



The Journal of the American College of Cardiology (JACC)



ELSEVIER



AMERICAN
COLLEGE of
CARDIOLOGY®

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By the Numbers



Print Circulation*

25,723

Monthly
Website Sessions†

333,000

Opt-in
Email Subscribers‡

24,586

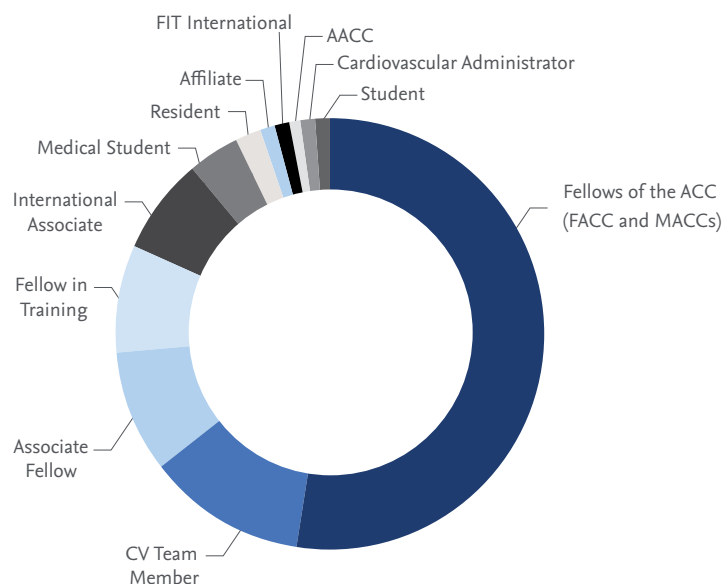


*Google Analytics, August 2022

†Google Analytics, August 2022

‡Vertex Communications, September 2022

ACC Member Demographics*



Affiliation

JACC is an official journal of the American College of Cardiology (ACC). All members of the ACC receive access to JACC (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 scientific and clinical publications including JACC and its sister journals, point of care tools and more.

ACC Member Profile - US Physicians*

| Work Setting | Percent |
|------------------------------|----------------|
| Fellow | 52% |
| CV Team Member | 12% |
| Associate Fellow | 9% |
| Fellow In Training | 8% |
| International Associate | 7% |
| Medical Student | 4% |
| Medical Resident | 2% |
| Affiliate | 1% |
| Associate of the ACC | 1% |
| CV Administrator | 1% |
| FIT International | 1% |
| Student | 1% |
| Total 2021 Membership | 56,000+ |



*All active ACC members as of September 2022 | Source: ACC Database
Note: 2022 Active ACC Members | Includes All Member Types | Includes Domestic and International Members

ACC Affiliation (cont'd)



ACC Member Profile - U.S. Physicians*

| Clinical Focus | Percent |
|---------------------------------|---------|
| Adult Cardiology | 58.6% |
| Interventional Cardiology | 19.4% |
| Clinical/General Cardiology | 15.6% |
| Echocardiography | 16.9% |
| Internal Medicine | 14.9% |
| Electrophysiology | 7.4% |
| Heart Failure/Transplant | 4.1% |
| Nuclear Card./Medicine | 8.3% |
| Preventive Cardiology | 3.8% |
| Pediatric Card./Medicine | 4.6% |
| Cardiac Surgery | 2.9% |
| Invasive Cardiology | 2.7% |
| Critical Care Medicine | 1.9% |
| Non-invasive Cardiology | 2.7% |
| Vascular Surgery/Med. | 2.5% |
| Adult Congenital Card. | 2.0% |
| Advanced Cardiovascular Imaging | 2.5% |
| Thoracic Surgery | 1.7% |
| Cardio-oncology | 0.8% |
| Peripheral Vascular Disease | 0.9% |
| Emergency Medicine | 0.1% |
| Sports & Exercise | 0.5% |
| Geriatrics | 0.4% |
| Congenital Cardiac Surgery | 0.3% |
| Pediatric Intv. Med | 0.2% |
| Other | 6.3% |
| N/A | 10.0% |

| Board Certification | Percent |
|--------------------------------------|---------|
| Cardiovascular Disease | 82.1% |
| Interventional | 23.4% |
| Electrophysiology | 6.7% |
| Pediatric Cardiology / Pediatrics | 3.9% |
| Heart Failure / Transplant | 3.5% |
| General / Thoracic Surgery | 2.9% |
| Adult Congenital Heart Disease | 0.8% |
| Nuclear Medicine | 3.0% |
| Other Board Certification | 4.8% |
| N/A | 8.6% |



*All active ACC members as of September 2021 | Source: ACC Database

*All Active U.S. ACC Physician Members as of September 2021 | Source: ACC Database



