



JACC Demo - Interventions

JACC: Cardiovascular Interventions



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AMERICAN
COLLEGE of
CARDIOLOGY®

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JACC
Journals

MEET THE JACC FAMILY OF JOURNALS



Valentin Fuster,
MD, PhD, MACC



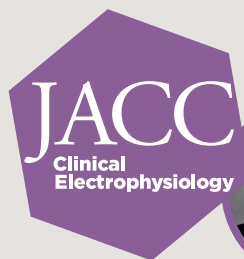
David J. Moliterno,
MD, FACC



Y. Chandrashekhar,
MD, DM, FACC



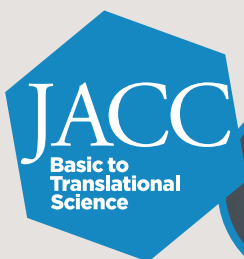
Biykem Bozkurt,
MD, PhD, FACC



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



JACC Demo - Interventions

JACC Demo - Interventions
Print Circulation*

11,576

Monthly
Website Sessions*

47,800

Opt-in
Email Subscribers†

20,991



*Google Analytics: July 2021

†Vertex Communications: September 2022

Editorial Overview

Editorial Direction

JACC: *Cardiovascular Interventions* publishes the studies that impact the practice of interventional cardiovascular medicine, including clinical trials, experimental studies and in-depth discussions on topics of interest by respected experts in the field.

This *Journal* encompasses the entire field of interventional cardiovascular medicine to include cardiac (coronary and non-coronary), peripheral and cerebrovascular interventions.

#1 In Impact Factor among
Interventional Cardiology Journals

#11 Impact Factor among all 138
*Cardiology/Cardiovascular Journals**

Established	2008
Issuance	24 times per year
Circulation	11,576
Impact factor*	11.075
Origin of editorial	100% submitted
Peer-review	All articles reviewed by Editorial Board
Article acceptance rate	10%
Website	www.jacc.org/journal/interventions
App	iTunes • Android

Editor-in-Chief

David J. Moliterno, MD, FACC



Dr. Moliterno is the Jack M. Gill Chair and Professor of the Department of Internal Medicine at the University of Kentucky. He is a member of the interventional cardiology faculty in the Gill Heart and Vascular Institute. He received a bachelor's degree with honors from the University of Michigan, his medical degree from the Medical College of Virginia, and his Internal Medicine training from Vanderbilt University. He completed a fellowship in Cardiovascular Medicine at The University of Texas-Southwestern Medical Center, and he completed an additional interventional cardiology fellowship at The Cleveland Clinic Foundation, where he remained as an attending cardiologist for 10 years before joining the University of Kentucky in 2004.

Societies & Affiliations

JACC: *Cardiovascular Interventions* is an official journal of the American College of Cardiology (ACC). ACC members interested in cardiovascular interventions 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.

