



# JACC: Heart Failure



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COLLEGE of  
CARDIOLOGY®

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**JACC**  
Journals

# MEET THE JACC FAMILY OF JOURNALS



Valentin Fuster,  
MD, PhD, MACC



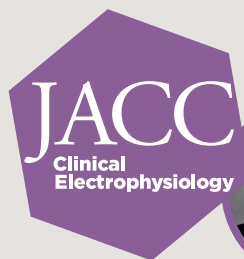
David J. Moliterno,  
MD, FACC



Y. Chandrashekhar,  
MD, DM, FACC



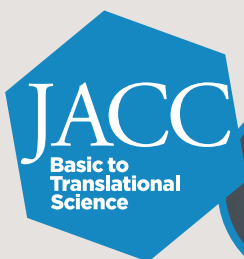
Biykem Bozkurt,  
MD, PhD, FACC



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



Reach JACC HF audience  
with print advertising in JACC

Print Circulation\*

25,723

Monthly  
Website Sessions†

29,500

Opt-in  
Email Subscribers‡

21,407

\*Print Circulation = JACC Print Circulation

†Google Analytics, July 2022

‡Vertex Communications Sept 2022





# Editorial Overview

## Editorial Direction

JACC: Heart Failure publishes the most important findings on the pathophysiology, diagnosis, treatment, and care of heart failure patients. The goal of the *Journal* is to improve our understanding of the disease, clinical trials, clinical outcomes, and advances in therapies through timely, insightful scientific communication. The *Journal* will embrace interdisciplinary relationships with neuroscience, pulmonary medicine, nephrology, electrophysiology, and surgery as they relate to heart failure. Articles concerning pharmacogenetics, biomarkers, and metabolomics will also be published.

**#10 Impact Factor** among all 141  
Cardiology/Cardiovascular Journals\*

Established	2008
Issuance	12 times per year
Circulation	30,055
Impact factor*	12.035
Origin of editorial	100% submitted
Peer-review	All articles reviewed by Editorial Board
Article acceptance rate	10%
Website	<a href="http://www.jacc.org/journal/heart-failure">www.jacc.org/journal/heart-failure</a>
App	<a href="#">iTunes</a> • <a href="#">Android</a>

## Editor-in-Chief

Biykem Bozkurt, MD, PhD, FACC



Dr. Bozkurt, an advanced heart failure specialist, previously served as one of the heart failure section editors for JACC and is a past chair of the ACC's Heart Failure and Transplant Member Section and Leadership Council. She serves as the Mary and Gordon Cain Chair and professor of medicine at Baylor College of Medicine (Houston, TX), as well as director of the Winters Center for Heart Failure Research, associate director of the Cardiovascular Research Institute, associate provost of faculty affairs, senior associate dean for faculty development, and vice-chair of medicine at Baylor. Dr. Bozkurt is a past president of the Heart Failure Society of America.

Bozkurt serves as the Mary and Gordon Cain Chair and professor of medicine at Baylor College of Medicine in Houston, as well as director of the Winters Center for Heart Failure Research, associate director of the Cardiovascular Research Institute, associate provost of faculty affairs, senior associate dean for faculty development and vice-chair of medicine at Baylor. Bozkurt is a past president of the Heart Failure Society of America.

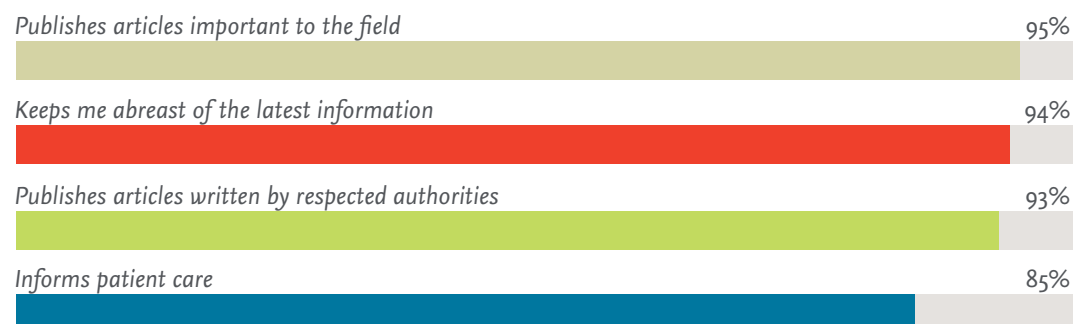
Bozkurt joins the growing number of women at the helm of JACC Journals, including Julia Grapsa, MD, PhD, FACC (JACC: Case Reports), Bonnie Ky, MD, MSCE, FACC (JACC: CardioOncology) and Candice Silversides, MD (JACC: Advances). She will build upon the legacy of the previous editor, Christopher M. O'Connor, MD, MACC, who has served in his role since the journal's inception. As editor-in-chief, O'Connor has overseen the successful publication of nine volumes and has grown the journal to be recognized as one of the top 11 English-language cardiovascular journals worldwide with an Impact Factor of 12.



