

# CHEST Journal



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**CHEST**  
AMERICAN COLLEGE  
of CHEST PHYSICIANS

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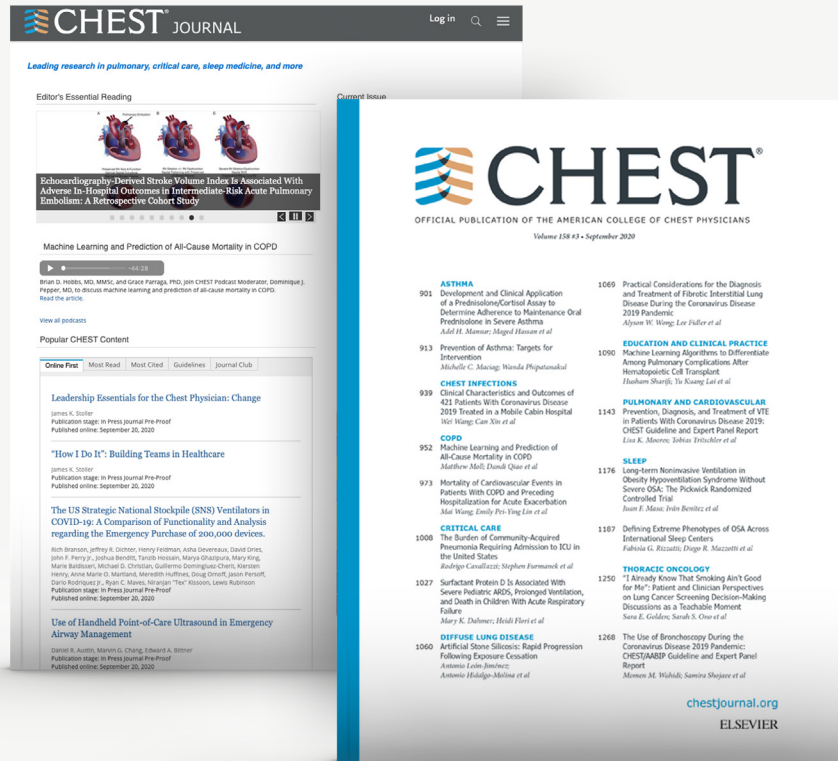
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# By the Numbers



Print Circulation  
**14,950**

Average Monthly Visits\*  
**287,207**

Average Monthly Pageviews\*  
**471,456**

Opt-in Email Subscribers†  
**12,120**



\*Adobe Analytics: Average of Jan 2020-Sep 2020  
†Amazon SES: July 2020

# Editorial Overview



## Editorial Direction

CHEST is the official publication of the American College of Chest Physicians. Each month, it features cutting-edge, clinically-relevant, original research in the multidisciplinary specialties of chest medicine, such as pulmonology, critical care, sleep medicine, thoracic surgery, transplantation, airways disease, and more. CHEST is committed to advancing the care of patients served by multidisciplinary clinicians across pulmonary, critical care, and sleep medicine through the publication of clinical research relevant to today's challenges and reflecting advances on the horizon. Emphasis is placed upon involvement among related disciplines such as: pulmonology, internal medicine, sleep medicine, surgery, anesthesiology, physiology, allergy, and radiology.

## Aims and Scope

CHEST is committed to advancing the care of patients served by multidisciplinary clinicians across pulmonary, critical care, and sleep medicine through the publication of clinical research relevant to today's challenges and reflecting advances on the horizon. To provide context in a fast-changing landscape, CHEST also incorporates review articles, offers commentaries, and fosters debate on emerging controversies. CHEST applies strict peer review standards to ensure the scientific rigor and publishes all content online within two weeks of acceptance.

