Editor
- Voices in Cardiology
- Editor's Pages from the Editor-in-Chief or other invited thought leaders

## Editor-in-Chief

Julia Grapsa, MD, PhD, FACC



Dr Grapsa is currently a consultant cardiologist at Barts Health NHS Trust, home to Europe's largest specialised cardiovascular center at St Bartholomew's Hospital, and is head of the Echocardiography Department at The Royal London Hospital. She is also an associate professor at University College London. Her areas of research include pulmonary hypertension and the study of right heart remodeling with multimodality imaging.

Grapsa has served as chair of the young community for multimodality imaging for the European Association of Cardiovascular Imaging and as a member of the European Society of Cardiology education committee, leading the ESC clinical case gallery. She is already a part of the JACC family of journals, serving as an editorial consultant for JACC: *Cardiovascular Imaging*.

## Societies & Affiliations

JACC: Case Reports 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

[casereports.onlinejacc.org](https://casereports.onlinejacc.org)

Sessions <sup>†</sup>	36,100
US Impressions <sup>‡</sup>	32,737

## Rate

\$140 CPM Net



ELSEVIER

\*Expandable banners available with all sizes listed above.

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

<sup>‡</sup>Google Ad Manager Jan-Dec 2021

# Table of Contents Email (eTOC) Advertising



## Monthly eTOCs

Each month, registered subscribers receive the Table of Contents email (eTOC) for *JACC: Case Reports* 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

Leaderboard	728 x 90
Rectangle	300 x 250

### Metrics\*

Opt-in Distribution	2,693
US Opt-in Distribution	548

### Rate

Please contact your Sales Representative.



\*Vertex Communications December 2022

# Article-In-Press Email Alerts



## Article-In-Press Email Alerts

Each month, *JACC: Case Reports* 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	Contact Sales Representative for details
---------------------	--

### 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<sup>†</sup>

### 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

<sup>†</sup>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

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 manager insertion orders, send to:

American Medical Communications Inc.  
630 Madison Avenue  
Manalapan NJ 07726

### Steven Poloway

Tel: 240-350-0355

Email: [spoloway@amcmmediagroup.com](mailto:spoloway@amcmmediagroup.com)

### 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.