\*Clarivate Analytics, 2020.

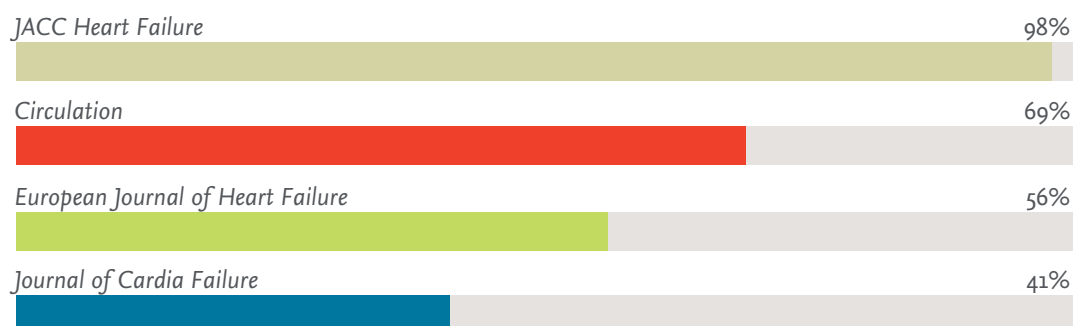
# Journal Readership

## Ad Value\*



## Trust-Factor\*

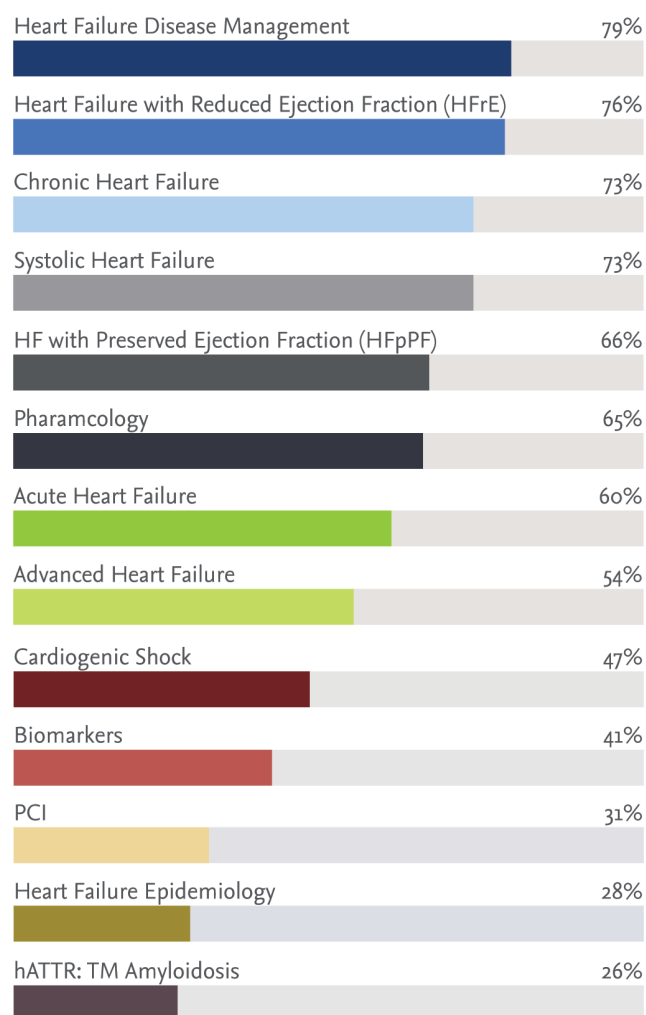
The results below highlight what journals readers trust to provide them with unbiased, evidenced-based, accurate information.