## Editor-in-Chief

Peter Mazzone, MD, MPH, FCCP

Established	1935
Issuance	12 times per year
Circulation	14,950
Impact Factor	9.657
Journal website	<a href="http://www.chestjournal.org">www.chestjournal.org</a>
Society website	<a href="http://www.chestnet.org">www.chestnet.org</a>
App	<a href="#">iTunes</a> <a href="#">Android</a>
Twitter handle	<a href="#">@accpchest</a>

## Publisher

Simanta Buck

## Societies & Affiliations

Official Publication of the American College of Chest Physicians

## Market

Respiratory, pulmonary, critical care and sleep medicine professionals



# Journal Website Banner Advertising



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

The Elsevier online 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

### Homepage

Leaderboard 728 x 90

Rectangle 300 x 250

### Rest of Site (ROS)

Leaderboard 728 x 90

Skyscraper 160 x 600

Rectangle 300 x 250

## Monthly Metrics\*

### CHEST Journal

[www.chestjournal.org](http://www.chestjournal.org)

Pageviews 471,456

Unique Visitors 252,244

Visits 287,207

### Rate

\$140 CPM Net

## Sticky Banners

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



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\*Adobe Analytics: Average of Jan 2020-Sep 2020

# Table of Contents Email (eTOC) Advertising



## Monthly eTOCs

Each month, CHEST members and registered subscribers receive the email notifying or alerting them that a “New Issue” is now available. 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

Leaderboard	728 x 90
Skyscraper	160 x 600
Rectangle	300 x 250

### Rates

Leaderboard	\$3,500 Net
Skyscraper	\$3,500 Net
Rectangle	\$2,200 Net

### Average Monthly Metrics\*

<b>eTOC Alert Email</b>	
Opt-in Distribution	12,120
Average Open Rate	26%
Click-through Rate on Content	32%



\*Amazon SES: July 2020

# Print Rates



## Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$ 3,730	\$ 2,500	\$ 1,650
3x	\$ 3,655	\$ 2,455	\$ 1,635
6x	\$ 3,475	\$ 2,375	\$ 1,585
12x	\$ 3,465	\$ 2,325	\$ 1,575
24x	\$ 3,450	\$ 2,305	—
36x	\$ 3,305	\$ 2,230	—
48x	\$ 3,240	\$ 2,195	—
60x	\$ 2,990	\$ 2,010	—
72x	\$ 2,910	\$ 1,960	—

## Color Rates

Standard Color	\$1,040
Matched Color	\$1,465
4 Color	\$2,455

## Premium Positions

Cover 4	Earned rate + 50%
Cover 2	Earned rate + 50%
Cover 3	Earned rate + 25%
Opposite TOC	Earned rate + 15%
First right hand page	Earned rate + 25%
Other preferred positions	Earned rate + 10%

## Inserts

Charged at earned B&W rate multiplied by number of pages

## Cover Tips

\$20,000 Net

(Standard size/2-sided; please contact your sales representative for larger unit pricing)

## Outserts

\$22,000 Net

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

## Larger Units, Gatefolds, Tip-ins, Die cuts

Rates available upon request

## Earned Rates

The total number of fractional and full page ad units used within one calendar year determines frequency rate. Space used by parent company and subsidiaries can be combined.

\*All new products and new creatives must go through an approval process.



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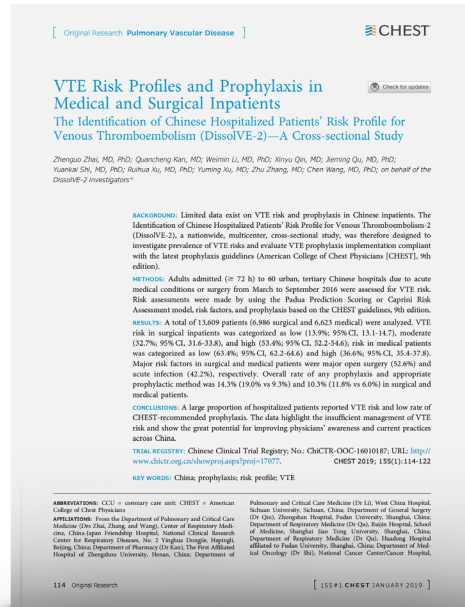
# Print Closing Dates



