



# The Journal of the American College of Cardiology (JACC)



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# By the Numbers



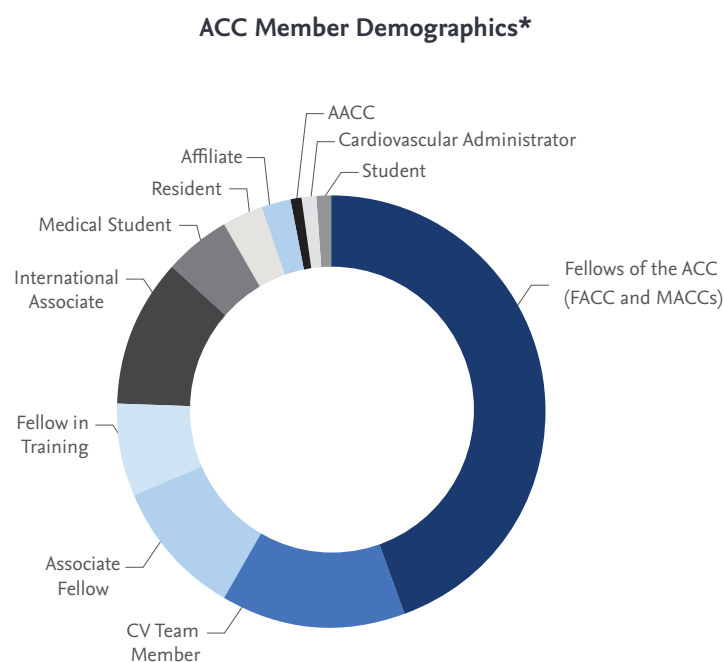
Print Circulation\*  
22,968

Monthly Website Sessions†  
627,000

Opt-in Email Subscribers‡  
22,946



\*Print Circulation updated on 1 July 2024, based on 12-month monthly average 1 July 2023–30 June 2024  
†Google Analytics, August 2024  
‡Vertex Communications, September 2024



### 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	44%
CV Team Member	14%
INTL Associate	11%
Associate Fellow	10%
Fellow In Training	7%
Medical Student	5%
Medical Resident	3%
Affiliate	2%
CV Administrator	1%
Associate of the ACC	1%
Student	< 1%
Total 2023 Membership	56,000+



\*All active ACC members as of September 2023 | Source: ACC Database  
Note: 2023 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%
Clinical/General Cardiology	22%
Interventional Cardiology	21%
Echocardiography	15%
Internal Medicine	15%
Electrophysiology	10%
Heart Failure/Transplant	8%
Nuclear Card./Medicine	7%
Preventive Cardiology	5%
Critical Care Medicine	4%
Pediatric Card./Medicine	4%
Cardiac Surgery	4%
Invasive Cardiology	4%
Non-invasive Cardiology	3%
Advanced Cardiovascular Imaging	3%
Vascular Surgery/Med.	2%
Adult Congenital Card.	2%
Thoracic Surgery	1%
Cardio-oncology	1%
Peripheral Vascular Disease	1%
Sports & Exercise	< 1%
Emergency Medicine	< 1%
Geriatrics	< 1%
Congenital Cardiac Surgery	< 1%
Pediatric Intv. Med	< 1%
Cardiac Imaging	< 1%
Structural Heart Disease	< 1%
Obstetrics	< 1%
Other	14.1%

Board Certification	Percent
Cardiovascular Disease	90%
Interventional	26%
Electrophysiology	8%
Nuclear Med./Cardiology	5%
Pediatric Card./Pediatrics	4%
Heart Failure/Transplant	4%
General/Thoracic Surgery	3%
ACHD	1%
Other	7%

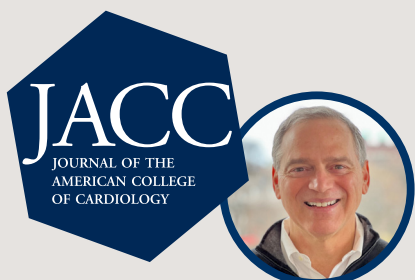


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\*All active ACC members as of September 2023 | Source: ACC Database

\*All Active U.S. ACC Physician Members as of September 2023 | Source: ACC Database

# MEET THE JACC FAMILY OF JOURNALS



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



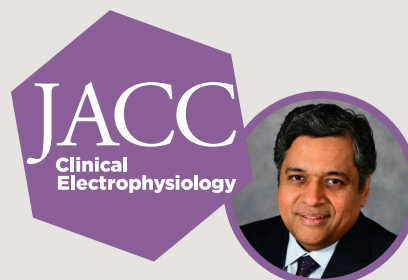
**David J. Moliterno,**  
MD, FACC



**Y. Chandrashekhar,**  
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



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 24.4.

