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MEET THE JACC FAMILY OF JOURNALS

Valentin Fuster, MD, PhD, MACC

JACC: THE JOURNAL OF THE AMERICAN COLLEGE OF CARDIOLOGY

David J. Moliterno, MD, FACC

JACC Cardiovascular Interventions

Y. Chandrashekhar, MD, DM, FACC

JACC Cardiovascular Imaging

Biykem Bozkurt, MD, PhD, FACC

JACC Heart Failure

Kalyanam Shivkumar, MD, PhD, FACC

JACC Clinical Electrophysiology

Eric R. Bates, MD

JACC Case Reports

Douglas L. Mann, MD, FACC

JACC Basic to Translational Science

Bonnie Ky, MD, MSCE, FACC

JACC CardioOncology

Mary Norine Walsh, MD

JACC: HEART FAILURE

Jian’an Wang, MD, PhD, FACC

JACC Asia

Candice Silversides, MD

JACC Advances

All JACC Specialty Journals published exclusively online
By the Numbers

Reach JACC HF audience with print advertising in JACC

Monthly Website Sessions*  
48,000

Opt-in Email Subscribers†  
12,000

*Google Analytics: July 2023  
†Vertex Communications: September 2022
Editorial Overview

**Editorial Direction**

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

---

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

<table>
<thead>
<tr>
<th>Established</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issuance</td>
<td>12 times per year</td>
</tr>
<tr>
<td>Impact factor*</td>
<td>13.0</td>
</tr>
<tr>
<td>Origin of editorial</td>
<td>100% submitted</td>
</tr>
<tr>
<td>Peer-review</td>
<td>All articles reviewed by Editorial Board</td>
</tr>
<tr>
<td>Article acceptance rate</td>
<td>10%</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.jacc.org/journal/heart-failure">www.jacc.org/journal/heart-failure</a></td>
</tr>
<tr>
<td>App</td>
<td><a href="http://iTunes">iTunes</a> • <a href="http://Android">Android</a></td>
</tr>
</tbody>
</table>

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**Editor-in-Chief**

Biykem Bozkurt, MD, PhD, FACC

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

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

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

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*Clarivate Analytics, 2022.*
**Print Rates**

Reach all ACC members involved in heart failure by advertising full run in JACC.

Below are the JACC full run print rates for 2024; however, print advertising reaching ACC members, including those involved in heart failure, is available in JACC.

### Black & White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
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</thead>
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<td>$4,995</td>
<td>$3,290</td>
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<td>$7,375</td>
<td>$4,905</td>
<td>$3,130</td>
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<tr>
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<td>24x</td>
<td>$7,170</td>
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<td>$3,000</td>
</tr>
<tr>
<td>36x</td>
<td>$7,005</td>
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<td>$2,895</td>
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<tr>
<td>48x</td>
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<tr>
<td>60x</td>
<td>$6,725</td>
<td>$4,325</td>
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<td>72x</td>
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<td>96x</td>
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<td>144x</td>
<td>$6,165</td>
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</tr>
<tr>
<td>192x</td>
<td>$6,020</td>
<td>$3,895</td>
<td>$2,390</td>
</tr>
</tbody>
</table>

### Color Rates

- **Standard Color**: $1,435
- **Matched Color**: $1,660
- **4 Color**: $3,520

### Premium Positions

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

### Cover Tips

- **$31,500 Net**
  - Client Provided (standard size, 2-sided); please contact your sales representative for larger unit pricing.

### Outserts

- **$32,100 Net**
  - Client Provided (Up to 4 pages); please contact your sales representative for larger unit pricing.

### Earned Rates

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

### Combined Frequency

Ad pages in JACC and JACC: Clinical Electrophysiology are combined to determine frequency.

### Agency Commission

15%

### Dual Responsibility

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

### Inserts

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

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*All ads must go through an approval process.*
## Closing Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication Date</th>
<th>JACC Specialty Demo</th>
<th>Space Closing</th>
<th>Print Materials Due</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>83/1</td>
<td>January 2-9, 2024</td>
<td>Cardiovascular Interventions</td>
<td>12/4/2023</td>
<td>12/11/2023</td>
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</tr>
<tr>
<td>83/3</td>
<td>January 23, 2024</td>
<td>Cardiovascular Interventions</td>
<td>12/15/2023</td>
<td>12/22/2023</td>
<td>1/3/2024</td>
</tr>
<tr>
<td>83/4</td>
<td>January 30, 2024</td>
<td>Electrophysiology</td>
<td>12/22/2023</td>
<td>1/3/2024</td>
<td>1/10/2024</td>
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<tr>
<td>83/5</td>
<td>February 6, 2024</td>
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<td>1/2/2024</td>
<td>1/9/2024</td>
<td>1/17/2024</td>
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<td>83/7</td>
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<td>1/31/2024</td>
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<td>83/9</td>
<td>March 5, 2024</td>
<td>Cardiovascular Interventions</td>
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<td>2/14/2024</td>
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<td>Electrophysiology</td>
<td>2/7/2024</td>
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<td>2/22/2024</td>
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<td>2/29/2024</td>
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<td>2/29/2024</td>
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<td>3/14/2024</td>
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<td>May 7, 2024</td>
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<td>4/16/2024</td>
<td>4/23/2024</td>
<td>4/30/2024</td>
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<td>5/30/2024</td>
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<td>5/30/2024</td>
<td>6/6/2024</td>
<td>6/13/2024</td>
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<tr>
<td>84/2</td>
<td>July 9, 2024</td>
<td>Electrophysiology</td>
<td>6/6/2024</td>
<td>6/13/2024</td>
<td>6/20/2024</td>
</tr>
<tr>
<td>84/3</td>
<td>July 16, 2024</td>
<td>Cardiovascular Interventions</td>
<td>6/12/2024</td>
<td>6/19/2024</td>
<td>6/26/2024</td>
</tr>
<tr>
<td>84/4</td>
<td>July 23, 2024</td>
<td>Electrophysiology</td>
<td>6/19/2024</td>
<td>6/26/2024</td>
<td>7/3/2024</td>
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</tbody>
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## PRINT ADVERTISING OPPORTUNITIES

