*Although there is no print version for JACC Clinical Electrophysiology, there will be a New Electrophysiology Advertising Demo in JACC in 2024.
# Table of Contents

*Click to view*

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</tbody>
</table>
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

Eric R. Bates, MD
Mary Norine Walsh, MD
Douglas L. Mann, MD, FACC
Bonnie Ky, MD, MSCE, FACC

Jian’an Wang
MD, PhD, FACC
Candice Silversides, MD

All JACC Specialty Journals published exclusively online

2024 MEDIA KIT / JACC: CLINICAL ELECTROPHYSIOLOGY // BACK TO CONTENTS
By the Numbers

Print Circulation = JACC Print Circulation
†Google Analytics, September 2023
‡Vertex Communications September 2023

JACC Demo - Electrophysiology

Print Circulation* 6,714
Monthly Website Sessions† 35,000
Opt-in Email Subscribers‡ 3,500
Editorial Overview

Editorial Direction
JACC: Clinical Electrophysiology publishes the best original research and review articles pertaining to disorders of cardiac rhythm. The Journal is interested in original articles related to clinical investigation in electrophysiology. Topics of interest include the normal and abnormal generation and conduction of the electrical cardiac impulse and arrhythmias. Included are pharmaceuticals, implantable electrical devices and ablation procedures, and reports related to outcomes and health services research.

Established 2015
Issuance 12 times per year
Website www.jacc.org/journal/electrophysiology
App iTunes • Android

Market
Electrophysiologists, plus cardiologists and other physicians with interest in electrophysiology

Editor-in-Chief
Kalyanam Shivkumar, MD, PhD, FACC, is a physician scientist who serves as the director of the UCLA Cardiac Arrhythmia Center, as well as the university’s electrophysiology programs. He is a professor of medicine (cardiology), radiology and bioengineering at UCLA.

A specialist in interventional cardiac electrophysiology, Dr. Shivkumar has developed several innovative techniques for the catheter ablation of cardiac arrhythmias and other cardiac interventions. His research work, both basic/translational and clinical, relates to mechanisms of cardiac arrhythmias in humans and the role of the autonomic nervous system in sudden cardiac death. Dr. Shivkumar has been elected as a Fellow of the American College of Cardiology (FACC) and to the membership of the American Society of Clinical Investigation.

Society Affiliation
JACC: Clinical Electrophysiology is an official journal of the American College of Cardiology (ACC). All members of the ACC receive access to JACC: Clinical Electrophysiology (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.
Target the ACC cardiovascular electrophysiology audience within a NEW JACC 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.
- JACC Clinical Electrophysiology Demo Print Circulation: 6,714

### Black & White Rates

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### Color Rates

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### 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

$11,200 Net

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

### Outserts

$12,400 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.
PRINT ADVERTISING OPPORTUNITIES

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 addi-
tional $800 commissionable production charge.

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

### Closing Dates

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<th>Issue</th>
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<th>JACC Specialty Demo</th>
<th>Space Closing</th>
<th>Print Materials Due</th>
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## PRINT ADVERTISING OPPORTUNITIES
### Closing Dates

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### Meeting Issues

#### 2024 Conferences

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<th>Conference</th>
<th>Date</th>
<th>Location</th>
<th>JACC Issue</th>
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</table>
| American College of Cardiology               | April 6-8, 2024| Atlanta, GA      | JACC 83/12  
March 26th issue  
(an Electrophysiology Demo issue)  
JACC 83/13  
April 2nd  
(an Interventions Demo issue) |
| Heart Rhythm Society                          | May 16-19, 2024| Boston, MA       | TBD                                                                         |
| European Society of Cardiology                | August 30, Sept 2, 2024| London, UK    | JACC 84/7  
August 13th issue  
(an Electrophysiology Demo issue) |
| Transcatheter Cardiovascular Therapeutics     | October 27-30, 2024| Washington DC    | JACC 84/16  
October 15th issue  
(an Interventions Demo issue) |
| American Heart Association                    | November 16-18, 2024| Chicago, IL      | JACC 84/19  
November 5th issue  
(an Interventions Demo issue)  
JACC 84/20  
November 12th issue  
(an Electrophysiology Demo issue) |

Please Note: Conference distribution subject to change  
Please contact your Sales Representative prior to finalizing your media plan
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**

*Expandable banners available with all sizes listed above.

**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**

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<th>Sessions†</th>
<th>US Impressions‡</th>
<th>Rate</th>
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†Google Analytics: September 2023
‡Google Ad Manager: January-November 2023
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**

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

**Monthly Metrics**

| US Prestitial Banner Ad Impressions | 7,000 |
| Rate | $300 CPM |

*Goggle Ad Manager: January-November 2023*
### Monthly eTOCs

Each month, registered subscribers receive the Table of Contents email (eTOC) for *JACC: Clinical Electrophysiology* 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.

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<td>$4,250/send for 100% SOV</td>
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*Vertex Communications, September 2023

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

The Power of Credibility

Reach targeted HCPs with original, authoritative content

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

Hard Copy Reprints

Customizable Options

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

Packaging
- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs
Reprint Capabilities (cont’d)

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

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

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

**QR Codes**
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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.
SPECIFICATIONS

Print Media

Mechanical Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8” x 10-3/4”</td>
<td>-</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-1/2” x 10-1/4”</td>
<td>8-1/4” x 11”</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>16-1/4” x 11”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 4-3/4”</td>
<td>8-1/4” x 5-1/4”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/4” x 10”</td>
<td>3-7/8” x 11”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/4” x 4-3/4”</td>
<td>3-7/8” x 5-1/4”</td>
</tr>
</tbody>
</table>

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.
SPECIFICATIONS

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.

<table>
<thead>
<tr>
<th>Insert Requirements:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page insert</td>
<td>8-1/4” x 11”</td>
</tr>
<tr>
<td>4-page insert</td>
<td>16-1/2” x 11”, furnish folded to 8-1/4” x 11”</td>
</tr>
</tbody>
</table>

**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: Clinical Electrophysiology (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.

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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**
  - Size: 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**
  - Size: 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**
  - Format: 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**
  - Size: 728 x 90
  - Expands ▼ down (maximum size) 728 x 315
- **Large Rectangle**
  - Size: 300 x 250
  - Expands ◀ left (maximum size) 600 x 250

**Rich Media Specifications**
- **HTML5**
  - Size: 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

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*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

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>Creative Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Email Specifications</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Size</strong></td>
<td>40KB (200KB Max)</td>
</tr>
<tr>
<td><strong>Rotation</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Required Resolution</strong></td>
<td>72 dpi</td>
</tr>
<tr>
<td><strong>Acceptable File Format</strong></td>
<td>.gif or .jpg</td>
</tr>
<tr>
<td><strong>Rich Media</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Animation</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Target URL</strong></td>
<td>Required</td>
</tr>
<tr>
<td><strong>3rd Party Tags</strong></td>
<td>Yes, but only for click and impression tracking</td>
</tr>
</tbody>
</table>
Contacts

Advertising & Sales
Account manager insertion orders, send to:
American Medical Communications Inc.
630 Madison Avenue
Manalapan NJ 07726

Krissy Gutowski
Tel: 267-575-0208
Email: kgutowski@amcmediagroup.com

Erica Wenitsky
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Email: ewenitsky@amcmediagroup.com

Visit www.elsmediakits.com to view other media kits and rate cards.

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Email: n.axelrod@elsevier.com

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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