Issue	Publication Date	Space Closing	Print Materials Due	Inserts Due
159/1	January 2021	11/25/20	12/2/20	12/11/20
159/2	February 2021	12/28/20	12/31/20	1/12/21
159/3	March 2021	1/27/21	2/1/21	2/10/21
159/4	April 2021	3/1/21	3/4/21	3/15/21
159/5	May 2021	3/31/21	4/5/21	4/14/21
159/6	June 2021	4/29/21	5/4/21	5/13/21
160/1	July 2021	6/1/21	6/4/21	6/15/21
160/2	August 2021	6/30/21	7/6/21	7/15/21
160/3	September 2021	7/30/21	8/4/21	8/13/21
160/4	October 2021	8/30/21	9/2/21	9/14/21
160/5	November 2021	9/30/21	10/5/21	10/14/21
160/6	December 2021	10/27/21	11/1/21	11/10/21



# 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 multi-media 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 (continued)



## Digital Reprints

### E-Premier

Seamlessly incorporate page-flipping digital media features into your journal-branded reprints

[View a demo](#)

### Linkards:

Further enhance the digital reach of your reprint with these business card-sized handouts showcasing the citation of the article alongside your branding. Recipients can access the reprint via an exclusive URL or QR code.

### QR Codes

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

### Tablet Program

Install a suite of articles on a tablet for display during rep details, conferences, or on the fly.

### Targeted Email Marketing

We offer the opportunity to distribute your ePrint via Elsevier's specialty email lists or your own email list.

## Order Reprints Online

Visit us at [www.reprints.elsevier.com](http://www.reprints.elsevier.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



# 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).

**Skyscraper** 160 x 600

Placement: Journal pages. Right hand column of journal page, displays on all noncontent pages

**Large Rectangle** 300 x 250

Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only

### Specifications

Desktop/Tablet	HTML5, 150kB
Size	200KB max
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
File Format	.gif, .jpg
Required Resolution	72 dpi
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required



# Digital Media (continued)



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

### Creative Sizes

<b>Leaderboard</b>	728 x 90
Expands ▼ down (maximum size)	728 x 315
<b>Skyscraper</b>	160 x 600
Expands ◀ left (maximum size)	300 x 600
<b>Large Rectangle</b>	300 x 250
Expands ▶ right (maximum size)	600 x 250

### Rich Media Specifications

Desktop/Tablet	HTML5, 150KB
Initial Size	150KB
Subsequent Size	2.2 MB
Back-up .gif	200KB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max Video File Size	N/A
Expansion Method	On click
Hotspot requirements	Not to exceed 1/4 size of original ad
Close Button Requirements	8pt - 16 pt (11px - 21px)

### Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

\*Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 7 business days before launch.



# Digital Media (continued)



## Table of Contents (TOC) Email Banner Ads

### Creative Sizes

Leaderboard	728 x 90
Wide Skyscraper	160 x 600
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	No



# 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 5"	8-1/4" x 5-5/8"
1/2 Vertical	3-1/2" X 10"	4-1/4" x 11"
1/4 Page	3-1/2" x 5"	—

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.

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



# Print Media (continued)

- 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)

## Conformance to Specs

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

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



# Print Media (continued)

## 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 Quantity	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

CHEST  
 Sheridan NH  
 69 Lyme Road  
 Hanover, NH 03755  
 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.



