



# JACC: Heart Failure



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AMERICAN  
COLLEGE of  
CARDIOLOGY

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# Table of Contents



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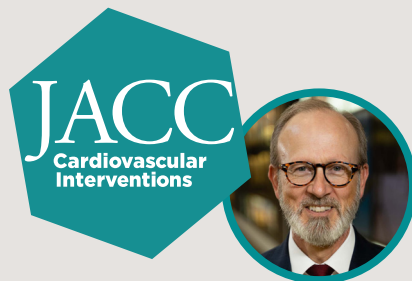
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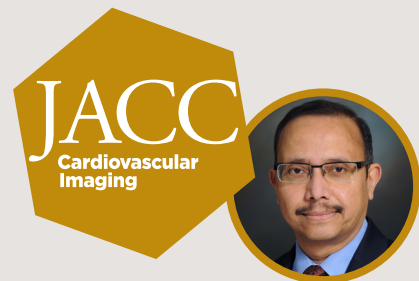
# MEET THE JACC FAMILY OF JOURNALS



**Harlan M. Krumholz,**  
MD, SM, FACC



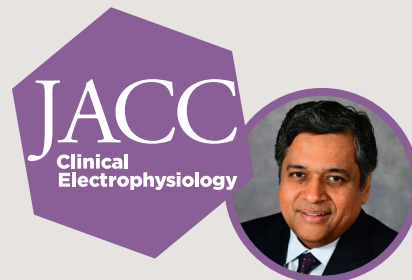
**David J. Moliterno,**  
MD, FACC



**Y. Chandrashekar,**  
MD, DM, FACC



**Biykem Bozkurt,**  
MD, PhD, FACC



**Kalyanam Shivkumar,**  
MD, PhD, FACC



**Gilbert H. L. Tang,**  
MD, MSc, MBA, FACC



**Douglas L. Mann,**  
MD, FACC



**Bonnie Ky,**  
MD, MSCE, FACC



**Jian'an Wang,**  
MD, PhD, FACC



**Candice Silversides,**  
MD, FACC

# By the Numbers



Reach JACC HF audience  
with print advertising in JACC

Monthly  
Website Sessions\*  
**47,000**

Opt-in  
Email Subscribers†  
**21,254**



\*Google Analytics: July 2024  
†Vertex Communications: July 2024

# 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\*

Established	2008
Issuance	12 times per year
Impact factor*	10.3
Origin of editorial	100% submitted
Peer-review	All articles reviewed by Editorial Board
Article acceptance rate	10%
Website	<a href="http://www.jacc.org/journal/heart-failure">www.jacc.org/journal/heart-failure</a>
App	<a href="#">iTunes</a> • <a href="#">Android</a>

## 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.



\*Clarivate Analytics, 2023.

# 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 2025; however, print advertising reaching ACC members, including those involved in heart failure, is available in JACC.

## Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$7,460	\$4,995	\$3,290
6x	\$7,375	\$4,905	\$3,130
12x	\$7,255	\$4,845	\$3,095
24x	\$7,170	\$4,670	\$3,000
36x	\$7,005	\$4,550	\$2,895
48x	\$6,760	\$4,505	\$2,815
60x	\$6,725	\$4,325	\$2,755
72x	\$6,575	\$4,285	\$2,680
96x	\$6,405	\$4,110	\$2,585
120x	\$6,295	\$4,010	\$2,485
144x	\$6,165	\$3,940	\$2,425
192x	\$6,020	\$3,895	\$2,390

## 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.



\*All ads must go through an approval process.