JACC
Journals

MEET THE JACC FAMILY OF JOURNALS



Valentin Fuster,
MD, PhD, MACC



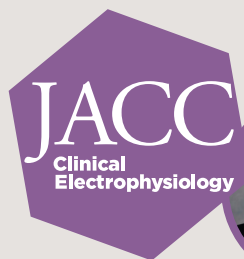
David J. Moliterno,
MD, FACC



Y. Chandrashekhar,
MD, DM, FACC



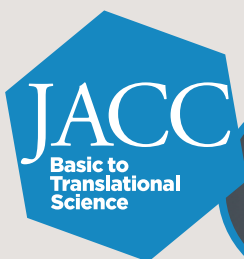
Biykem Bozkurt,
MD, PhD, FACC



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



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All JACC Specialty Journals
published exclusively online

Editorial Overview

Editorial Direction

The Journal of the American College of Cardiology (JACC) seeks to publish the highest quality peer-reviewed articles highlighting all aspects of cardiovascular disease, including original clinical studies, experimental investigations with clear clinical relevance, state-of-the-art review articles, and viewpoints. As an official publication of the American College of Cardiology, the Journal publishes the abstracts of the Annual Scientific Session of the American College of Cardiology as well as practice guidelines, appropriate use criteria, consensus documents, and other clinical practice and scientific statements developed and endorsed by the College. JACC's Impact Factor is 19.896* - the second highest among all 126 cardiovascular peer-reviewed journals.

| | |
|---------------------------------------|---|
| Established | 1983 |
| Issuance | 50 issues per year |
| Impact factor* | 27.206 |
| 5-year impact Factor* | 26.049 |
| Origin of submitted editorial | 100% |
| Peer review | All articles reviewed by Editorial Board |
| Acceptance rate of submitted articles | 7% |
| Website | www.jacc.org |
| App | iTunes Android |

Acceptance of Advertising

All advertisements are subject to review and approval by the Editorial Board

Ad Placement Policy

Format: Welled-All ads are rotated on a monthly basis

Editor-in-Chief

Valentín Fuster, MD, PhD serves The Mount Sinai Hospital as Physician-in-Chief, as well as Director of Mount Sinai Heart, the Zena and Michael A. Wiener Cardiovascular Institute and the Marie-Josée and Henry R. Kravis Center for Cardiovascular Health. He is also the Richard Gorlin, MD/Heart Research Foundation Professor, Icahn School of Medicine at Mount Sinai. Dr. Fuster was the President of Science and is now the General Director of the Centro Nacional de Investigaciones Cardiovasculares Carlos III (CNIC) in Madrid, Spain and also Chairman of the SHE Foundation (Science for Health and Education). After qualifying in medicine at the University of Barcelona and undergoing a fellowship in cardiology at the University of Edinburgh in Scotland, Dr. Fuster continued his studies in the United States. He was professor in Medicine and Cardiovascular Diseases at the Mayo Medical School, Minnesota and at the Medical School of Mount Sinai Hospital, New York, and from 1991 to 1994 was full professor of Medicine at Harvard Medical School in Boston. In 1994 he was named director of the Cardiovascular Institute at Mount Sinai, a post he has combined since 2012 with that of Physician-in-Chief of the Hospital. Dr. Fuster is an author on more than 900 scientific articles in international medical journals, and has published two leading books on clinical cardiology and research: *The Heart and Atherothrombosis* and *Coronary Artery Disease*.