Established	1983
Issuance	50 issues per year
Impact factor*	21.7
5-year impact Factor*	21.7
Origin of submitted editorial	100%
Peer review	All articles reviewed by Editorial Board
Acceptance rate of submitted articles	66.7%
Website	<a href="http://www.jacc.org">www.jacc.org</a>

## 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

Harlan M. Krumholz, MD, SM, FACC

**Impact factor of 21.7\***  
**#3<sup>rd</sup> Impact Factor amongst all 141**  
**Cardiology/Cardiovascular journals\***



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\*Clarivate Analytics, Journal Impact Factor, 2023

Harlan Krumholz is a cardiologist and scientist at Yale University and Yale New Haven Hospital. He is the Harold H. Hines, Jr. Professor of Medicine. He is a leading expert in the science to improve the quality and efficiency of care, eliminate disparities and promote equity, improve integrity and transparency in medical research, engage patients in their care, and avoid wasteful practices. Recent efforts are focused on harnessing the digital transformation in healthcare to accelerate knowledge generation and facilitate the delivery of care aligned with each patient's needs and preferences.



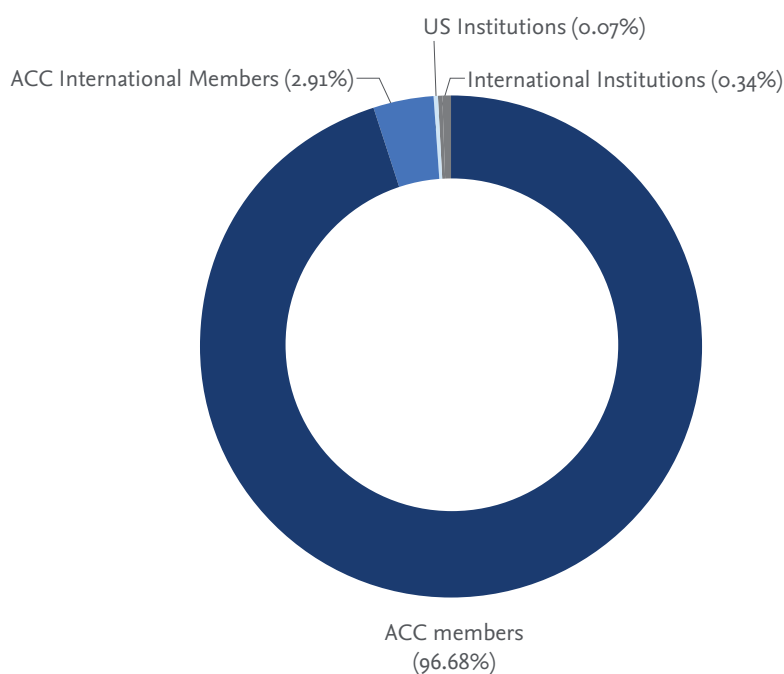
Dr. Krumholz is director of the Yale New Haven Hospital Center for Outcomes Research and Evaluation (CORE), an organization dedicated to improving health and health care through research, tools, and practices that produce discovery, heighten accountability, and promote better public health and clinical care. He co-founded and co-leads the Yale University Open Data Access (YODA) Project, designed to increase access to clinical research data and promote their use to generate new knowledge. He also co-founded and co-leads medRxiv, a non-profit preprint server for the medical and health sciences. He was a founding faculty co-director of the Yale Center for Research Computing.