### Closing Dates

<table>
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<tr>
<th>Issue</th>
<th>Publication Date</th>
<th>JACC Specialty Demo</th>
<th>Space Closing</th>
<th>Print Materials Due</th>
<th>Inserts Due</th>
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<td>Cardiovascular Interventions</td>
<td>6/26/2024</td>
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<td>7/11/2024</td>
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<td>84/8</td>
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<tr>
<td>84/10</td>
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<td>84/18</td>
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<td>9/25/2024</td>
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<td>November 5, 2024</td>
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<td>10/3/2024</td>
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<td>10/17/2024</td>
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<tr>
<td>84/20</td>
<td>November 12, 2024</td>
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<tr>
<td>84/22</td>
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<td>10/31/2024</td>
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<td>11/5/2024</td>
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<tr>
<td>84/25</td>
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<td>11/12/2024</td>
<td>11/19/2024</td>
<td>11/26/2024</td>
</tr>
</tbody>
</table>
## Meeting Issues

### 2024 Conferences

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

Please Note: Meeting Issues 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***

**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**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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</thead>
<tbody>
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<td>Sessions</td>
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<tr>
<td>US Impressions</td>
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</tr>
</tbody>
</table>

**Rate**

$150 CPM Net

---

*Expandable banners available with all sizes listed above.

1Google Analytics July 2022

2Google 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**

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
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<tbody>
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<tr>
<td>Medium rectangle</td>
<td>300 x 600</td>
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<tr>
<td>Large rectangle</td>
<td>480 x 640</td>
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</table>

**Monthly Metrics**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>US Prestitial Banner Ad Impressions</td>
<td>11,000/month</td>
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<tr>
<td>Rate</td>
<td>$300 CPM</td>
</tr>
</tbody>
</table>

*Google Ad Manager: January-November 2023*
Table of Contents Email (eTOC) Advertising

Monthly eTOCs

Each month, registered subscribers receive the Table of Contents email (eTOC) for JACC: Heart Failure providing a preview of what’s coming in their next issue. Metrics are sent on a monthly basis.

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

<table>
<thead>
<tr>
<th>Banner Positions</th>
<th>Metrics*</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>Opt-in Distribution</td>
</tr>
<tr>
<td>Rectangle</td>
<td>US Opt-in Distribution</td>
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<tr>
<td></td>
<td>Average Open Rate</td>
</tr>
</tbody>
</table>

Rate

$3,150/banner/send
$5,250/100% SOV/send
(2) banners

*Vertex Communications, September 2023
†This represents the average open rate prior to September 20, 2021 - before Apple’s new Mail Privacy Protection Update
The Power of Credibility

Reach targeted HCPs with original, authoritative content

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

Hard Copy Reprints

Customizable Options

Printing

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

Packaging

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

**ePrints**

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

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

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

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

**Order Reprints Online**

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

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

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

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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.

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

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.
SPECIFICATIONS

Print Media (continued)

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

Insert Requirements:

<table>
<thead>
<tr>
<th>Insert Type</th>
<th>Dimensions</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 ½” safety must also be applied to both sides of the gutter/spine.

Insert Stock

<table>
<thead>
<tr>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

Closing Date for Booking Inserts
Same as ad space closing

Insert Delivery Date
See Insert due dates. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.

Insert Quality
Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

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

Insert Shipment Address

**Publishers Press**

*JACC: Heart Failure (Issue Date)*

13487 South Preston Highway

Lebanon Junction, KY 40150

Attn: Elsevier Team

Disposition of Reproduction Material

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

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

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

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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></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>

#### Email Specifications

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>40KB (200KB Max)</td>
</tr>
<tr>
<td>Rotation</td>
<td>No</td>
</tr>
<tr>
<td>Required Resolution</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Acceptable File Format</td>
<td>.gif or .jpg</td>
</tr>
<tr>
<td>Rich Media</td>
<td>No</td>
</tr>
<tr>
<td>Animation</td>
<td>No</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
<tr>
<td>3rd Party Tags</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
Tel: 610-864-4530
Email: ewenitsky@amcmediagroup.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

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Fax: 212-633-3846
Email: n.axelrod@elsevier.com