Impact factor of 27.206*

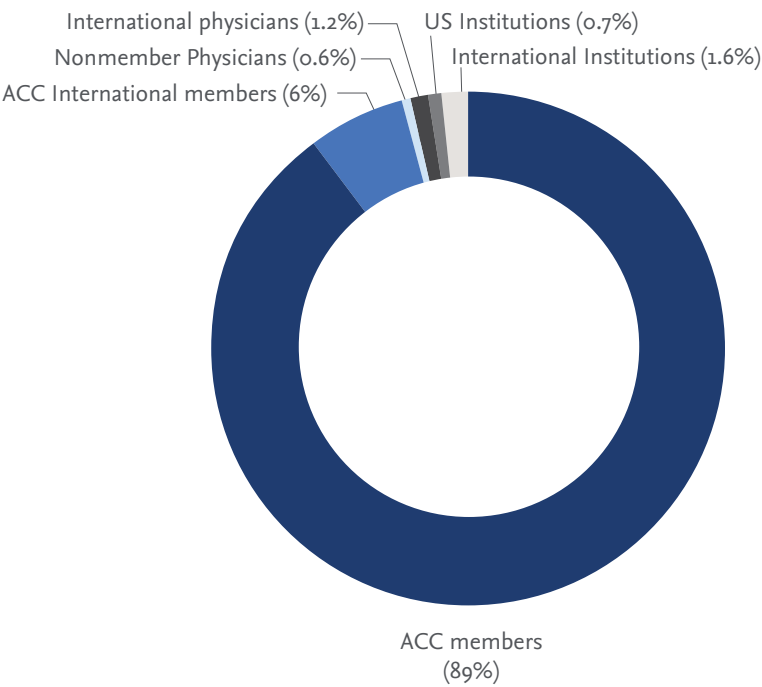
#4 Impact Factor among all 141

Cardiology/Cardiovascular journals*



*Clarivate Analytics, Journal Impact Factor, 2021

Print Circulation

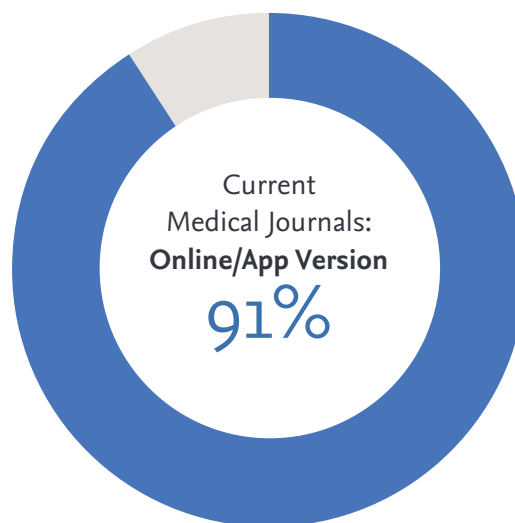
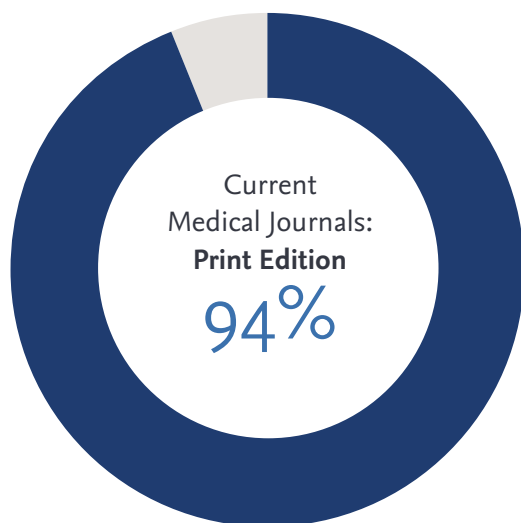


Print Circulation

| | | | |
|--|---------------|---------------------------------|---------------|
| American College of Cardiology Members | 23,996 | International Physicians | 114 |
| <i>Fellows in Training (FITS)</i> | 4,438 | International Institutions | 118 |
| Nonmember Physicians | 75 | Total Global Circulation | 25,723 |
| U.S. Institutions | 35 | | |
| Total US Circulation | 24,106 | | |
| | | Circulation Verification | |
| | | Sworn statement | |
| ACC International Members | 824 | | |



Source: ACC Membership and JACC Subscription File



How do Cardiologists access current medical information?



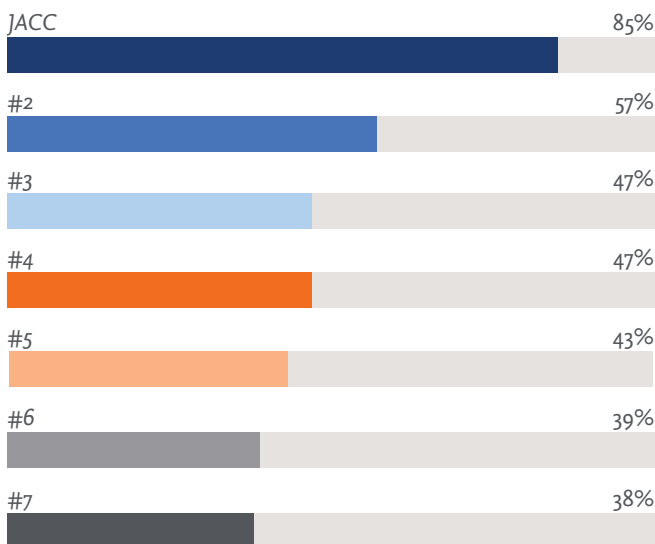
Source: Kantar Sources and Interactions Survey 2022

JACC Leading the Way in Cardiology Readership, Ad Exposures and Efficiency

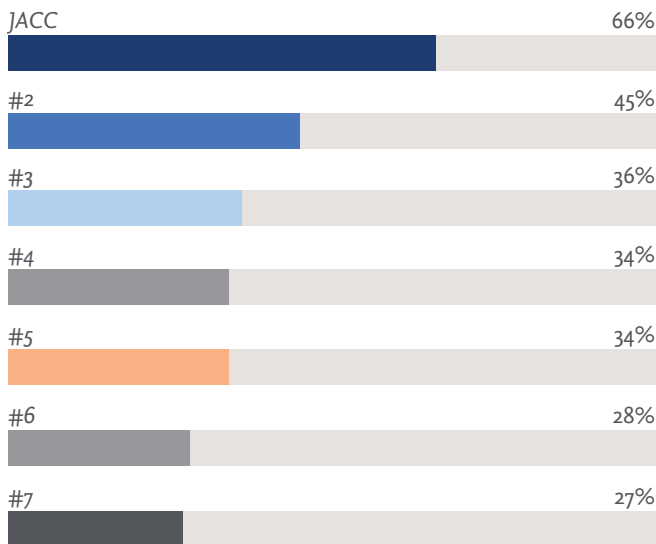
#1 Journal in Cardiology Readership

JACC is read by more Cardiologists than any publication in the Cardiology field—5,859 or 26% more cardiology readers that its nearest competitor.