Dr. Krumholz has been honored by membership in the National Academy of Medicine, the Association of American Physicians, and the American Society for Clinical Investigation. He was named a Distinguished Scientist of the American Heart Association and received their Award of Meritorious Achievement and their Clinical Research Prize. He served as a member of the Advisory Committee to the Director of the National Institutes of Health. Dr. Krumholz received the Friendship Award from the People's Republic of China in recognition of his collaborative efforts to develop a national cardiovascular research network and was named by the Chinese Society of Cardiology as a Top-10 Distinguished International Cardiologist for his contributions to the development of cardiovascular medicine in China. He founded the American Heart Association's Quality of Care and Outcomes Research Council and co-founded their annual conference. He was the founding editor of *Circulation: Cardiovascular Quality and Outcomes*; founding editor of *CardioExchange*, a social media site of the publisher of the *New England Journal of Medicine*; and editor of *Journal Watch Cardiology* of the *New England Journal of Medicine*. He was a founding Governor of the Patient-Centered Outcomes Research Institute.

He co-founded HugoHealth, a patient-centric platform to engage people as partners in research and clinical care, facilitate the secure acquisition and movement of digital health data, and promote learning health communities. He co-founded Refactor Health, an enterprise healthcare AI-augmented health data management company.

Before joining the Yale faculty in 1992, Dr. Krumholz received a BS (Biology) from Yale, an MD from Harvard Medical School, and a Masters in Health Policy and Management (SM) from the Harvard University School of Public Health. At Yale, he directed the Robert Wood Johnson Foundation Clinical Scholars Program from 1996-2017 and serves as Director Emeritus of the Yale National Clinician Scholars Program. Dr. Krumholz has published over 1500 articles and three books with an h-index of more than 230.

# Print Circulation



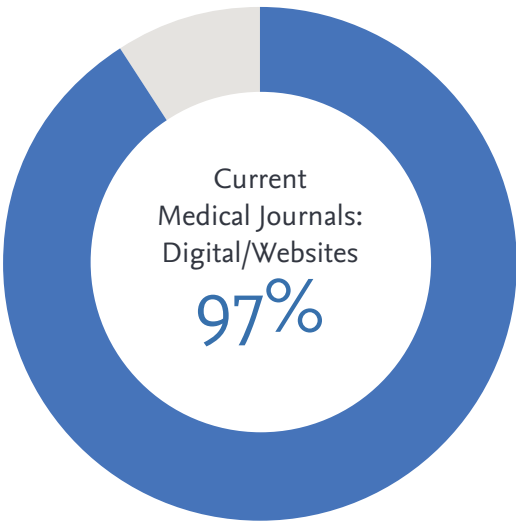
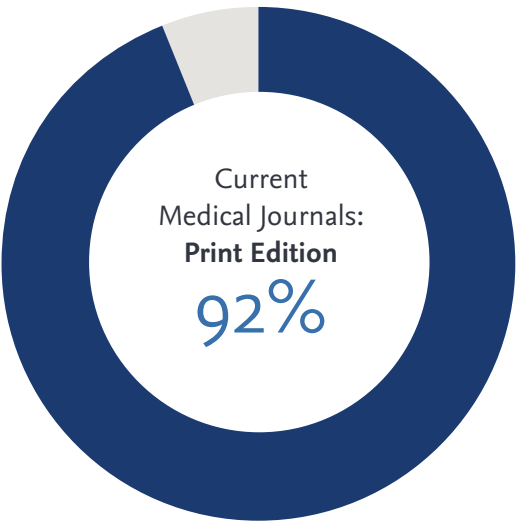
## Print Circulation

American College of Cardiology Members	22,205	JACC Cardiovascular Interventions Demo	8,752
US Institutions	15	JACC Clinical Electrophysiology Demo	6,714
<b>Total US Circulation</b>	<b>22,220</b>	<b>Circulation Verification</b>	
ACC International Members	669	Sworn statement	
International Institutions	79		
<b>Total Global Circulation</b>	<b>25,221</b>		