# Contacts

## Integrated Advertising

### USA Inquiries

#### Philip Soufleris

AMC Media Group  
630 Madison Avenue  
Manalapan, NJ 07726

Tel: 732-490-5530

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

#### Steven Poloway

AMC Media Group  
630 Madison Avenue  
Manalapan, NJ 07726

Tel: 732-490-5530

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

### Rest of World Inquiries

#### Rob Bayliss

Elsevier  
125 London Wall  
London, EC2Y 5AS, UK

Tel: +44 20-7424-4454

Email: [r.bayliss@elsevier.com](mailto:r.bayliss@elsevier.com)

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

## Contracts, IOs & Production Materials

#### Aretha Gaskin

Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-633-3681

Fax: 212-633-3846

Email: [a.gaskin@elsevier.com](mailto:a.gaskin@elsevier.com)

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

## Custom Media

#### Brian Jenkins

Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-462-1924

Fax: 212-633-3846

Email: [bjenkins@elsevier.com](mailto:bjenkins@elsevier.com)

## Recruitment & Classified Advertising

#### Ariel Medina

Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-633-3689

Fax: 212-633-3846

Email: [a.medina@elsevier.com](mailto:a.medina@elsevier.com)

## Recruitment & Classified Production

#### Jaichand Ramsaroop

Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-633-3690

Fax: 212-633-3846

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



# CHEST Advertising Policy

The Board of Regents of the American College of Chest Physicians (CHEST) adopted a policy entitled **“Guiding Principles for Interactions with Commercial Entities”** to help ensure the independence of CHEST’s educational, scientific, and charitable activities and to address and minimize actual or perceived conflicts of interest in CHEST’s interactions with commercial entities. The “Guiding Principles” document governs CHEST’s acceptance of commercial support while maintaining independence and transparency in nine key areas of operation: (1) Charitable Contributions, (2) Educational Grants, (3) Exhibits, (4) Clinical Practice Guideline Development, (5) **Advertising**, (6) Licensing, (7) Continuing Medical Education, (8) Government Grants, and (9) Foundation Support. This Advertising Policy extends the Guiding Principles with the intent of ensuring adherence to the highest ethical standards of commercial support and to determine the eligibility of products and services for advertising in CHEST print publications and digital products.

## CHEST’s Advertising Policy is as follows:

1. Acceptance of advertising is neither a guarantee nor an endorsement of any product or service by CHEST.
2. Advertising content must be easily distinguished from editorial content.
3. The fact that a product, service, or company has been advertised in a CHEST publication shall not be referred to in collateral advertising.
4. In accordance with ACCME regulations, advertisements—regardless of their content—may not be juxtaposed with, appear in line with, appear adjacent to, or be linked to continuing medical education content.
5. Advertising is subject to review, and CHEST reserves the right to refuse any advertising.
6. Advertising must comply with all applicable laws and regulations.
7. CHEST may, on a case-by-case basis, accept advertisements unrelated to medical products or the medical community (eg, automobiles, luxury goods).
8. CHEST will not accept advertisements for pharmaceuticals, biomaterials, or medical devices not cleared for marketing in the U.S. by the Food and Drug Administration (FDA).
9. Tobacco products, alcoholic beverages, and recreational drugs may not be advertised.
10. Advertisements for dietary supplements and vitamin preparations are not eligible unless the safety and efficacy of the product have been reviewed and approved by the FDA.
11. CHEST does not accept content intended to mimic journal articles or other CHEST editorial content.
12. Sponsored content must contain the label “Advertising Feature” at both the top and bottom of print pages in a font size at least one-half the largest font size used in the content. In electronic formats, sponsored content must be easily distinguishable from non-sponsored content in color, font, layout, or other prominent ways.
13. CHEST does not accept the placement of notices related to class action lawsuits.
14. All online advertisements will be clearly marked as advertisements by including the word “advertisement”.
15. In online advertising, roadblocks (or takeovers), in which a single advertising campaign is the only brand on a page or website, are prohibited, except when there are two or fewer advertising positions on a page.
16. CHEST will not accept advertisements that, in the sole opinion of CHEST, make unsubstantiated claims of therapeutic benefit for a particular product(s). CHEST may require an advertiser to provide valid, reliable scientific data to support any claims made in an advertisement.
17. CHEST reserves the right to reject any advertisement or sponsored content that it deems unacceptable.