# Closing Dates



Issue	Publication Date	JACC Specialty Demo	Classified Ad Closing & Materials Due to Elsevier	Display Ad Closing	Display Ad Materials Due to Elsevier	Arrive Print to Vendor
85/1	January 7-14, 2025	Cardio Intv	12/2/2024	12/9/2024	12/16/2024	12/23/2024
85/2	January 21, 2025	EP	12/10/2024	12/16/2024	12/23/2024	1/2/2025
85/3	January 28, 2025	Cardio Intv	12/13/2024	12/19/2024	12/30/2024	1/7/2025
85/4	February 4, 2025	Cardio Intv	12/20/2024	12/30/2024	1/7/2025	1/15/2025
85/5	February 11, 2025	EP	12/30/2024	1/7/2025	1/15/2025	1/23/2025
85/6	February 18, 2025	Cardio Intv	1/7/2025	1/15/2025	1/23/2025	1/30/2025
85/7	February 25, 2025	EP	1/13/2025	1/22/2025	1/29/2025	2/5/2025
85/8	March 4, 2025	Cardio Intv	1/22/2025	1/29/2025	2/5/2025	2/12/2025
85/9	March 11, 2025	EP	1/29/2025	2/5/2025	2/12/2025	2/20/2025
85/10	March 18, 2025	Cardio Intv	2/5/2025	2/12/2025	2/20/2025	2/27/2025
85/11	March 25, 2025	EP	2/12/2025	2/20/2025	2/27/2025	3/6/2025
85/12	April 1, 2025	Cardio Intv	2/20/2025	2/27/2025	3/6/2025	3/13/2025
85/13	April 8, 2025	EP	2/26/2025	3/5/2025	3/12/2025	3/19/2025
85/14	April 15, 2025	Cardio Intv	3/5/2025	3/12/2025	3/19/2025	3/26/2025
85/15	April 22, 2025	EP	3/12/2025	3/19/2025	3/26/2025	4/3/2025
83/16	April 29, 2025	Cardio Intv	3/20/2025	3/26/2025	4/3/2025	4/10/2025
83/17	May 6, 2025	Cardio Intv	3/27/2025	4/3/2025	4/10/2025	4/17/2025
85/18	May 13, 2025	EP	4/1/2025	4/8/2025	4/15/2025	4/22/2025
85/19	May 20, 2025	Cardio Intv	4/7/2025	4/15/2025	4/22/2025	4/29/2025
85/20	May 27, 2025	EP	4/15/2025	4/22/2025	4/29/2025	5/8/2025
85/21	June 3, 2025	Cardio Intv	4/22/2025	4/28/2025	5/7/2025	5/14/2025
85/22	June 10, 2025	EP	4/29/2025	5/7/2025	5/14/2025	5/21/2025
85/23	June 17, 2025	Cardio Intv	5/7/2025	5/14/2025	5/21/2025	5/29/2025
85/24	June 24, 2025	EP	5/14/2025	5/21/2025	5/29/2025	6/5/2025
85/25	July 1, 2025	Cardio Intv	5/20/2025	5/29/2025	6/5/2025	6/12/2025





# Closing Dates



Issue	Publication Date	JACC Specialty Demo	Classified Ad Closing & Materials Due to Elsevier	Display Ad Closing	Display Ad Materials Due to Elsevier	Arrive Print to Vendor
86/1	July 8, 2025	EP	5/28/2025	6/5/2025	6/12/2025	6/19/2025
86/2	July 15, 2025	Cardio Intv	6/3/2025	6/11/2025	6/18/2025	6/25/2025
86/3	July 22, 2025	EP	6/11/2025	6/18/2025	6/25/2025	7/2/2025
86/4	July 29, 2025	Cardio Intv	6/18/2025	6/25/2025	7/2/2025	7/10/2025
86/5	August 5, 2025	Cardio Intv	6/25/2025	7/2/2025	7/10/2025	7/17/2025
86/6	August 12, 2025	EP	7/2/2025	7/10/2025	7/17/2025	7/24/2025
86/7	August 19, 2025	Cardio Intv	7/10/2025	7/17/2025	7/24/2025	7/31/2025
86/8	August 26, 2025	EP	7/16/2025	7/23/2025	7/30/2025	8/6/2025
86/9	September 2, 2025	Cardio Intv	7/23/2025	7/30/2025	8/6/2025	8/13/2025
86/10	September 9, 2025	EP	7/29/2025	8/5/2025	8/12/2025	8/20/2025
86/11	September 16, 2025	Cardio Intv	8/5/2025	8/12/2025	8/20/2025	8/27/2025
86/12	September 23, 2025	EP	8/12/2025	8/20/2025	8/27/2025	9/4/2025
86/13	September 30, 2025	Cardio Intv	8/20/2025	8/27/2025	9/4/2025	9/11/2025
86/14	October 7, 2025	Cardio Intv	8/27/2025	9/4/2025	9/11/2025	9/18/2025
86/15	October 14, 2025	EP	9/3/2025	9/10/2025	9/17/2025	9/24/2025
86/16	October 21, 2025	Cardio Intv	9/10/2025	9/17/2025	9/24/2025	10/1/2025
86/17	October 28, 2025	EP	9/16/2025	9/24/2025	10/1/2025	10/9/2025
86/18	November 4, 2025	Cardio Intv	9/22/2025	9/30/2025	10/8/2025	10/15/2025
86/19	November 11, 2025	EP	9/29/2025	10/8/2025	10/15/2025	10/23/2025
86/20	November 18, 2025	Cardio Intv	10/8/2025	10/15/2025	10/23/2025	10/30/2025
86/21	November 25, 2025	EP	10/15/2025	10/23/2025	10/30/2025	11/6/2025
86/22	December 2, 2025	Cardio Intv	10/23/2025	10/30/2025	11/6/2025	11/13/2025
86/23	December 9, 2025	EP	10/28/2025	11/4/2025	11/11/2025	11/18/2025
86/24	December 16, 2025	Cardio Intv	11/4/2025	11/11/2025	11/18/2025	11/25/2025
86/25	December 23-30, 2025	EP	11/18/2025	11/25/2025	12/4/2025	12/11/2025