Source: ACC Membership and JACC Subscription File

## How do Cardiologists access current medical information?



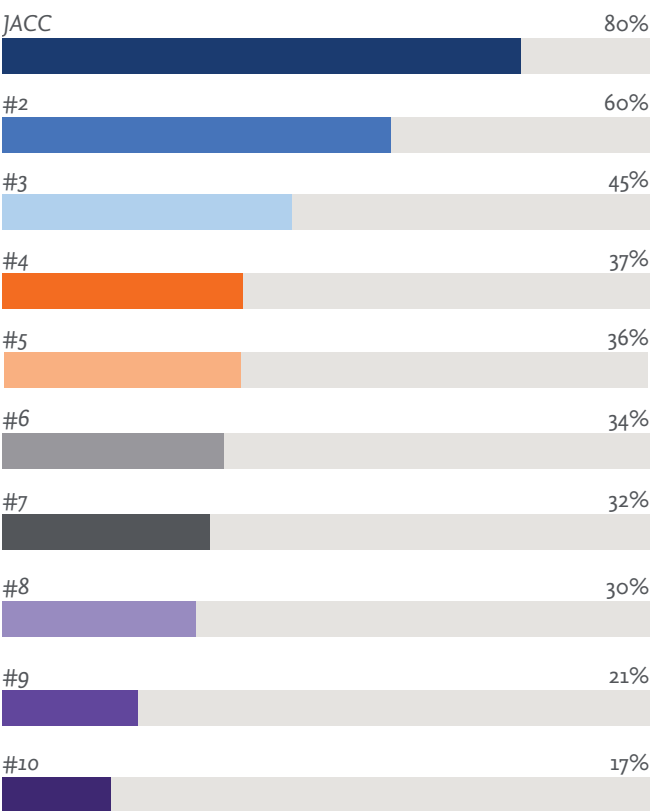
Source: Kantar Sources and Interactions Survey 2024