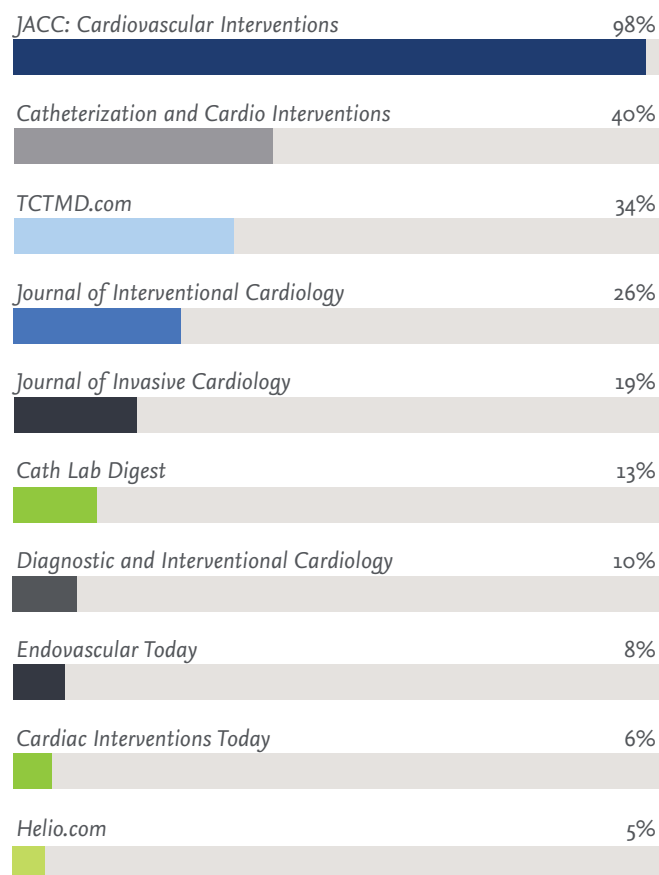


*Clarivate Analytics, Journal Impact Factor, 2021

Journal Readership

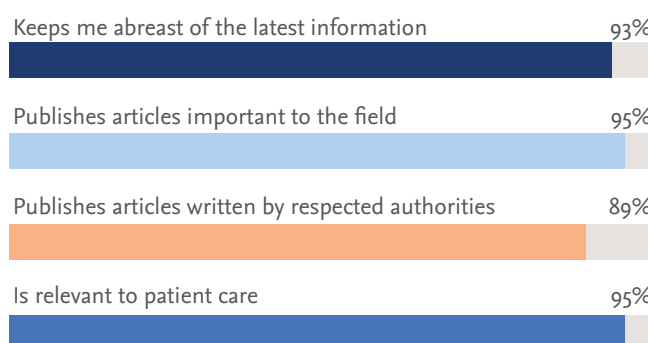
Trust-Factor*

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



Value

Readers of JACC *Cardiovascular Interventions* highly value the editorial content of the journal. When asked to score the value of the editorial, the percentages below represent readers that scored JACC *Cardiovascular Interventions* with either a 4 or a 5 on a 5-point scale.