Total Readers



Average Issue Readers

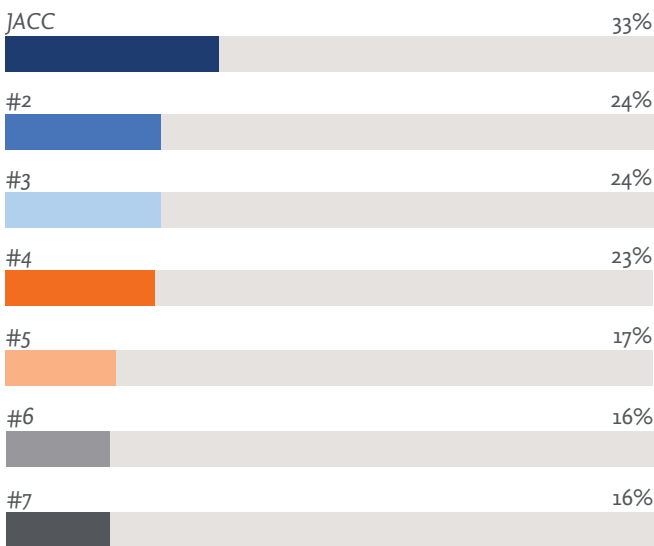


Source: Kantar Media Measurement Survey March 2022

#1 in Ad Page Exposures

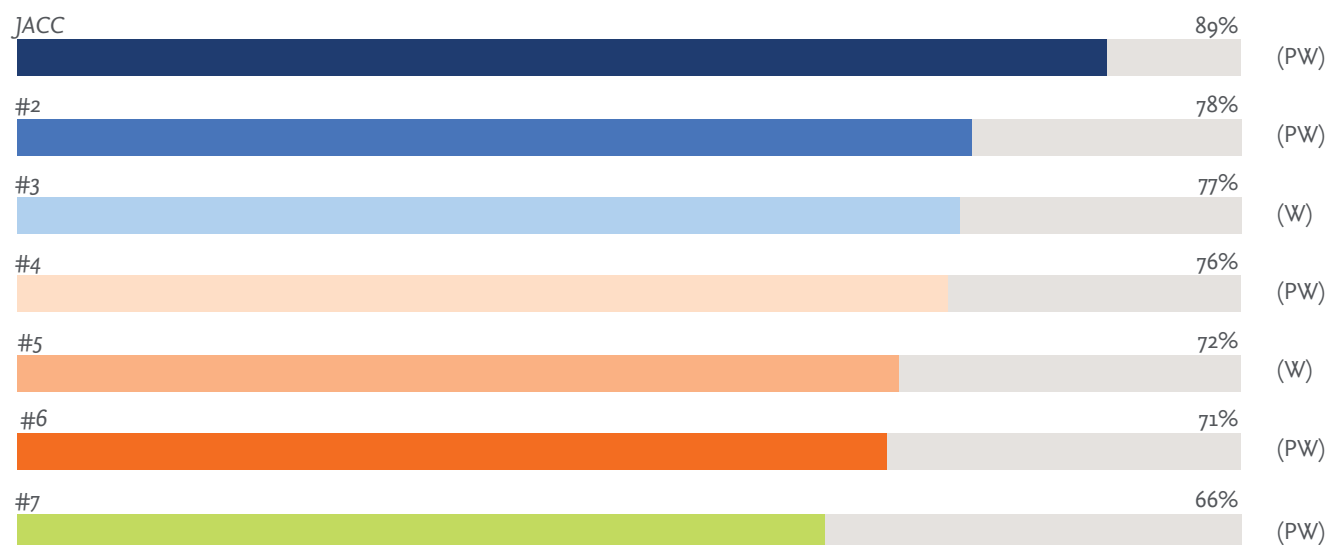
Kantar Media lists JACC as #1 in projected average page exposures, ensuring your advertisement is more apt to be read in JACC than in any other journal targeting cardiologists.

Average Page Exposure



Source: Kantar Media Measurement Survey March 2022

Media Read/Used Within the Past 6 Months



Source: Kantar Media Measurement Survey March 2022
P, print; W, web.

Print Rates - Full Run



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 | \$1,435 |
| Matched Color | \$1,660 |
| 3 or 4 Color | \$3,520 |
| 5 Color | \$5,155 |

Premium Positions

| | |
|--------------|--------------------|
| Cover 4 | 100% B/W page rate |
| Cover 2 | 50% B/W page rate |
| Opposite TOC | 25% B/W page rate |

Cover Tips

\$30,300 Net

Place (3) cover tips within a 3-month period and receive a 4th cover tip during same time period at no charge.

