



Online only




JACC: Basic to Translational Science



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JACC Family of Journals



Journal of the American College of Cardiology

JACC Cardiovascular Interventions

JACC Heart Failure

JACC Clinical Electrophysiology

JACC Cardiovascular Imaging (online only)

JACC Basic to Translational Science (online only)

JACC Case Reports (online only)

JACC: CardioOncology (online only)



By the Numbers



Average Monthly Website Sessions*

10,448

Opt-in Email Subscribers*

147



*Google Analytics, October 2019

Editorial Overview

Editorial Direction

JACC: Basic to Translational Science, an open access journal, serves a forum for advancing the field Translational Cardiovascular Medicine, and as a platform for accelerating the translation of novel scientific discoveries into new therapies that improve clinical outcomes for patients affected with or at risk for Cardiovascular Disease. Thematic areas of interest include pre-clinical research; clinical trials; personalized medicine; novel drugs, devices, and biologics; proteomics, genomics and metabolomics; and early phase clinical trial methodology.

Established	2016
Issuance	6 times per year
	Online only , Open access
Origin of editorial	100% submitted
Peer-review	All articles reviewed by Editorial Board
Article acceptance rate	15%
Website	basictranslational.onlinejacc.org
App	iTunes Android

Editor-in-Chief

Douglas L. Mann, MD, FACC

Dr Mann is the Lewin Chair and Professor of Medicine, Cell Biology and Physiology, and Chief of the Division of Cardiology at the Washington University School of Medicine. He is also Cardiologist in Chief at Barnes Jewish Hospital in St. Louis. He has been engaged in translational research for over two decades, with his primary research interest being the molecular and cellular basis of heart failure, with particular emphasis on the role of innate immunity in disease progression and



recovery of the failing heart. “Translational research is one of the cornerstones of cardiology and essential to advancing the care we provide to heart disease patients,” Mann said. “I’ve devoted a large portion of my career to basic translational research, and I’m honored to take the helm of a new journal devoted entirely to disseminating this important research.”

Societies & Affiliations

JACC: Basic to Translational Science is an official journal of the American College of Cardiology (ACC). As an Open Access journal, there is no fee for subscription. All members of the ACC receive a discount on any APCs 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.

Market

Cardiologists and physicians with a secondary interest in cardiology.



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*

Homepage

Leaderboard (top, bottom)	728 x 90
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Rectangle (right)	300 x 250
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Rest of Site (ROS)

Leaderboard (top, bottom)	728 x 90
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Rectangle (right)	300 x 250
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Monthly Metrics

www.basictranslational.onlinejacc.org

Sessions [†]	10,448
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US Sessions [†]	55%
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US Ad Impressions [‡]	12,000
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Rate

\$125 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.

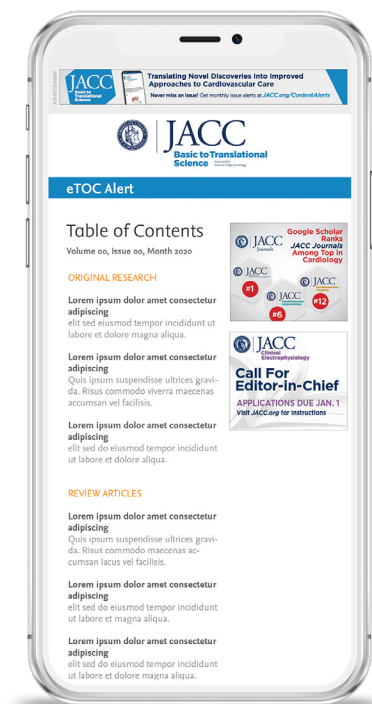


*Expandable banners available with all sizes listed above.

[†]Google Analytics, August 2020

[‡]Google Ad Manager, August 2020

Table of Contents Email (eTOC) Advertising



Monthly eTOCs

Each month, registered subscribers receive the Table of Contents email (eTOC) for JACC: Basic to Translational Science 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.

Metrics*

Opt-in Distribution	147
Average Open Rate	48%

Rate

Please contact your Sales Representative.

Banner Positions

Leaderboard	728 x 90
Rectangle	300 x 250



*Google Analytics, October 2019



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 Managers Insertion Orders send to:

American Medical Communications Inc.
630 Madison Avenue
Manalapan NJ 07726

Adam Sansolo

Tel: 201-575-2242

Email: asansolo@americanmedicalcomm.com

Linsey Rosenthal

Tel: 215-740-3174

Email: lrosenthal@americanmedicalcomm.com

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

Display Ad Sales Coordinator

Ad Materials send to:

Daniel Wong

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 212-633-3162

Email: d.wong@elsevier.com

Send new print ad files and submit pickup ads to www.ads4els.com

Recruitment & Classified Advertising

Jaesam (Jae) Hong

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 212.633.3713

Fax: 212-633-3846

Email: j.hong@elsevier.com

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