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**Print Circulation**

**16,076**

**Society Members**

**42,667**

**Average Monthly Visits**

**24,622**

**Average Monthly Pageviews**

**39,716**

**Opt-in Email Subscribers**

**23,899**

For more information, please contact us at: (800) 649-9800 or email: sales@russelljohns.com
Editorial Overview

Editorial Direction
JACC: Cardiovascular Interventions publishes the studies that impact the practice of interventional cardiovascular medicine, including clinical trials, experimental studies and in-depth discussions on topics of interest by respected experts in the field.

This Journal encompasses the entire field of interventional cardiovascular medicine to include cardiac (coronary and non-coronary), peripheral and cerebrovascular interventions.

Established
2008

Societies & Affiliations
JACC: Cardiovascular Interventions is an official journal of the American College of Cardiology (ACC). ACC members interested in cardiovascular interventions receive access to the journal (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 CardioSource.org, subscriptions to industry publications including JACC and its sister journals, point of care tools and more.

Editor-in-Chief
Spencer B. King, III, MD.
A pioneer in cardiac catheterization, coronary arteriography and interventional cardiology, Spencer King was co-developer of the multi-purpose technique of coronary arteriography and has directed invasive and interventional cardiology training for more than 150 cardiology fellows. Dr. King served as Director of the Cardiac Catheterization Laboratory of Emory University Hospital from its inception through 2000 and was Director of Interventional Cardiology and the Andreas Greuntzig Cardiovascular Center at Emory University from 1985 until 2000. Dr. King was President of the American College of Cardiology (1998-1999), President of the Society for Cardiac Angiography and Interventions (1990-1991) and served as the first Chair of the Interventional Cardiology Boards of the American Board of Internal Medicine (1997-2007). He is currently Chairman of the New York State Cardiac Advisory Board and has participated on many committees of the American Heart Association, American College of Cardiology and the National Heart, Lung, and Blood Institute (NHLBI). Dr. King is author of over 500 papers on cardiology, has edited or co-edited ten books including Interventional Cardiology and Hurst's The Heart 9th through 13th editions. He has served as principal investigator or member of the steering committees of 15 national and international clinical trials in cardiology, as well as conducting the first NHLBI trial of coronary angioplasty versus bypass surgery.

Origin of Editorial
Submitted: 100%

Peer review
All articles reviewed by Editorial Board

Acceptance rate of submitted articles
10%

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

ISSuance
24 issues per year

Website
interventions.onlinejacc.org

App
Download from iTunes

#1 In Impact Factor Among Interventional Cardiology Journals
Impact Factor: 7.63, number 7 among all cardiology journals*

*Thomson Reuters Journal Citation Reports 2016

For more information, please contact us at: (800) 649-9800 or email: sales@russelljohns.com
## Circulation and Readership

### Print Circulation

<table>
<thead>
<tr>
<th>Category</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>American College of Cardiology Members</td>
<td>10,453</td>
</tr>
<tr>
<td>American College of Cardiology Fellows</td>
<td>3,796</td>
</tr>
<tr>
<td>Nonmember Physicians</td>
<td>20</td>
</tr>
<tr>
<td>U.S. Institutions</td>
<td>9</td>
</tr>
<tr>
<td><strong>Total U.S.</strong></td>
<td><strong>14,278</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC International Members</td>
<td>1,707</td>
</tr>
<tr>
<td>International Physicians</td>
<td>55</td>
</tr>
<tr>
<td>International Institutions</td>
<td>36</td>
</tr>
<tr>
<td><strong>Total Circulation</strong></td>
<td><strong>16,076</strong></td>
</tr>
</tbody>
</table>

### Circulation Verification

Sworn statement

**#1 read Cardiology journal**

*dedicated to Interventional Cardiology*

---

### Print and Online Version Read**

Base: *JACC: Cardiovascular Interventions* readers 100%

<table>
<thead>
<tr>
<th>Version Read</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% print</td>
<td>46%</td>
</tr>
<tr>
<td>Majority print / some online</td>
<td>29%</td>
</tr>
<tr>
<td>50% print / 50% online</td>
<td>14%</td>
</tr>
<tr>
<td>No answer</td>
<td>11%</td>
</tr>
</tbody>
</table>

---

*Kantar Readership Study, June 2016

**Kantar Readership Study, December 2015

For more information, please contact us at: (800) 649-9800 or email: sales@russelljohns.com
## Readership