# Topics of Interest and Script Writing

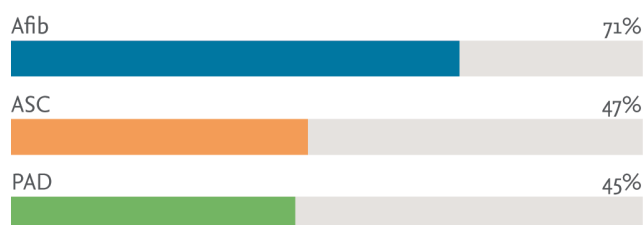
## Topics of Interest\*

Topics of interest to JACC Heart Failure readers include the following:



## Script Writing\*

Most of our readers write prescriptions in the following categories:



# Print Rates



JACC Heart Failure will be published online-only in 2023; however, print advertising reaching ACC members involved in heart failure is available in JACC.

Below are the JACC full run print rates for 2023; however, print advertising reaching ACC members, including those involved in heart failure, is available in JACC.

## Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$7,175	\$4,805	\$3,165
6x	\$7,090	\$4,715	\$3,010
12x	\$6,975	\$4,660	\$2,975
24x	\$6,895	\$4,490	\$2,885
36x	\$6,735	\$4,375	\$2,785
48x	\$6,500	\$4,330	\$2,705
60x	\$6,465	\$4,160	\$2,650
72x	\$6,320	\$4,120	\$2,575
96x	\$6,160	\$3,950	\$2,485
120x	\$6,055	\$3,855	\$2,390
144x	\$5,930	\$3,790	\$2,330
192x	\$5,790	\$3,745	\$2,300

## Color Rates

Standard Color	\$1,165
Matched Color	\$1,795
4 Color	\$2,325

### Premium Positions

Cover 4	50% B/W page rate
Cover 2	50% B/W page rate
Opposite TOC	25% B/W page rate

### Cover Tips

\$19,400 Net

Client Provided (standard size, 2-sided); please contact your sales representative for larger unit pricing.

### Outserts

\$21,600 Net

Client Provided (Up to 4 pages); please contact your sales representative for larger unit pricing.

### Earned Rates

Rates are based on the total units run in a calendar year (i.e., 6 full pages and 6 half pages earn 12x rate). Space purchased by a parent company and its subsidiaries is combined. Only paid ads count toward frequency.

### Combined Frequency

Ad pages in JACC, JACC: Heart Failure, JACC: Cardiovascular Imaging, JACC: Heart Failure, and JACC: Clinical Electrophysiology are combined to determine frequency.

### Agency Commission

15%

### Dual Responsibility

Advertisers agree to accept “dual responsibility” for payment to the publisher if the advertiser’s agency does not remit payment within 90 days of the invoice date.

### Inserts

Furnished inserts billed at B&W space rate, plus an additional \$800 commissionable production charge.



\*All ads must go through an approval process.

# Issue Calendar & Closing Dates



Issue	Publication Date	Space Closing	Print Materials Due	Inserts Due
81/1	January 3-10, 2023	12/2/22	12/9/22	12/16/22
81/2	January 17, 2023	12/9/22	12/16/22	12/27/22
81/3	January 24, 2023	12/15/22	12/22/22	1/4/23
81/4	January 31, 2023	12/22/22	1/4/23	1/11/23
81/5	February 7, 2023	1/3/23	1/10/23	1/18/23
81/6	February 14, 2023	1/10/23	1/18/23	1/25/23
81/7	February 21, 2023	1/18/23	1/25/23	2/2/23
81/8	February 28, 2023	1/24/23	2/1/23	2/8/23
81/9	March 7, 2023	2/1/23	2/8/23	2/15/23
81/10	March 14, 2023	2/8/23	2/15/23	2/23/23
81/11	March 21, 2023	2/15/23	2/23/23	3/2/23
81/12	March 28, 2023	2/23/23	3/2/23	3/9/23
81/13	April 4, 2023	3/1/23	3/8/23	3/15/23
81/14	April 11, 2023	3/7/23	3/14/23	3/21/23
81/15	April 18, 2023	3/14/23	3/21/23	3/29/23
81/16	April 25, 2023	3/21/23	3/29/23	4/6/23
81/17	May 2, 2023	3/29/23	4/6/23	4/13/23
81/18	May 9, 2023	4/5/23	4/12/23	4/19/23
81/19	May 16, 2023	4/11/23	4/18/23	4/25/23
81/20	May 23, 2023	4/18/23	4/25/23	5/3/23
81/21	May 30, 2023	4/25/23	5/3/23	5/11/23
81/22	June 6, 2023	5/2/23	5/10/23	5/17/23
81/23	June 13, 2023	5/10/23	5/17/23	5/24/23
81/24	June 20, 2023	5/17/23	5/24/23	6/1/23
81/25	June 27, 2023	5/24/23	6/1/23	6/8/23
82/1	July 4, 2023	6/1/23	6/8/23	6/15/23
82/2	July 11, 2023	6/7/23	6/14/23	6/21/23
82/3	July 18, 2023	6/13/23	6/20/23	6/27/23
82/4	July 25, 2023	6/20/23	6/27/23	7/6/23



