



Online only



JACC
 Cardiovascular
 Imaging

JACC: Cardiovascular Imaging



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AMERICAN
 COLLEGE of
 CARDIOLOGY

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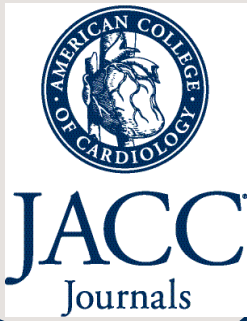
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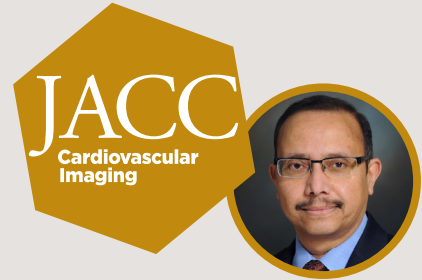
MEET OUR EDITORS-IN-CHIEFS



Valentin Fuster,
MD, PhD, MACC



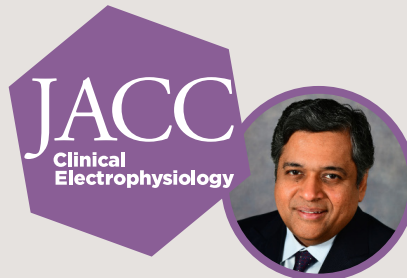
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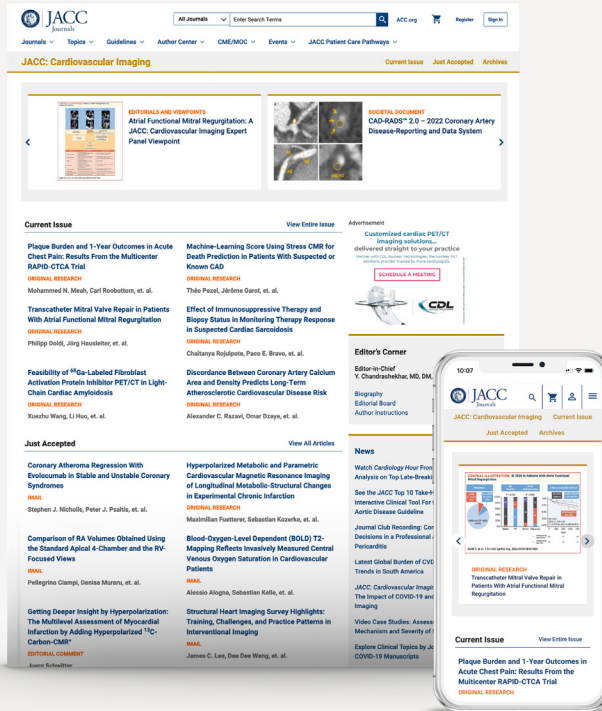


Candice Silversides,
MD



All JACC Specialty Journals
published exclusively online

By the Numbers



Average Monthly Website Sessions*

48,800

Opt-in Email Subscribers†

21,606



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*Google Analytics August 2022
†Vertex Communications September 2022

Editorial Overview



Editorial Direction

JACC: *Cardiovascular Imaging* publishes original clinical research articles employing non-invasive and invasive imaging techniques including echocardiography, CT, CMR, nuclear, optical imaging and cine-angiography. Additional content emphasizes imaging for the practicing cardiologist, advocacy, practice management and state of the art reviews. Impact factor: 10.975*

#8 Impact Factor among all 141
Cardiology/Cardiovascular Journals

Established	2008
Issuance	12 times per year
Circulation	Online only
Impact factor*	16.051
Origin of editorial	100% submitted
Peer-review	All articles reviewed by Editorial Board
Article acceptance rate	9%
Website	imaging.onlinejacc.org
App	iTunes • Android

Editor-in-Chief

Y.S. Chandrashekhar, MD, FACC

Dr Chandrashekhar is a professor of medicine at the University of Minnesota. He has had a long association with the JACC family of journals having been the executive editor of JACC: *Cardiovascular Imaging* and an associate editor of the *Journal of the American College of Cardiology*.

He has been a physician investigator for over 20 years funded by federal agencies as well as other grant agencies. He



continues to be an active member of multiple grant review committees including the National Institutes of Health (NIH) and the U.S. Department of Veterans Affairs (VA).

Chandrashekhar recently completed his term as chair of the Cardiology Merit Review study section of the VA and is on the Scientific and Policy Advisory Committee (SPAC) of the World Heart Federation. He directs the cardiovascular imaging laboratory at the Veterans Affairs Medical Center, Minneapolis with clinical interests in multiple imaging modalities. He was also an author of the 2015 multimodality imaging guidelines in COCATS 4. He has published extensively in leading medical journals.

Societies & Affiliations

JACC: *Cardiovascular Imaging* is an official journal of the American College of Cardiology (ACC). ACC members interested in cardiovascular imaging receive access to the journal (print and online) 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 industry publications including JACC and its sister journals, point of care tools and more.

Market

Cardiologists and physicians with a secondary interest in cardiology.



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*Clarivate Analytics, 2021

Website Banner Advertising (ROS)



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.imaging.onlinejacc.org

Sessions [†]	48,800
US Impressions [‡]	45,507

Rate

\$140 CPM



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*Expandable banners available with all sizes listed above.

[†]Google Analytics August 2022

[‡]Google Ad Manager Jan-Dec 2021

Website Banner Advertising (Prestitial)



Prestitial Banner Advertising

Prestitial banner advertising is now available on the *JACC: Cardiovascular Imaging* website. Banner ads appear before the homepage is viewed by a visitor. These banners display for 15 seconds. Interstitial ads only display to non-ACC members and display one time per visit.

Prestitial Banner Sizes

www.imaging.onlinejacc.org

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

Monthly Metrics

US Prestitial Banner Ad Impressions 1,989/month

Rate

\$280 CPM



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*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: Cardiovascular Imaging* 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	21,606
Rectangle	300 x 250	US Opt-in Distribution	11,119

Rate
 \$2,00/banner/send
 \$3,500/100% SOV/send



*Vertex Communications September 2022

Article in Press (AIP) Email Alert Advertising



Article-In-Press Email Alerts

Each month, *JACC: Cardiovascular Imaging* 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	20,359
US Opt-in Distribution	10,696

Rate

\$2,000/banner/send
\$3,500 100% SOV/send



*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

Linsey Rosenthal

Tel: 215-740-3174

Email: lrosenthal@amcmmediagroup.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

Send new print ad files and submit pickup ads to 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

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



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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.