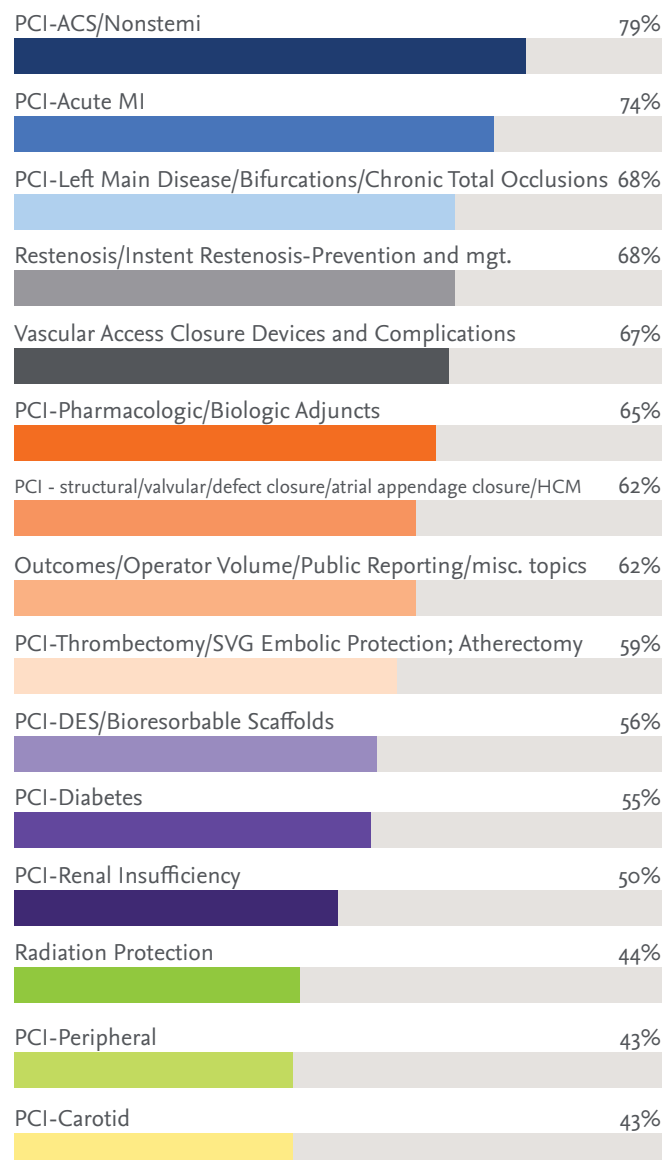


Source: Readex Research Survey, 2021

Topics of Interest and Script Writing

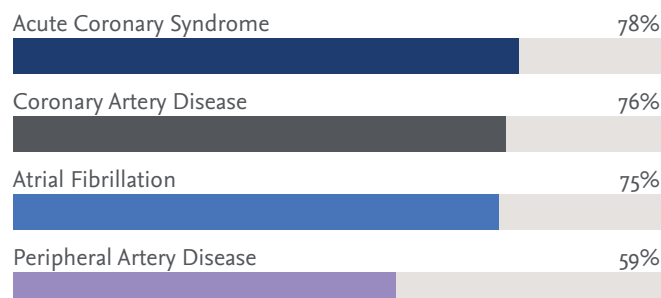
Topics of Interest*

Topics of interest to JACC Cardiovascular Interventions readers include the following:



Script Writing†

Most of our readers write prescriptions in the following categories:



Source: Readex Research Survey, 2019

†Readex Research Survey 2021

JACC Demo - Interventions



In 2023, *JACC Cardiovascular Interventions* will be published online-only; however, advertisers interested in reaching the ACC cardiovascular interventions audience will have two print options:

1. Upgrade to a full run print campaign in JACC, reaching ACC members (including those involved in interventional cardiology). JACC is published weekly.

Circulation: 25,000

2. Target the ACC cardiovascular interventions audience within a NEW JACC Demo - Interventions. Rates for this special demo are billed at a lower interventional demo rate. This targeted option will be available within the 1st, 3rd and in some cases 5th issues of JACC each month.

- Reach the same ACC physician members in the JACC Demo - Interventions that received *JACC Cardiovascular Interventions* in Print
- 91% of all cardiology readers read JACC*
- 96% of *JACC: Cardiovascular Interventions* readers also read JACC*
- The word “interventions” has been mentioned 9,259 times within the Original Research or Review Articles published in JACC during 2021 and first 9 months of 2022

Circulation: 11,576

Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$5,550	\$3,640	\$2,250
3x	\$5,460	\$3,605	\$2,220
6x	\$5,420	\$3,560	\$2,170
12x	\$5,360	\$3,530	\$2,150
18x	\$5,340	\$3,470	\$2,090
24x	\$5,300	\$3,430	\$2,070
36x	\$5,240	\$3,400	\$2,050
48x	\$5,190	\$3,380	\$2,000

Color Rates

Standard Color	\$955
Matched Color	\$1,240
4 Color	\$1,900

Premium Positions

In some issues of JACC, there may be premium positions available with interventional audience targeting. Contact your sales representative for details.

Cover Tips

\$11,900 Net

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

Outserts

\$12,850 Net

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



*Kantar Media Cardiology Readership Survey 2022
All ads must go through an approval process.

JACC Demo - Interventions (cont'd)



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 and any pages in a JACC Specialty Ad Demo will contribute to your overall frequency discount.

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.



Issue Calendar & Closing Dates



Issue	Publication Date	JACC Demo - Interventions	Space Closing	Print Materials Due	Inserts Due
81/1	January 3-10, 2023	X	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	X	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	X	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	X	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	X	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	X	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	X	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	X	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	X	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	X	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	X	4/25/23	5/3/23	5/11/23
81/22	June 6, 2023	X	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	X	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	X	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	X	6/13/23	6/20/23	6/27/23



Issue Calendar & Closing Dates



Issue	Publication Date	JACC Demo - Interventions	Space Closing	Print Materials Due	Inserts Due
82/4	July 25, 2023		6/20/23	6/27/23	7/6/23
82/5	August 1, 2023	X	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	X	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	X	7/26/23	8/2/23	8/9/23
82/10	September 5, 2023	X	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	X	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	X	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	X	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	X	9/27/23	10/5/23	10/12/23
82/19	November 7, 2023	X	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	X	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	X	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	X	11/14/23	11/21/23	11/30/23