### Competitive Publication Readership

<table>
<thead>
<tr>
<th>Journal</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>JACC: Cardiovascular Interventions</td>
<td>92%</td>
</tr>
<tr>
<td>Cath Lab Digest</td>
<td>32%</td>
</tr>
<tr>
<td>Catheterization and Cardio Interventions</td>
<td>36%</td>
</tr>
<tr>
<td>Journal of Invasive Cardiology</td>
<td>32%</td>
</tr>
<tr>
<td>Diagnostic and Interventional Cardiology</td>
<td>22%</td>
</tr>
<tr>
<td>Cardiac Interventions Today</td>
<td>36%</td>
</tr>
<tr>
<td>Cardiology Today's Intervention</td>
<td>29%</td>
</tr>
<tr>
<td>Endovascular Today</td>
<td>18%</td>
</tr>
</tbody>
</table>

### Trust-Factor

<table>
<thead>
<tr>
<th>Journal</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>JACC: Cardiovascular Interventions</td>
<td>100%</td>
</tr>
<tr>
<td>Catheterization and Cardio Interventions</td>
<td>21%</td>
</tr>
<tr>
<td>Journal of Interventional Cardiology</td>
<td>21%</td>
</tr>
<tr>
<td>Journal of Invasive Cardiology</td>
<td>14%</td>
</tr>
<tr>
<td>Cardiac Interventions Today</td>
<td>7%</td>
</tr>
<tr>
<td>Diagnostic and Interventional Cardiology</td>
<td>7%</td>
</tr>
<tr>
<td>Cath Lab Digest</td>
<td>4%</td>
</tr>
<tr>
<td>Endovascular Today</td>
<td>0%</td>
</tr>
</tbody>
</table>

* Kantar Readership Study, June 2016
** Kantar Readership Study, December 2015
PRINT ADVERTISING OPPORTUNITIES

Print Rates

Black & White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4,435</td>
<td>$2,910</td>
<td>$1,795</td>
</tr>
<tr>
<td>3x</td>
<td>$4,365</td>
<td>$2,885</td>
<td>$1,770</td>
</tr>
<tr>
<td>6x</td>
<td>$4,325</td>
<td>$2,845</td>
<td>$1,735</td>
</tr>
<tr>
<td>12x</td>
<td>$4,285</td>
<td>$2,825</td>
<td>$1,715</td>
</tr>
<tr>
<td>18x</td>
<td>$4,270</td>
<td>$2,770</td>
<td>$1,675</td>
</tr>
<tr>
<td>24x</td>
<td>$4,240</td>
<td>$2,745</td>
<td>$1,655</td>
</tr>
<tr>
<td>36x</td>
<td>$4,190</td>
<td>$2,720</td>
<td>$1,635</td>
</tr>
<tr>
<td>48x</td>
<td>$4,145</td>
<td>$2,700</td>
<td>$1,590</td>
</tr>
</tbody>
</table>

Color Rates

- Standard Color $850
- Matched Color $1,125
- 3 or 4 Color $1,690

Premium Positions

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

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, JACC: Cardiovascular Interventions, JACC: Cardiovascular Imaging, JACC: Heart Failure, 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

For more information, please contact us at: (800) 649-9800 or email: sales@russelljohns.com
### Issue Calendar

**First Issue:** February 2008  
**Frequency:** 24 issues per year  
**Mailing Class:** 2nd class, mailed flat in wrapper

