Advertising Rates And Specifications - 2017

Editor: Christiaan Vrints, Antwerp University Hospital, Belgium

The European Heart Journal: Acute Cardiovascular Care is the official journal of the Acute Cardiovascular Care Association (ACCA) of the European Society of Cardiology (ESC). The European Heart Journal: Acute Cardiovascular Care aims to publish the highest quality material, both clinical and scientific, on all aspects of acute cardiac care such as acute coronary syndromes, cardiogenic shock, cardiac arrest, cardiac arrhythmias and acute heart failure. It offers a unique integrative approach combining the expertise of the different sub-specialties of cardiology, emergency and intensive care medicine in the management of patients with acute cardiovascular syndromes. The journal includes articles which discuss interdisciplinary daily clinical practice, with space also dedicated to educational materials such as reviews, clinical case discussions, practical tips & tricks, how-to articles.

Readership profile: Cardiologists actively involved in the diagnosis and management of acute cardiovascular conditions

Journal Statistics

Volume: 6
Ranking: 10/78 in Critical Care and Intensive Care Medicine, 59/337 in Cardiology and Cardiovascular Medicine (SJR)

Print
Circulation: 832
Frequency: The journal is published 6 times per year.

Online - acc.sagepub.com
Average Monthly Page views: 24,477*
Average Monthly Unique Visitors: 4,600
e-Toc registrants: 428

*Online Statistics refer to the number of advert impressions served by one banner position

Advertising Rates & Information - 2017

Closing dates for print advertising:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Copy deadline</th>
<th>Mail date</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>11 November 2016</td>
<td>18 November 2016</td>
<td>06 January 2017</td>
</tr>
<tr>
<td>April*</td>
<td>13 January 2017</td>
<td>20 January 2017</td>
<td>03 March 2017</td>
</tr>
<tr>
<td>June</td>
<td>12 April 2017</td>
<td>19 April 2017</td>
<td>05 May 2017</td>
</tr>
<tr>
<td>August*</td>
<td>15 June 2017</td>
<td>22 June 2017</td>
<td>07 July 2017</td>
</tr>
<tr>
<td>October</td>
<td>17 August 2017</td>
<td>24 August 2017</td>
<td>08 September 2017</td>
</tr>
<tr>
<td>December</td>
<td>17 October 2017</td>
<td>24 October 2017</td>
<td>10 November 2017</td>
</tr>
</tbody>
</table>

Print advertising rates – 2017:

<table>
<thead>
<tr>
<th>Colour Rates</th>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td></td>
<td>£1,414</td>
<td>£1,289</td>
<td>£1,183</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td></td>
<td>£1,672</td>
<td>£1,546</td>
<td>£1,421</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td></td>
<td>£1,601</td>
<td>£1,481</td>
<td>£1,360</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td></td>
<td>£1,530</td>
<td>£1,415</td>
<td>£1,301</td>
</tr>
<tr>
<td>Half Page</td>
<td></td>
<td>£765</td>
<td>£707</td>
<td>£650</td>
</tr>
<tr>
<td>Double Spread</td>
<td></td>
<td>£2,828</td>
<td>£2,578</td>
<td>£2,366</td>
</tr>
</tbody>
</table>

Black and white rates

<table>
<thead>
<tr>
<th>Colour Rates</th>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td></td>
<td>£302</td>
<td>£336</td>
<td>£766</td>
</tr>
</tbody>
</table>

*Bonus Distribution
- April: EuroHeartCare 2017 - Jönköping, Sweden / EuroPrevent 2017 TBC
- August: ESC Congress 2017, 26th - 30th August - Barcelona, Spain / Acute Cardiac Care Congress TBC
Other Promotional Opportunities

Belly band: A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

Outserts (product samples, brochures): Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity—only one advertising outsert is permitted per issue.

Online Advertising

Available locations/sizes:
- Leaderboard (A) 728 x 90 pixels
- Skyscraper (B) 160 x 600 pixels
- Our standard rate is £49 per 1,000 impressions, with a minimum of £490/10,000 impressions per booking.
- Banner advertising may be available across multiple publications.
- Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions
- Third party ad tags accepted.
- Banner Ad Specifications:
  - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
  - Maximum size of banners: 100KB

E-Toc alert sponsorship:
Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. The sponsor may include a hyperlink and banner advert.
- Banner size: 728 x 90 pixels
- Acceptable File Formats: Static GIF, JPG, PNG
- Maximum size on banners: 40KB

Policy and Guidelines

General policy on acceptance of advertising
Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations. Any cancellations after the deadlines will be charged in full.
All advertising is subject to the publisher’s and society’s approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement. If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted.
If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

Mechanical requirements for print advertisements

Full Page
- Full page, bleed 286mm (h) x 216mm (w)
- Full page, trim size 280mm (h) x 210mm (w)
- Full page, type area 250mm (h) x 180mm (w)

Half Page
- Horizontal, Type Area 120mm (h) x 180mm (w)
- Horizontal, Trim Area 140mm (h) x 210mm (w)
- Vertical, Type Area 250mm (h) x 85mm (w)
- Vertical, Trim Area 280mm (h) x105mm (w)

Double Spread
Double page spreads need to be supplied as a full PDF page per advert, and not a joined spread of both. The dimensions remain as per normal full page adverts, including the bleed and cropmark requirements.

Requirements for electronic delivery
Please submit advertisements as print-ready PDFs.
Crop marks should be placed on all advertisements that bleed and offset.
All colour and greyscale graphics should be a minimum of 300 dpi at the finished size.
Colour graphics must be in CMYK.
The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

Related Journals

European Journal of Cardiovascular Nursing
cnu.sagepub.com
European Journal of Preventive Cardiology
cpr.sagepub.com

Contact Details

Publisher:
SAGE Publishing, 1 Oliver’s Yard, 55 City Road, London EC1Y 1SP, UK

For all advertising, reprint and supplement sales:
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