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

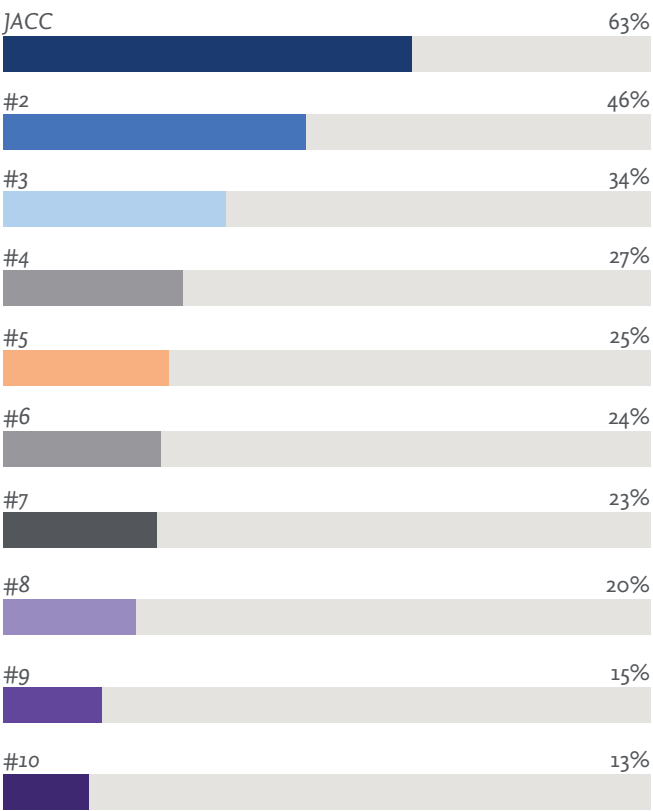
### #1 Journal in Cardiology Readership

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

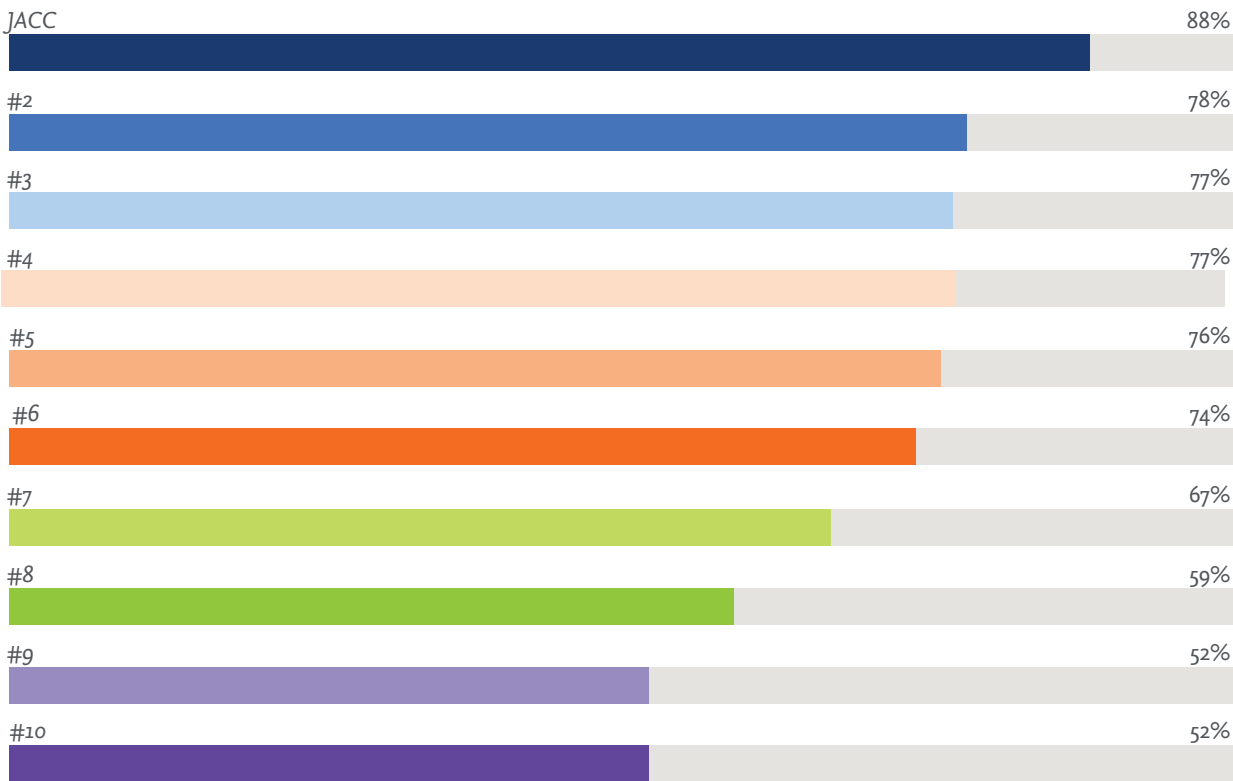


#### Average Issue Readers



Source: Kantar Media Measurement Survey March 2024

Media Read/Used Within the Past 6 Months



Source: Kantar Media Measurement Survey March 2024

# Print Rates - Full Run



## 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
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

\$31,500 Net

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

## Outserts

\$32,100 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.



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\*All ads must go through an approval process

\*\*For JACC Specialty Demo Rates, targeting cardiovascular interventions and electrophysiology audiences, see JACC Interventions and JACC Electrophysiology 2025 Media Kits



# JACC Demo - Interventions



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
- 80% of all cardiology readers read JACC\*
- The word “interventions” has been mentioned 16,188 times within the Original Research or Review Articles published in JACC during 2023 and first 6 months of 2024
- JACC Cardiovascular Interventions Demo Print Circulation: 8,752

## Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$5,770	\$3,785	\$2,340
3x	\$5,680	\$3,750	\$2,310
6x	\$5,640	\$3,700	\$2,260
12x	\$5,575	\$3,670	\$2,240
18x	\$5,555	\$3,610	\$2,175
24x	\$5,510	\$3,570	\$2,150
36x	\$5,450	\$3,535	\$2,130
48x	\$5,400	\$3,515	\$2,080

## 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

\$12,400 Net

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

## Outserts

\$13,400 Net

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



\*Kantar Media Cardiology Readership Survey 2024  
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



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.
- 80% of all cardiology readers read JACC\*
- The word “electrophysiology” has been mentioned 3,171 times and the word “heart rhythm” has been mentioned 454 times within the Original Research or Review Articles published in JACC during 2023 and first 6 months in 2024.
- JACC Clinical Electrophysiology Demo Print Circulation: 6,714

## Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,850	\$1,900	\$1,185
3x	\$2,725	\$1,820	\$1,135
6x	\$2,590	\$1,715	\$1,070
12x	\$2,445	\$1,600	\$990
18x	\$2,280	\$1,425	\$895
24x	\$2,105	\$1,340	\$810
36x	\$1,960	\$1,190	\$740
48x	\$1,770	\$1,035	\$640

## 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

\$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 2024  
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	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 (cont'd)



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.