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Closing</th>
<th>Print Materials Due</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 9</td>
<td>12/2/16</td>
<td>12/7/16</td>
<td>12/19/16</td>
</tr>
<tr>
<td>January 23</td>
<td>12/15/16</td>
<td>12/20/16</td>
<td>1/6/17</td>
</tr>
<tr>
<td>February 13</td>
<td>1/11/17</td>
<td>1/17/17</td>
<td>1/30/17</td>
</tr>
<tr>
<td>February 27</td>
<td>1/25/17</td>
<td>1/31/17</td>
<td>2/10/17</td>
</tr>
<tr>
<td>March 13</td>
<td>2/9/17</td>
<td>2/14/17</td>
<td>2/27/17</td>
</tr>
<tr>
<td>March 27</td>
<td>2/24/17</td>
<td>3/1/17</td>
<td>3/13/17</td>
</tr>
<tr>
<td>April 10</td>
<td>3/10/17</td>
<td>3/15/17</td>
<td>3/27/17</td>
</tr>
<tr>
<td>April 24</td>
<td>3/23/17</td>
<td>3/28/17</td>
<td>4/7/17</td>
</tr>
<tr>
<td>May 8</td>
<td>4/5/17</td>
<td>4/10/17</td>
<td>4/21/17</td>
</tr>
<tr>
<td>May 22</td>
<td>4/20/17</td>
<td>4/25/17</td>
<td>5/8/17</td>
</tr>
<tr>
<td>June 12</td>
<td>5/21/17</td>
<td>5/16/17</td>
<td>5/26/17</td>
</tr>
<tr>
<td>June 26</td>
<td>5/24/17</td>
<td>5/30/17</td>
<td>6/9/17</td>
</tr>
<tr>
<td>July 10</td>
<td>6/6/17</td>
<td>6/9/17</td>
<td>6/21/17</td>
</tr>
<tr>
<td>July 24</td>
<td>6/20/17</td>
<td>6/23/17</td>
<td>7/10/17</td>
</tr>
<tr>
<td>August 14</td>
<td>7/14/17</td>
<td>7/19/17</td>
<td>7/31/17</td>
</tr>
<tr>
<td>August 28</td>
<td>7/27/17</td>
<td>8/1/17</td>
<td>8/11/17</td>
</tr>
<tr>
<td>September 11</td>
<td>8/9/17</td>
<td>8/14/17</td>
<td>8/25/17</td>
</tr>
<tr>
<td>September 25</td>
<td>8/24/17</td>
<td>8/29/17</td>
<td>9/11/17</td>
</tr>
<tr>
<td>October 9</td>
<td>9/6/17</td>
<td>9/11/17</td>
<td>9/21/17</td>
</tr>
<tr>
<td>October 23</td>
<td>9/19/17</td>
<td>9/22/17</td>
<td>10/5/17</td>
</tr>
<tr>
<td>November 13</td>
<td>10/11/17</td>
<td>10/16/17</td>
<td>10/27/17</td>
</tr>
<tr>
<td>November 27</td>
<td>10/24/17</td>
<td>10/27/17</td>
<td>11/8/17</td>
</tr>
<tr>
<td>December 11</td>
<td>11/7/17</td>
<td>11/13/17</td>
<td>11/27/17</td>
</tr>
<tr>
<td>December 26</td>
<td>11/20/17</td>
<td>11/27/17</td>
<td>12/7/17</td>
</tr>
</tbody>
</table>

For more information, please contact us at: (800) 649-9800 or email: sales@russelljohns.com
Society of Thoracic Surgeons
January 21–25, 2017
Issue: January 17th

American College of Cardiology
March 17–19, 2017
Issue: March 14th

Heart Rhythm Society
May 10–13, 2017
Issue: May 2nd

Society for Vascular Surgery
May 31–June 3, 2017
Issue: May 23rd

European Society of Cardiology
August 26–30, 2017
Issue: August 15th

Transcatheter Cardiovascular Therapeutics
October 29–November 2, 2017
Issue: October 24th

American Heart Association
November 11–15, 2017
Issue: November 7th

Please Note: Conference distribution subject to change. Please contact your Sales Representative prior to finalizing your media plan.
Advertising Incentive Programs

Second Issue Discount
Advertise in the first issue of any month and receive a 20% discount off the gross cost of the second issue in the same month.

Buy 12, Get 2
Advertise in 12 issues and receive 2 free ads.

Buy 6, Get 1
Advertise in 6 issues and receive 1 free ad.

JACC Combo Buy
Advertise in JACC and receive 15% discount off the gross cost of an insertion in JACC: Cardiovascular Interventions.

Special Issue: On Target® Study
An ad measurement study will be conducted in the August 14th issue of JACC: Cardiovascular Interventions by Readex Research, an independent market research company. The On Target Ad Study asks a sample of journal readers a series of questions regarding each advertisement. Advertiser scores are tabulated and ranked for easy comparison.

- Place an ad in this issue and receive complimentary feedback from our readers – your potential customers.
- Quantitative and qualitative feedback is obtained including confidential written verbatim comments.
- This is a free study for 1/2 page and larger advertisers in the August 2017 issue. Contact your sales representative for further details.

Notes
- Advertising incentive programs cannot be combined (except with the JACC Combo Buy)
- Paid ads must run before free ads are placed.
- Free ads must be the same size or smaller than their paid counterparts.
- Free ads must be for the same product as their paid counterparts.

For more information, please contact us at: (800) 649-9800 or email: sales@russelljohns.com
**Journal Website Banner Advertising**

### JACC: Cardiovascular Interventions Digital Package
The digital package includes journal website ROS banner ads, journal website interstitial banner ads, monthly TOC banner ads, and mobile optimized site.