# Meeting Issues



## 2025 Conferences

Conference	Date	Location	JACC Issue
American College of Cardiology (ACC.25)	March 29-31, 2025	Chicago, IL	JACC 85/10 March 18 <sup>th</sup> issue (an Interventions Demo issue)  JACC 85/11 March 25 <sup>th</sup> issue (an Electrophysiology Demo issue)
European Society of Cardiology	April 24-27, 2025	Madrid, Spain	JACC 86/7 August 19 <sup>th</sup> issue (an Interventions Demo issue)
Transcatheter Cardiovascular Therapeutics	October 25-28, 2025	San Francisco, CA	JACC 86/16 October 14 <sup>th</sup> issue (an Electrophysiology Demo issue)
American Heart Association	November 8-10, 2025	New Orleans, LA	JACC 86/17 October 28 <sup>th</sup> issue (an Interventions Demo issue)  JACC 86/17 November 4 <sup>th</sup> issue (an Interventions Demo issue)



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

# Journal Website Banner Advertising



Maximize your reach by adding a digital advertising campaign to your print schedule.

The JACC *Journal* platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

## Banner Positions\*

### Desktop/Tablet

Leaderboard (top)	728 x 90
Leaderboard (bottom)	728 x 90
Rectangle (right rail)	300 x 250

### Mobile

Leaderboard (top)	728 x 90
Leaderboard (bottom)	320 x 50
Rectangle (as interstitial)	300 x 250

## Sticky Banners

Leaderboard remains in place during scroll for 8 seconds. and Skyscraper on ROS pages remains in place on right side throughout scroll.

## Monthly Metrics

[www.jacc.org/journal/heart-failure](http://www.jacc.org/journal/heart-failure)

Sessions <sup>†</sup>	47,000
US Impressions <sup>‡</sup>	25,000

## Rate

\$160 CPM Net



\*Expandable banners available with all sizes listed above.

<sup>†</sup>Google Analytics: July 2024

<sup>‡</sup>Google Ad Manager: July 2024

# Journal Website Banner Advertising (cont'd)



## Prestitial Banner Advertising

Prestitial banner ads on the JACC website appear for 7 seconds to non-logged in users on desktop devices only one time per journal per visit.

### Prestitial Banner Sizes

[www.jacc.org/journal/heart-failure](http://www.jacc.org/journal/heart-failure)

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

### Monthly Metrics

US Prestitial Banner Ad Impressions 12,000/month

### Rate

\$320 CPM

# 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.

Banner Positions		Metrics*	
Leaderboard	728 x 90	Global Opt-in Distribution	21,254
Rectangle	300 x 250	US Opt-in Distribution	11,975
		Average Open Rate	20%†
		<b>Rate</b>	
		\$3,000 for 50% SOV	
		\$5,000 for 100% SOV	
		(2) banners	



\*Vertex Communications, July 2024  
†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



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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](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



A Digital Reprint is a copy of an article in PDF format delivered as a hyperlink, which can be posted online, on a tablet, or disseminated via email.