Outserts

\$30,910 Net

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.

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.

Targeted/List Matching

Consult your sales representative for pricing.



*All ads must go through an approval process

**For new JACC Specialty Demo Rates, targeting cardiovascular interventions and electrophysiology audiences, see JACC Interventions and JACC Electrophysiology 2023 Media Kits

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.



JACC Demo - Electrophysiology



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

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

Circulation: 25,000

2. Target the ACC cardiovascular electrophysiology audience within a NEW EJACC Demo - Electrophysiology. Rates for this special demo are billed at a lower electrophysiology demo rate. This targeted option will be available within the 2nd and 4th issues of JACC each month.

- Reach the same ACC physician members in the JACC Demo - Electrophysiology that received *JACC Clinical Electrophysiology* in print.
- 91% of all cardiology readers read JACC*
- 97% of *JACC: Clinical Electrophysiology* readers also read JACC*
- The word “electrophysiology” has been mentioned 909 times and the word “heart rhythm” has been mentioned 454 times within the Original Research or Review Articles published in JACC during 2021 and first 9 months of 2022.

Circulation: 9,656

Black & White Rates

| Frequency | Full Page | 1/2 Page | 1/4 Page |
|-----------|-----------|----------|----------|
| 1x | \$2,740 | \$1,825 | \$1,140 |
| 3x | \$2,620 | \$1,750 | \$1,090 |
| 6x | \$2,490 | \$1,650 | \$1,026 |
| 12x | \$2,350 | \$1,540 | \$950 |
| 18x | \$2,190 | \$1,370 | \$860 |
| 24x | \$2,025 | \$1,290 | \$780 |
| 36x | \$1,885 | \$1,145 | \$710 |
| 48x | \$1,701 | \$995 | \$615 |

Color Rates

| | |
|----------------|---------|
| Standard Color | \$690 |
| Matched Color | \$850 |
| 4 Color | \$1,580 |

Premium Positions

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

Cover Tips

\$10,800 Net

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

Outserts

\$11,900 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 - Electrophysiology (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.



Closing Dates



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



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Closing Dates (cont'd)



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



Meeting Issues



2023 Conferences

| Conference | Date | Location | JACC Issue |
|---|----------------------|-------------------|--|
| Society of Thoracic Surgeons | January 21-24, 2023 | San Diego, CA | JACC 81/2 January 17 th issue |
| CRT | February 25-28, 2023 | Washington DC | JACC 81/7 February 21 st issue |
| American College of Cardiology | March 4-6, 2023 | New Orleans, LA | JACC 81/7 February 21 st issue JACC 81/8 February 28 th issue |
| EuroPCR | May 16-19, 2023 | Paris, France | JACC 81/18 May 9 th issue |
| Heart Rhythm Society | May 19-21, 2023 | New Orleans, LA | JACC 81/19 May 16 th issue |
| European Society of Cardiology | August 25-28, 2023 | Barcelona, Spain | JACC 82/7 August 15 th issue |
| Transcatheter Cardiovascular Therapeutics | October 23-27, 2023 | San Francisco, CA | JACC 82/16 October 17 th issue |
| American Heart Association | November 11-13, 2023 | Philadelphia, PA | JACC 82/17 October 24 th issue JACC 82/19 November 7 th issue |
| VEITH | November 18, 2023 | New York, NY | JACC 82/19 November 7 th issue |
| ACC New York Cardiovascular Symposium | December 9-11, 2023 | New York, NY | JACC 82/24 December 13 th issue |



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

Banner Positions (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) | 320 x 50 |
| Leaderboard (bottom) | 320 x 50 |
| Rectangle (as interstitial) | 300 x 250 |

Sticky Banners

Leaderboard sticky banner is displayed with each website visit. Banner remains in place at top of page during page scroll for 8 to 15 seconds, depending on logged-in status.

Monthly Metrics

www.jacc.org

Sessions[†] 333,000

US Impressions[‡] 535,820/ month (desktop & mobile)

Rate

\$140 CPM Net



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*Expandable banners available with all sizes listed above.

[†]Google Analytics, July 2022

[‡]Google Ad Manager, January-December 2021

Website Banner Advertising (Prestitial)



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

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

Monthly Metrics

US Ad Impressions 71,192/month

Rate

\$280 CPM



*Google Ad Manager, January-December 2021

Table of Contents Email (eTOC) Advertising



Monthly eTOCs

Each week, registered subscribers receive the Table of Contents email (eTOC) for the *Journal of the American College of Cardiology*, providing a preview of what’s coming in their next issue. Metrics are sent on a weekly basis.

eTOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

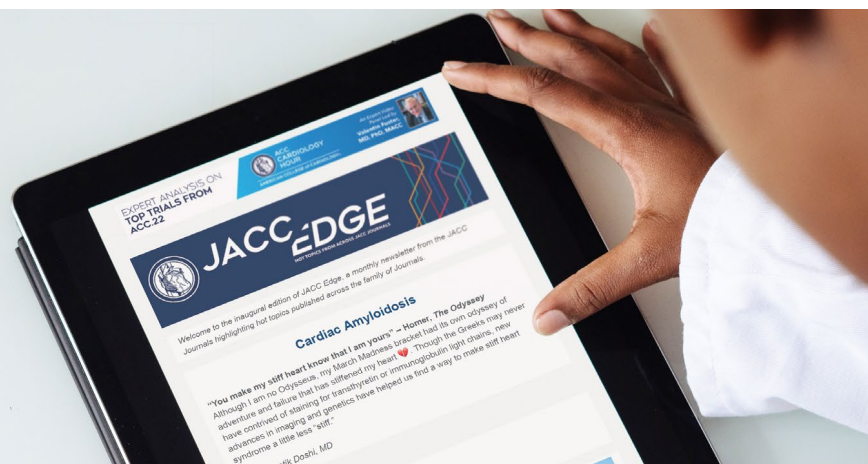
| Banner Positions | | Metrics* | |
|-----------------------------------|-----------|------------------------|--------|
| Leaderboard | 728 x 90 | Opt-in Distribution | 24,586 |
| Rectangle | 300 x 250 | US Opt-in Distribution | 12,369 |
| | | Average Open Rate | 18%† |
| Rate | | | |
| \$3,000/banner/send | | | |
| \$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 eMail Privacy Protection Update



JACC is the **#1** cardiovascular journal among print and online readers, according to Kantar Media



JACC Edge

JACC Edge is a topic-based monthly e-newsletter that curates timely clinical and scientific topics being published across the JACC Journals family, utilizing graphical imagery, pithy, bite-sized text and interactive polls/quizzes to engage our readers.

Monthly Metrics

| | |
|---------------------------|--------|
| Global Distribution | 24,103 |
| Unique Open Rate | 31.92% |
| Unique click through rate | 6.60% |

| | |
|---------------------------|--------|
| US Distribution | 12,307 |
| Unique Open Rate | 35.21% |
| Unique click through rate | 4.59% |

Banner Positions

| | |
|-------------|-----------|
| Leaderboard | 468 x 60 |
| Rectangle | 300 x 250 |

Advertising options placed within e-newsletter

- (2) banners, either size
- (1) banner + native advertisement

Rates

| | |
|---------|------------------------|
| Global | \$6,000/month 100% SOV |
| US-Only | \$5,000/month 100% SOV |
| US-Only | \$3,000/month/banner |

Native Advertising Option

If you want to substitute one banner with a native advertisement, add \$500 net to total.

2023 Calendar of Topics

| | |
|-----------|--|
| January | Global Burden of Disease |
| February | Provider Wellness |
| March | ACC Recap |
| April | Subclinical disease |
| May | Atrial Fibrillation |
| June | Critical Care |
| July | Devices in HF |
| August | ESC Recap |
| September | Under the Microscope (BTS/Imaging focused) |
| October | Diversity, Equity and Inclusion |
| November | Cardiometabolic Disease |
| December | Hypertension |

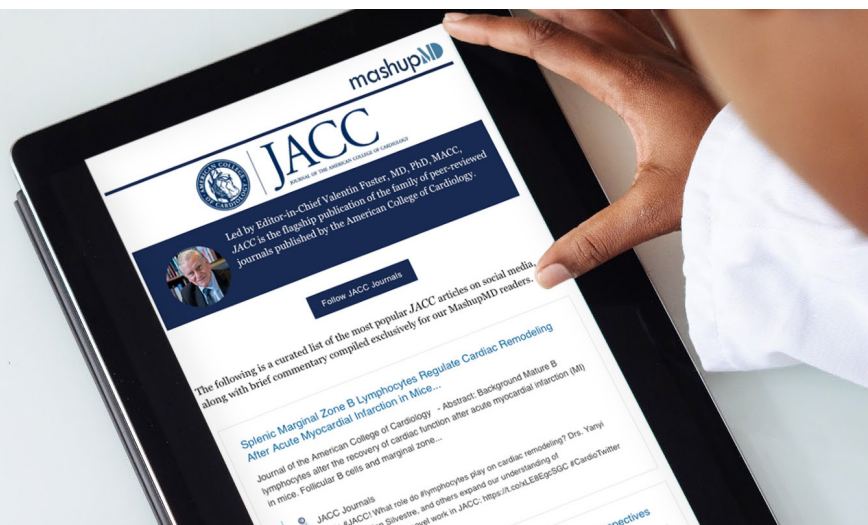


*This represents the average open rate after Apple's new eMail Privacy Protection Update

NEW MashupMD eNewsletter



JACC 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 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 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 (2) banner ad slots

\$5,000 per email for 100% SOV

Option #2 (1) banner ad slot + (1) native advertisement

\$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

JACC Topic Collections



Exclusive 100% SOV banner advertising within a collection of select articles

Includes the following:

- Banners appear on all topic collection landing pages
- A separate marketing campaign promoting topic collection to select group of cardiologists - includes client banners.