# Issue Calendar & Closing Dates



Issue	Publication Date	Space Closing	Print Materials Due	Inserts Due
82/5	August 1, 2023	6/27/23	7/6/23	7/13/23
82/6	August 8, 2023	7/6/23	7/13/23	7/20/23
82/7	August 15, 2023	7/13/23	7/20/23	7/27/23
82/8	August 22, 2023	7/20/23	7/27/23	8/3/23
82/9	August 29, 2023	7/26/23	8/2/23	8/9/23
82/10	September 5, 2023	8/2/23	8/9/23	8/17/23
82/11	September 12, 2023	8/8/23	8/16/23	8/23/23
82/12	September 19, 2023	8/16/23	8/23/23	8/30/23
82/13	September 26, 2023	8/23/23	8/30/23	9/7/23
82/14	October 3, 2023	8/29/23	9/6/23	9/13/23
82/15	October 10, 2023	9/5/23	9/12/23	9/20/23
82/16	October 17, 2023	9/12/23	9/20/23	9/27/23
82/17	October 24, 2023	9/20/23	9/27/23	10/5/23
82/18	October 31, 2023	9/27/23	10/5/23	10/12/23
82/19	November 7, 2023	10/5/23	10/12/23	10/19/23
82/20	November 14, 2023	10/12/23	10/19/23	10/26/23
82/21	November 21, 2023	10/19/23	10/26/23	11/2/23
82/22	November 28, 2023	10/26/23	11/2/23	11/9/23
82/23	December 5, 2023	10/31/23	11/7/23	11/14/23
82/24	December 12, 2023	11/7/23	11/14/23	11/21/23
82/25	December 19-26, 2023	11/14/23	11/21/23	11/30/23





# Meeting Issues



## 2023\* Conferences

Conference	Date	Location	JACC Heart Failure Issue
Society of Thoracic Surgeons	January 21-24, 2023	San Diego, CA	JAC 81/2 January 17 <sup>th</sup> issue
CRT	February 25-28, 2023	Washington DC	JAC 81/7 February 21 <sup>st</sup> issue
American College of Cardiology	March 4-6, 2023	New Orleans, LA	JAC 81/8 February 28 <sup>th</sup> issue
EuroPCR	May 16-19, 2023	Paris, France	JAC 81/17 May 2 <sup>nd</sup> issue
Heart Rhythm Society	May 19-21, 2023	New Orleans, LA	JAC 81/19 May 16 <sup>th</sup> issue
Society for Vascular Surgery	June 14-17, 2023	National Harbor, MD	TBD
European Society of Cardiology	August 25-28, 2023	Barcelona, Spain	JAC 82/7 Aug 15 <sup>th</sup> issue
Transcatheter Cardiovascular Therapeutics	October 23-27, 2023	San Francisco, CA	JAC 82/16 Oct 17 <sup>th</sup> issue
American Heart Association	November 11-13, 2023	Philadelphia, PA	JAC 82/19 Nov 7 <sup>th</sup> issue
ACC New York Cardiovascular Symposium	December 9-11, 2023	New York, NY	JAC 80/24 Dec 13 <sup>th</sup> issue



Please Note: Meeting Issues subject to change  
Please contact your Sales Representative prior to finalizing your media plan

# 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.jacc.org/journal/heart-failure](http://www.jacc.org/journal/heart-failure)

Sessions <sup>†</sup>	29,500
US Impressions <sup>‡</sup>	42,661

## Rate

\$140 CPM Net



\*Expandable banners available with all sizes listed above.

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

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

# Journal Website Banner Advertising (cont'd)



## Prestitial Banner Advertising

Prestitial banner ads on the JACC website appear for 7 seconds to non-logged in users on desktop devices only one time per journal per visit.