Meeting Issues



2023 Conferences

Conference	Date	Location	JACC Issue at Conference
Society of Thoracic Surgeons	January 21-4, 2023	San Diego, CA	TBD
CRT	February 25-28, 2023	Washington DC	TBD
American College of Cardiology	March 4-6, 2023	New Orleans, LA	TBD
EuroPCR	May 16-19, 2023	Paris, France	TBD
Heart Rhythm Society	May 19-21, 2023	New Orleans, LA	TBD
Society for Vascular Surgery	June 14-17, 2023	National Harbor, MD	TBD
European Society of Cardiology	August 25-28, 2023	Barcelona, Spain	TBD
Transcatheter Cardiovascular Therapeutics	October 23-27, 2023	San Francisco, CA	TBD
American Heart Association	November 11-13, 2023	Philadelphia, PA	TBD



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/interventions

Sessions [†]	47,800
US Impressions [‡]	69,919

Rate

\$140 CPM Net



*Expandable banners available with all sizes listed above.

[†]Google Analytics July 2022

[‡]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/interventions

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

Monthly Metrics

US Prestitial Banner Ad Impressions 6,186/month

Rate

\$280 CPM



*Google Ad Manager: Jan-Dec 2021s

Table of Contents Email (eTOC) Advertising



Monthly eTOCs

Each month, registered subscribers receive the Table of Contents email (eTOC) for JACC: *Cardiovascular Interventions* 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	20,991
Rectangle	300 x 250	US Opt-in Distribution	10,908
		Average Open Rate	18%†
		Rate	
		\$3,250/banner/send	
		\$6,000/100% 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

Article in Press (AIP) Email Alert Advertising



Article-In-Press Email Alerts

Each month, JACC: Cardiovascular Interventions 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	18,444
US Opt-in distribution	9,993
Average Open Rate	15%†

Rate

\$3,250/banner/send
\$6,000/100% 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

NEW MashupMD eNewsletter



JACC Cardiovascular Interventions

is the **#1 media** used by cardiologists, reaching **89%** of the cardiology universe!



Best of JACC Cardiovascular Interventions Articles Monthly e-Newsletter

Every month MashupMD sends out the Best of JACC Cardiovascular Interventions Articles e-Newsletter to over 28,000 HCPs including cardiologists and other HCPs with an interest in cardiology.

The articles represent the top five most popular JACC Cardiovascular Interventions articles on social media published within the last month.

What is MashupMD?

MashupMD is the first of its kind platform, delivering the user a curated and custom Twitter feed of headlines relevant to their interests and based upon the reading habits of trusted medical colleagues.

Benefits:

- Allows clients to have a presence on social media without the regulatory restrictions
- Provides the users only posts with external links and headlines, eliminating distracting comments

e-Newsletter Schedule

The e-newsletter is sent out the first week of the month

Advertising Options

Top and Middle Box: 300 x 250

Native Advertising slots also available

Metrics

US Distribution 28,000+

Includes cardiologists and HCPs with an interest in cardiology

Rate

Option 1 Ad slots: \$5,000 per email for 100% SOV

Option 2 Ad Slot plus Native Advertising: \$6,500 per email for 100% SOV

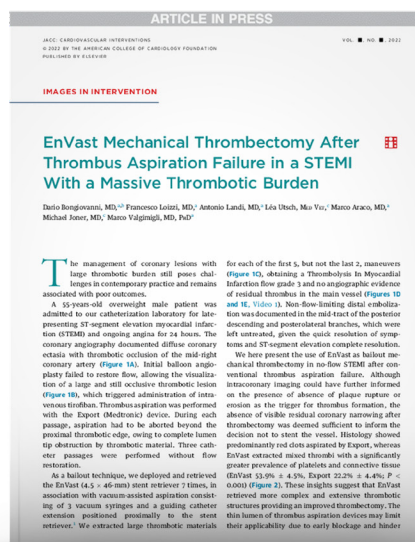
Asset Deadline

Banner creatives are due 20th of the month prior to deployment.



*Kantar Media 2022 Cardiology Readership Survey

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 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. 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

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: *Cardiovascular Interventions* (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



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 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

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



ELSEVIER

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.