Banner Positions

| | |
|------------------|-----------|
| Leaderboard, top | 728 x 90 |
| Rectangle | 300 x 250 |

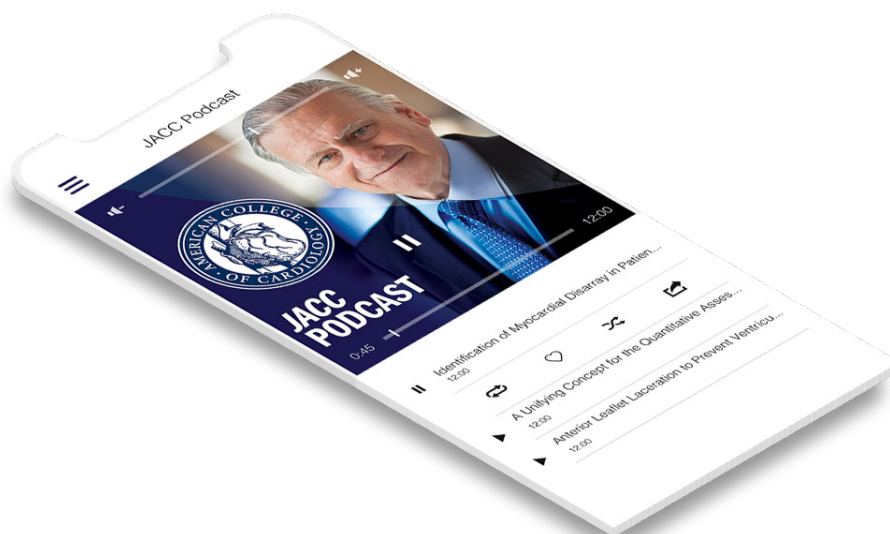
Rate

Please contact your Sales Representative.

Existing Topic Collections include:

- Basic & Translational Research
- Clinical Cardiology
- Congenital Heart Disease
- Coronary, Peripheral & Structural Interventions
- Genetics, Omics & Tissue Regeneration
- Guidelines & Clinical Documents
- Heart Failure
- Hypertension
- Imaging
- Metabolic Disorders
- Neurovascular & Neurodegenerative Diseases—Outcomes Research & Quality
- Pharmacology
- Prevention & Health Promotion
- Rhythm Disorders
- Surgery
- Valvular Heart Disease
- Vascular Medicine

JACC Podcast



Be in earshot of the JACC Podcast audience

JACC keeps clinicians up to date on the most important science emerging in clinical and translational cardiology. Each week, **Valentin Fuster, MD, PhD, MACC**, renowned editor-in-chief of JACC, records a free podcast with an overview of the weekly edition, plus a short summary of 5-8 separate articles.

- Available on all major podcast aggregators (iTunes, GooglePlay, Overcast, Copypast, Spotify, Stitcher, etc) and on JACC journal website, www.jacc.org
- JACC Podcast is ranked among the top 1% of all podcasts in the world
- Includes a 10-15 second audio preroll advertisement. Text supplied by client. Reviewed, approved, and recorded by JACC/ACC editorial team
- The content of each audio advertisement must adhere to the ACC's policy on advertising
- Podcast Platform: Libsyn

Metrics

Global: 500,00+ plays/downloads/month

US: 300,000+ plays/downloads/month

Includes current and back issue plays/downloads

Rates

Global 100% SOV: \$10,000 net/month

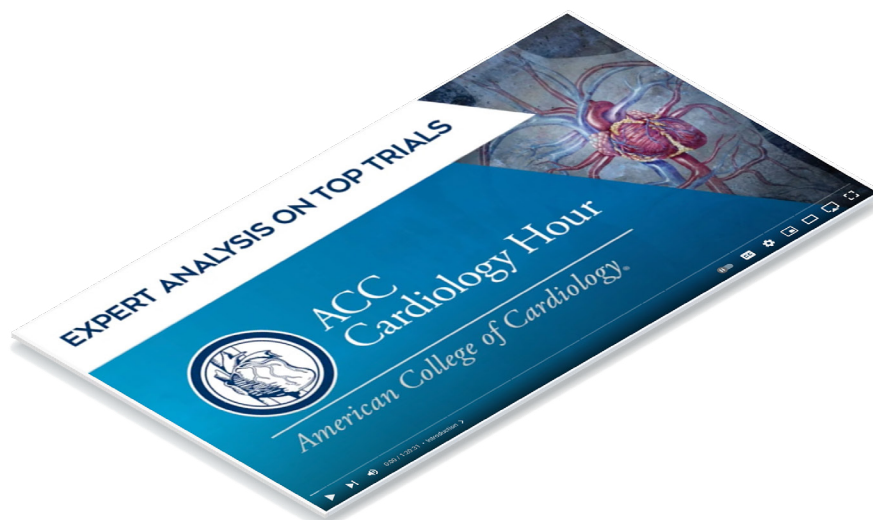
US-Only 100% SOV: \$7,000 net/month

Contact your sales representative for country-specific targeting



Source: Libsyn August 2021, includes all JACC podcasts streamed or downloaded in a given month.