- Exclusive monthly opportunity

**Rate**
$10,000 net per month

<table>
<thead>
<tr>
<th><strong>Website ROS Advertising</strong></th>
<th><strong>Banner Positions</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (top, all pages)</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Medium Rectangle (right side, all pages)</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**Monthly Metrics**

- interventions.onlinejacc.org
- Pageviews: 39,716*
- Unique Visitors: 18,714*
- Visits: 24,622*
- US Ad Impressions**: 63,917**

### Interstitial Advertising
You can now purchase interstitial banner advertising on the JACC: Cardiovascular Interventions website. Banner ads appear before the homepage is viewed by a visitor. These banners display for 5 seconds. Interstitial ads only display to non-ACC members and display one time per visit.

<table>
<thead>
<tr>
<th><strong>Banner Positions</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle: 300 x 250</td>
</tr>
<tr>
<td>Rectangle: 300 x 600</td>
</tr>
<tr>
<td>Rectangle: 480 x 600</td>
</tr>
</tbody>
</table>

---

*Google Analytics: April-July 2016
**Google DART 2017 Monthly Projection

For more information, please contact us at: (800) 649-9800 or email: sales@russelljohns.com
Journal Banner Advertising

JACC: Cardiovascular Interventions Digital Package (con’t)

**Online Regular TOC**

Banner Positions

<table>
<thead>
<tr>
<th>Leaderboard</th>
<th>Rectangle</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

Metrics*

- Average monthly recipients: 23,150
- Average Open Rate: 21%

- Including full US membership of ACC and individual opt-ins
- eTOCs are sent twice a month

**iPad, iPhone, and Android Advertising**

Banner Positions

<table>
<thead>
<tr>
<th>Tablets (iPad and Android)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interstitial, Landscape</td>
</tr>
<tr>
<td>Interstitial, Portrait</td>
</tr>
<tr>
<td>Home Screen</td>
</tr>
<tr>
<td>Table of Contents</td>
</tr>
<tr>
<td>Abstract Page</td>
</tr>
<tr>
<td>Article Menu Bar</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Smartphones (iPhone and Android)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interstitial (portrait only)</td>
</tr>
<tr>
<td>Home Screen</td>
</tr>
<tr>
<td>Table of Contents</td>
</tr>
<tr>
<td>Abstract Page</td>
</tr>
</tbody>
</table>

Monthly Metrics**

- Share of Voice (SOV): 50%
- JACC Interventions Unique Screen Views: 6,522

Rate

Please contact your Sales Representative.

*Silverchair, Sep-Nov 2016 monthly average

**Elsevier App Stats Monthly Average Jan-Jun, 2016

For more information, please contact us at: (800) 649-9800 or email: sales@russelljohns.com
Journal Banner Advertising (continued)

Articles in Press (AIP) eTOC

The article in press eTOCs are purchased separately and not included in the JACC Cardiovascular Interventions Digital Package

Banner Positions

Medium Rectangle (right column) 300 x 250

Metrics*

Average number of weekly recipients 23,161
Average Open Rate 19%

Rate
$3,000

*Silverchair, Sep-Nov 2016 monthly average
**Custom Media Opportunities**

**JACC Grand Rounds**

The JACC Grand Rounds feature video highlights from the leading cardiovascular conferences presented by the JACC: Cardiovascular Interventions editors and other experts in the field of cardiology.

**Conferences include:**
- American College of Cardiology
- European Society of Cardiology
- American Heart Association
- Transcatheter Cardiovascular Therapeutics
- Heart Rhythm Society
- Heart Failure Society of America
- Cardiovascular Research Technologies

Exclusive (100% SOV) banner advertising on JACC Grand Rounds landing page and individual video interview pages.

**Banner Positions**
- **Leaderboard (top)**: 728 x 90
- **Skyscraper**: 160 x 600
- **Leaderboard (bottom)**: 728 x 90

**Includes Marketing Package to drive traffic:**
- Access to JACC Grand Rounds from JACC journal home page
- Promotional print advertisements in JACC and CardioSource Journals with sponsorship recognition
- Promotional banner advertisements on JACC journal websites and eTOCs with links to JACC Grand Rounds website
- (3) Promotional custom email blasts to Elsevier database of cardiologists (combined 50,000 sends) with sponsorship banners.
- (3) Promotional mentions within ACC e-newsletters. 50,000/send
- Mention within ACC social media posts (Facebook, Twitter and Linked-In)

**Rate**

Please contact your Sales Representative.
Custom Media Opportunities (continued)

JACC Topic Collections

- Exclusive 100% SOV banner advertising within a collection of articles selected by the JACC: Cardiovascular Interventions editors.