# Print Media

## Mechanical Specifications

Ad Size	Non Bleed	Bleed
Trim	8" x 10-3/4"	-
Full Page	7-1/2" x 10-1/4"	8-1/4" x 11"
Spread	15" x 10"	16-1/4" x 11"
1/2 Horizontal	7" x 4-3/4"	8-1/4" x 5-1/4"
1/2 Vertical	3-1/4" x 10"	3-7/8" x 11"
1/4 Page	3-1/4" x 4-3/4"	3-7/8" x 5-1/4"

Keep live matter 1/4" from all trim edges.

Binding	Perfect; jogs to head
Printing process	Web
Halftone screen	Cover, 150 line screen Text, 150 line screen

## Print Ad Specifications

### File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues. Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. *If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.*

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to

follow all requirements listed in this document.

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

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

### Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

### Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

### Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- Supply as single page files only

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





# Print Media (continued)

- Right Reading, Portrait Mode, 100% size, No rotation.
- No content is to be within 1/4" of all trim edges.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

## Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

## Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be

sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

NOTE: Any non-intended spot colors will be converted to CMYK.

## Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

## Proofs

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit [www.swop.org/certification/systemlist.asp](http://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](http://www.ads4els.com)

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

# Print Media (continued)

## Conformance to Specs

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

## Insert Requirements:

2-page insert	8-1/4" x 11"
4-page insert	16-1/2" x 11", furnish folded to 8-1/4" x 11"
Trimming	1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter/spine.
Insert Stock Weight	For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.
Closing Date for Booking Inserts	Same as ad space closing
Insert Delivery Date	See Insert due dates. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.
Insert Quality	Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

## Insert Packing & Shipping Instructions

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

## Insert Shipment Address

### Publishers Press

JACC: 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.



## Journal Website Banner Ads

### Creative Sizes

#### Leaderboard

728 x 90

Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

#### Large Rectangle

300 x 250

Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles\*)

### Specifications

Desktop/Tablet	JPEG/GIF, 40KB (200KB Max)
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
Static Image Resolution	RGB - 72 dpi
Acceptable File Format	.gif or .jpg
Acceptable File Types	Static, Animated
Target URL	Required

## Rich Media Expanding & HTML In-Page Ads†

### Creative Sizes

#### Leaderboard

728 x 90

Expands ▼ down (maximum size)

728 x 315

#### Large Rectangle

300 x 250

Expands ◀ left (maximum size)

600 x 250

### Rich Media Specifications

HTML5	150kB
Rotation	Accepted
Animation	Max 3 loops of animation, up to 15 seconds per loop
Subsequent Size	2.2 MB (300KB)

### Additional Notes:

- Third party tags accepted
- Can target by zone
- Ads served via DFP by Google



\*Generic list of non-content pages available upon request though will vary by journal

†Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

# Digital Media (continued)



## Table of Contents (TOC) Email Banner Ads

### Creative Sizes

Leaderboard	728 x 90
Large Rectangle	300 x 250

### Email Specifications

Size	40KB (200KB Max)
Rotation	No
Required Resolution	72 dpi
Acceptable File Format	.gif or .jpg
Rich Media	No
Animation	No
Target URL	Required
3rd Party Tags	Yes, but only for click and impression tracking

# Contacts



## Advertising & Sales

Account manager insertion orders, send to:

American Medical Communications Inc.  
630 Madison Avenue  
Manalapan NJ 07726

### Krissy Gutowski

Tel: 267-575-0208

Email: [kgutowski@amcmmediagroup.com](mailto:kgutowski@amcmmediagroup.com)

### Erica Wenitsky

Tel: 610-864-4530

Email: [ewenitsky@amcmmediagroup.com](mailto:ewenitsky@amcmmediagroup.com)

Visit [www.elsmediakits.com](http://www.elsmediakits.com) to view other media kits and rate cards.

## Display Ad Sales Coordinator

Ad materials, send to:

### John Marmero

Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-633-3657

Email: [j.marmero@elsevier.com](mailto:j.marmero@elsevier.com)

Send new print ad files and submit pickup ads to  
[www.ads4els.com](http://www.ads4els.com)

## Recruitment & Classified Advertising

Elsevier  
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