Conference Coverage: ACC Cardiology Hour



ACC Cardiology Hour

The ACC *Cardiology Hour* is a program that includes an expert roundtable discussion of late-breaking clinical trials from leading cardiology conferences around the world. The highlights are overseen by the editor-in-chief of JACC, Dr. Valentin Fuster.

Sponsorship benefits include:

- Access to the *Cardiology Hour* (www.jacc.org/cardiology-hour) from the JACC and ACC.org homepages
- 3 months of exclusive (100% SOV) banner advertising within the Cardiology Hour landing page on the JACC and ACC.org websites
- 3 months of recognition within selected promotional efforts
- 3 months of advertising on JACC eTOCs

Promotional Effort (3 months)

- The *Cardiology Hour* will be promoted on the JACC website, ACC.org website, within JACC eTOCs, and ACC Journal Scan
- Additional promotions within ACC member newsletters,

ACC.org and various ACC and

- JACC social media posts on Facebook, Twitter and LinkedIn
- Dedicated eblast to the Elsevier database of 20,000 cardiologists

Available conferences in 2023 include:

- American College of Cardiology
- European Society of Cardiology
- American Heart Association

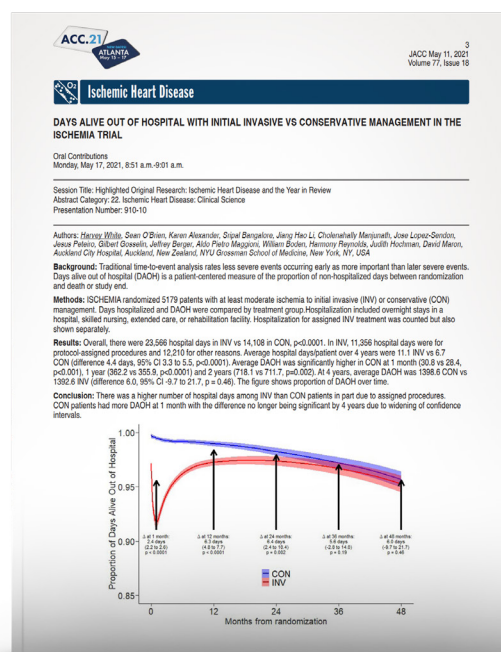
Banner Positions

| | |
|-----------------------|-----------|
| Leaderboard, top | 728 x 90 |
| Leaderboard, bottom | 728 x 90 |
| Rectangle, right side | 300 x 250 |

Rate

\$40,000 Net/Conference

Conference Coverage: ACC.23 Abstract Issue



Special ACC.23 Abstract Issue

Published as an e-supplement to JACC.

Sponsorship Opportunity:

- Abstracts on Business Card USB Drive:
 - Full text abstracts on business card USB Drive available to ACC.23 attendees from ACC exhibit booth via a voucher distributed from client's exhibit booth.

2022 Scientific Sessions

March 4-6, 2023 New Orleans, LA

Closing Date & Materials Due

January 4, 2023

Rate

Contact your sales representative.



Fellows-in-Training



Fellows in Training (FITs) Cover Wrap Program

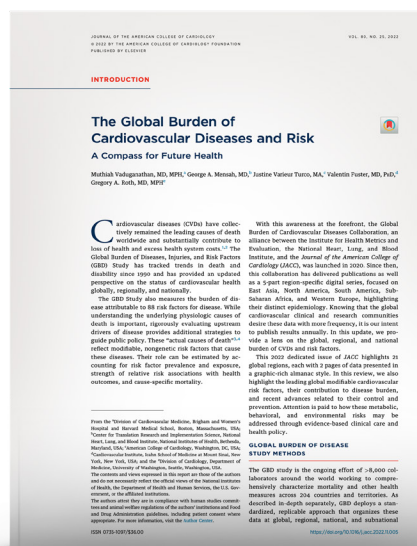
- Targeted advertising opportunity
- Printing and affixing cover wrap advertisement once a month on special FIT issue of JACC
- 4,499 average FITs per issue 2023

Rate

\$5 per FIT per issue - one issue/month

3-month minimum

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



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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
- 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

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



Print Media (continued)

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

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" |



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

Print Media (continued)

| | |
|----------------------------------|--|
| 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: *Journal of the American College of Cardiology* (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.



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 | | Email Specifications | |
|-----------------|-----------|------------------------|---|
| Leaderboard | 728 x 90 | Size | 40KB (200KB Max) |
| Large Rectangle | 300 x 250 | 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

Linsey Rosenthal

Tel: 215-740-3174
Email: lrosenthal@amcmmediagroup.com

Adam Sansolo

Tel: 201-575-2242
Email: asansolo@amcmmediagroup.com

Erica Wenitsky

Tel: 610-864-4530
Email: ewenitsky@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



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.