# 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](http://www.jacc.org)

Sessions†	627,000
US Impressions‡	380,000/ month (desktop & mobile)

**Rate**

\$160 CPM Net



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\*Expandable banners available with all sizes listed above.

†Google Analytics, August 2023

‡Google Ad Manager, January-November 2023



# 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](http://www.jacc.org)

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

### Monthly Metrics

US Ad Impressions	100,000/month
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### Rate

\$320 CPM



\*Google Ad Manager, January-November 2023

# 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	Global Opt-in Distribution	22,946
Rectangle	300 x 250	Average Open Rate	18%†
		Rate	
		\$3,000/send for 50% SOV, (1) banner	
		\$5,000/send for 100% SOV, (2) banners	

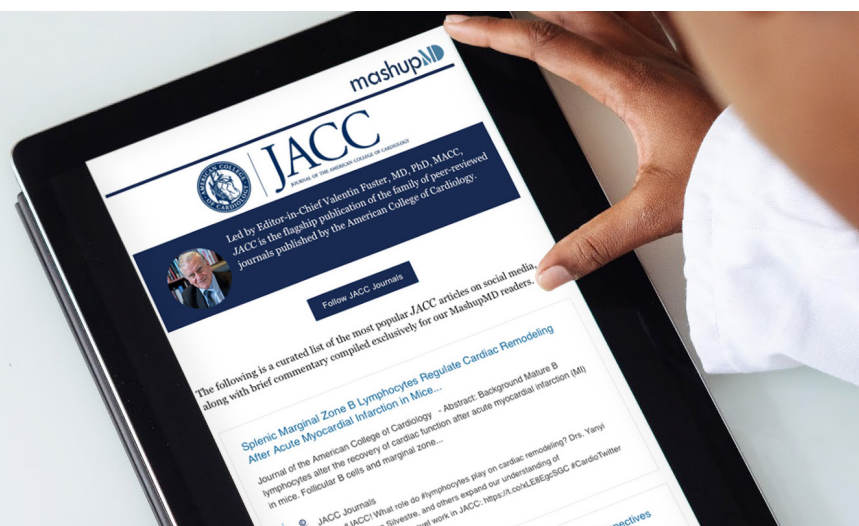


\*Vertex Communications, September 2024

# 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
- Physician-Level Data (PLD) metrics are also available

### 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

\$5,250 per email for 100% SOV

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

\$6,825 per email for 100% SOV

PLD: Additional charge of \$1,000

### 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**

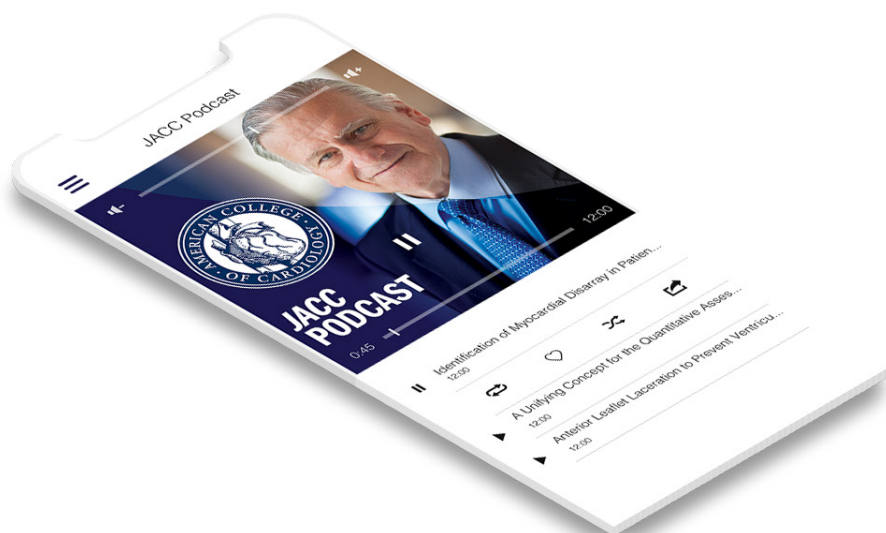
Please contact your Sales Representative.