- Existing Topic Collections include:
  — Imaging in the Cath Lab; CTA/MRI; Angiography & QCA
  — Intravascular Diagnostics
  — New Technologies/Innovations/Translational Science
  — Outcomes/Operator Volume/Public Reporting/Misc. Topics
  — PCI - ACS/NonStemi
  — PCI - Acute MI
  — PCI – Angiogenesis/Cell Therapy
  — PCI – Structural/Valvular/Defect Closure/Atrial Appendage Closure/HCM
  — PCI – DES/Bioresorbable Scaffolds
  — PCI - Diabetes
  — PCI - Left Main Disease/Bifurcations/Chronic Total Occlusions
  — PCI – Carotid
  — PCI - Peripheral
  — PCI - Thrombectomy/SVG Embolic Protection; Atherectomy
  — PCI Renal Insufficiency
  — PCI-Pharmacologic/Biologic Adjuncts
  — Restenosis/Instent Restenosis - Prevention and Mgt.
  — Vascular Access Closure Devices and Complications
  — Radiation Protection

- Includes the following:
  — Banner ads on collection landing pages follow reader to the selected article page
  — A separate marketing campaign of topic collection to ACC members
  — FREE banner advertisement within ACC Journal Scan reaching all ACC members. One banner for every 3 months of Topic Collection advertising.

Banner Positions

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (top and bottom)</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Large rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

Rate

Please contact your Sales Representative.
Custom Media Opportunities (continued)

**Journal-branded Resource Centers**
A journal-branded, industry-sponsored website of educational content on a specific topic or theme

- **Resource Center Content**
  - Previously published journal content
    - Articles, supplements, case studies, abstracts, etc., selected by editor/guest editor
  - Content made available to subscribers and non-subscribers
  - New multi-media content
    - Educational self-study courses, webinars, author interviews, expert commentary, video roundtable discussions, slide presentations, etc.
    - Sources include: journal authors, newly created original content, educational events, societies/associations and sponsor-supplied
    - Potential for indexing (PubMed, Medline, etc.) with journal write-up
  - Additional information (references, resources, links, surveys, etc.)
  - CME or Non-CME

- **Editorial Review and Approval Process**
  - All resource center content requires editorial review and approval prior to being published
  - Journal editors often assign a guest editor/s to curate content and oversee approval process

- **Funding and Recognition**
  - Typically single-sponsor, yet can be multi-sponsor supported
    - Sponsor receives logo/text recognition and link to company website

- **Audience Generation**
  - Print, website and eTOC banner advertisements
  - Custom e-blasts
  - Social media

**Editorial Supplements**
Mailed with publication and available online.
Content is peer-reviewed and indexed.

**Rate**
Please contact your Sales Representative.

For more information, please contact us at: (800) 649-9800 or email: sales@russelljohns.com
Custom Media Opportunities (continued)

CRT Conference Abstract Issue
Cardiovascular Research Technologies (CRT) 2017 will take place from February 18-21, 2017 in Washington, DC. This year’s conference will be the most comprehensive to date. CRT 2017 has many new and exciting features, including a new, cutting-edge Valve & Structural Heart track, in addition to its standard five subject areas—Coronary, Endovascular, Science, Technology and Nurse & Tech. Also new this year will be the Essentials of Clinical Research course as well as more exciting hands-on workshops and simulations. With over 2,000 attendees, CRT continues to be a leading boutique interventional cardiology meeting.

Sponsorship Opportunity
The CRT abstract supplement is an ideal opportunity to reach cardiology fellows, affiliates, and affiliates in training through an educational tool that will be referred to repeatedly after the Annual CRT Conference.

Distribution
Polybagged with the March issue of JACC: Cardiovascular Interventions to over 15,000 subscribers

Rate
Please contact your Sales Representative.

Fellows in Training (FIT) Targeted Advertising Program
• One year exclusive advertising opportunity
• Roadblock of FIT section of ACC.org (approximately 8.5k monthly impressions; .056% click through rate)
• Printing and affixing of Cover Tip on every FIT issue (sponsor supplied artwork)
• 4,100 average FITs per issue 2017
• Quote available upon request

For more information, please contact us at: (800) 649-9800 or email: sales@russelljohns.com
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.