### Prestitial Banner Sizes

[www.jacc.org/journal/heart-failure](http://www.jacc.org/journal/heart-failure)

Rectangle	300 x 250
Medium rectangle	300 x 600
Large rectangle	480 x 640

### Monthly Metrics

US Prestitial Banner Ad Impressions 3,641/month

### Rate

\$280 CPM

# Table of Contents Email (eTOC) Advertising



## Monthly eTOCs

Each month, registered subscribers receive the Table of Contents email (eTOC) for JACC: Heart Failure 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	21,407
Rectangle	300 x 250	US Opt-in Distribution	11,141
		Average Open Rate	20%†
		Rate	
		\$3,000/banner/send	
		\$5,000/100% SOV/send	
		(2) banners	



\*Vertex Communications, September 2022  
†This represents the average open rate prior to September 20, 2021 - before Apple’s new Mail Privacy Protection Update

# Article in Press (AIP) Email Alert Advertising



## Article-In-Press Email Alerts

Each month, JACC: Heart Failure 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	19,962
US Opt-in distribution	10,626
Average Open Rate	18%†

### Rate

\$3,000 Net/Banner/Send  
\$5,000 Net/100% SOV/Send



\*Vertex Communications, September 2022

†This represents the average open rate prior to September 20, 2021 - before Apple's new Mail Privacy Protection Update

# Reprint Capabilities



## The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.

## Hard Copy Reprints

### Customizable Options

#### Printing

- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI, and inventory number

#### Packaging

- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs





# Reprint Capabilities (cont'd)



## ePrints

Educate HCPs on the latest treatment options, or help to drive a change in existing prescribing habits by using ePrints - encrypted, electronic copies of PDF articles that you can distribute by email, post on a website or use in Rep e-detailing.

### Multicopy Prints

Elsevier ePrints are created with official journal covers. Any article available in Elsevier's digital archive can be made into an ePrints PDF valid for 12 months.

### Mobile ePrints

Downloadable ePrints designed for use on mobile and tablet devices. Can be used for email blasts and on-the-go consumption - perfect for Rep e-detailing.

### QR Codes

Integrate QR codes into your advertising to allow quick mobile access to your reprint.

## Order Reprints Online

MedReprints is an online portal to order Elsevier and non-Elsevier published journal article reprints.

Visit us at [medreprints.com](http://medreprints.com) where selecting and ordering your reprints is simple:

- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process



A Digital Reprint is a copy of an article in PDF format delivered as a hyperlink, which can be posted online, on a tablet, or disseminated via email.

# Print Media

## Mechanical Specifications

Ad Size	Non Bleed	Bleed
Trim	8" x 10-3/4"	-
Full Page	7-1/2" x 10-1/4"	8-1/4" x 11"
Spread	15" x 10"	16-1/4" x 11"
1/2 Horizontal	7" x 4-3/4"	8-1/4" x 5-1/4"
1/2 Vertical	3-1/4" x 10"	3-7/8" x 11"
1/4 Page	3-1/4" x 4-3/4"	3-7/8" x 5-1/4"

Keep live matter 1/4" from all trim edges.

Binding	Perfect; jogs to head
Printing process	Web
Halftone screen	Cover, 150 line screen Text, 150 line screen

## Print Ad Specifications

### File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues. Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. *If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.*

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to

follow all requirements listed in this document.

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

Note: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

### Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

### Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

### Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- Supply as single page files only

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.



# Print Media (continued)

- Right Reading, Portrait Mode, 100% size, No rotation.
- No content is to be within 1/4" of all trim edges.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

## Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

## Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be

sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

NOTE: Any non-intended spot colors will be converted to CMYK.

## Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

## Proofs

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit [www.swop.org/certification/systemlist.asp](http://www.swop.org/certification/systemlist.asp). Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

## Delivery

Submit PDF ad files to Elsevier ad portal at [www.ads4els.com](http://www.ads4els.com)



Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

# Print Media (continued)

## Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

## Insert Requirements:

2-page insert	8-1/4" x 11"
4-page insert	16-1/2" x 11", furnish folded to 8-1/4" x 11"
Trimming	1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter/spine.
Insert Stock Weight	For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.
Closing Date for Booking Inserts	Same as ad space closing
Insert Delivery Date	See Insert due dates. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.
Insert Quality	Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

## Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

## Insert Shipment Address

### Publishers Press

JACC: Heart Failure (Issue Date)  
13487 South Preston Highway  
Lebanon Junction, KY 40150  
Attn: Elsevier Team

## Disposition of Reproduction Material

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.



Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.



# 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)

### Erica Wenitsky

Tel: 610-864-4530

Email: [erica.wenitsky@amcmmediagroup.com](mailto:erica.wenitsky@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.