**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, Copicast, Spotify, Stitcher, etc) and on JACC journal website, [www.jacc.org](http://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

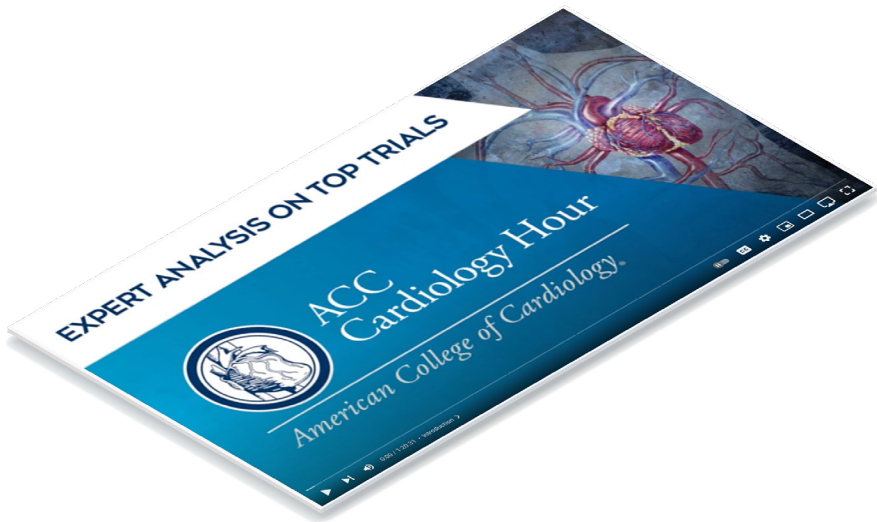
US-Only 100% SOV: \$8,000 net/month

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\[1\]hour](http://www.jacc.org/cardiology[1]hour)) from the JACC homepage
- 3 months of exclusive (100% SOV) banner advertising within the Cardiology Hour landing page on the JACC website
- 3 months of recognition within selected promotional efforts
- 3 months of advertising on JACC eTOCs
- Includes a sponsorship recognition slide before Cardiology Hour intro

**Promotional Effort (3 months)**

- The Cardiology Hour will be promoted on the JACC website and within JACC eTOCs
- Additional promotions within ACC member newsletters, ACC.org and various ACC and
- JACC social media posts on Facebook, X and LinkedIn
- Dedicated eblast to the Elsevier database of 20,000 cardiologists

**2025 Conferences include:**

- American College of Cardiology (ACC.25)

**Banner Positions**

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

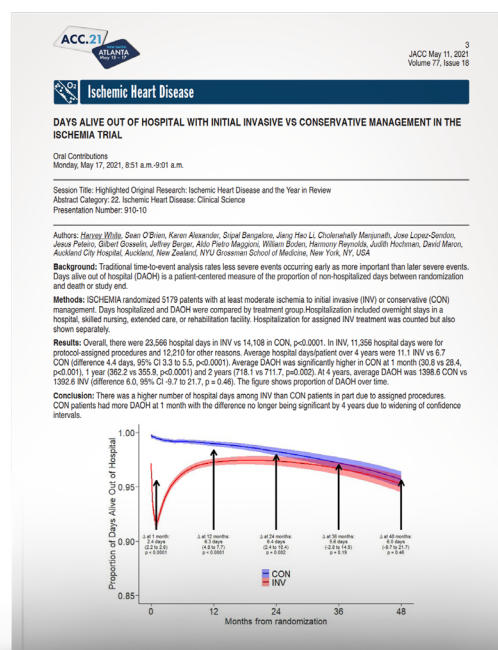
**Rate**

\$50,000 Net/Conference





# Conference Coverage: ACC.25 Abstract Issue



## Special ACC.25 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.25 attendees from ACC exhibit booth via a voucher distributed from client's exhibit booth.

### 2025 Scientific Sessions

March 29-31, 2025 in Chicago, IL

### Closing Date & Materials Due

January 3, 2025

### Rate

Contact your sales representative for pricing



# 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 2024

### Rate

Contact your sales representative for pricing

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](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
- 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](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)

## 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
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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
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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

### 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  
230 Park Avenue  
New York, NY 10169

### Jaesom (Jae) Hong

Tel: 212-633-3713

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

### Traci Peppers

Tel: 347-449-4997

Email: [t.peppers@elsevier.com](mailto:t.peppers@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](mailto:n.axelrod@elsevier.com)



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