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Printing
- Article translation
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Packaging
- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs

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- Place your order online, and track the production process

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.

An Electronic 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.

Reprint Capabilities
Print Media

Mechanical Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8” x 10-3/4”</td>
<td>—</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-1/2” x 10-1/4”</td>
<td>8-1/4” x 11”</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>16-1/4” x 11”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 4-3/4”</td>
<td>8-1/4” x 5-1/4”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/4” x 10”</td>
<td>3-7/8” x 11”</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>3-1/4” x 4-3/4”</td>
<td>3-7/8” x 5-1/4”</td>
</tr>
</tbody>
</table>

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

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

Print Ad Specifications

File Format
PDF or PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document.
- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

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 Macintosh menu-styled 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 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.

For more information, please contact us at: (800) 649-9800 or email: sales@russelljohns.com
Print Media (continued)

- 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).

Proofs
All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

Delivery
Submit PDF ad files to Russell Johns Associates at sales@russelljohns.com

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

Insert Requirements:

<table>
<thead>
<tr>
<th>Insert Type</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page insert</td>
<td>8-1/4” x 11”</td>
</tr>
<tr>
<td>4-page insert</td>
<td>16-1/2” x 11”, furnish folded to 8-1/4” x 11”</td>
</tr>
</tbody>
</table>

Trimming
1/8” trimmed off top, bottom, gutter and face. Keep all live matter 1/4” from all trim edges. Note that a 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 date

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.

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

Russell Johns Associates
17110 Gunn Hwy,
Odessa, FL 33556
(800) 649-9800
sales@russelljohns.com
Attn: Russell Johns Associates

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.
Digital Media

Journal Website Banner Ads

Creative Sizes

**Leaderboard 728 x 90**
Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

**Large Rectangle 300 x 250**
Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*).

Specifications

<table>
<thead>
<tr>
<th>Desktop/Tablet</th>
<th>JPEG/GIF, 40K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotation</td>
<td>Accepted</td>
</tr>
<tr>
<td>Animated GIF</td>
<td>Max 3 loops of animation, up to 15 seconds per loop</td>
</tr>
<tr>
<td>Static Image Resolution</td>
<td>RGB - 72 dpi</td>
</tr>
<tr>
<td>Acceptable File Format</td>
<td>GIF, JPEG</td>
</tr>
<tr>
<td>Acceptable File Types</td>
<td>Static, Animated</td>
</tr>
</tbody>
</table>

Rich Media Expanding & HTML In-Page Ads†

**Leaderboard 728 x 90**
Expands ▼ down to a maximum size of 728 x 315

**Large Rectangle 300 x 250**
Expands ◄ left to a maximum size of 600 x 250

Rich Media Specifications

<table>
<thead>
<tr>
<th>HTML5</th>
<th>150kB</th>
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</thead>
<tbody>
<tr>
<td>Flash</td>
<td>55K (GIF or JPEG must accompany Flash SWF file. Target URL and clickTag Required)</td>
</tr>
<tr>
<td>Rotation</td>
<td>Accepted</td>
</tr>
<tr>
<td>Animation</td>
<td>Max 3 loops of animation, up to 15 seconds per loop</td>
</tr>
<tr>
<td>Subsequent Size</td>
<td>2.2 MB (300KB)</td>
</tr>
</tbody>
</table>

Additional Notes:
- Flash Versions accepted: Flash 10 and lower
- Flash SWF files should not be hard-coded with the click-through URL
- Third party tags accepted
- Can target by zone
- Ads served via DFP by Google

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*Generic list of non-content pages available upon request though will vary by journal
†Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.
### Digital Media (continued)

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**Email Banner Ads**

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<tr>
<th>Creative Sizes</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard 728 x 90</strong></td>
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<td>Rotation</td>
<td>No</td>
</tr>
<tr>
<td>Required Resolution</td>
<td>72 dpi</td>
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<td>Acceptable File Format</td>
<td>.gif or .jpg</td>
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<td>Animation</td>
<td>No</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
<tr>
<td>3rd Party Tags</td>
<td>Yes, but only for click and impression tracking</td>
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**Mobile App Banner Ads - Tablets (iPad and Android)**

**Creative Sizes**

- **Landscape 1024 x 768**
- **Portrait 768 x 1024**
- **Leaderboard 728 x 90**

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**Mobile App Banner Ads - Smartphones (iPhone and Android)**

**Creative Sizes**

- **Portrait 320 x 480**
- **Leaderboard 300 x 50**

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