

# Circulation

## Cardiovascular Imaging

<http://circimaging.ahajournals.org>

Send all AHA insertion orders to:  
The Jackson Gaeta Group  
33 Smull Avenue • Caldwell, NJ 07006  
Att: Tina Auletta  
Phone: 973-403-7677 • Fax: 973-403-7837  
E-mail: JGGTINA@aol.com

American Heart Association   
**Learn and Live**



### GENERAL INFORMATION

#### Issuance

Frequency: Bimonthly

#### Established

2008

#### Editorial Content

*Circulation: Cardiovascular Imaging* publishes high-quality, patient-centric articles focusing on observational studies, clinical trials, and advances in applied (translational) research featuring innovative, multi-modality approaches to diagnosis and risk stratifications of cardiovascular disease. Modalities covered include: echocardiography, cardiac computed tomography, cardiac magnetic resonance imaging and spectroscopy, magnetic resonance angiography, cardiac positron emission tomography, noninvasive assessment of vascular and endothelial function, radionuclide imaging, molecular imaging, and others.

#### Editor

Marcelo F. Di Carli, MD  
Brigham and Women's Hospital  
Harvard Medical School  
Boston, MA

#### Circulation

13,000 individual members

#### Subscription Data

Rates: **Members (US)**  
Premium Professional: \$149  
General Professional: \$215  
**Non-Members (US)**  
Personal: \$215  
Institutional: \$325

#### Bonus Distribution

International Stroke Conference  
American College of Cardiology  
Cardiovascular & Interventional Radiology  
and Radiological Society of North America  
American Society of Nuclear Cardiology  
European Society of Cardiology  
AHA Scientific Sessions

### COVERAGE AND MARKET

#### Coverage: International

Markets served: Cardiologists and cardiovascular disease physicians, surgeons, electrophysiologists, internists, interventionalists, and others interested in cardiovascular medicine.

#### General Advertising Rates

(Effective 2009)

Frequency	full page	1/2 page	1/4 page
1x	\$1645	\$1120	\$920
3x	\$1615	\$1110	\$910
6x	\$1605	\$1100	\$900
12x	\$1595	\$1090	\$885
24x	\$1585	\$1070	\$870
36x	\$1540	\$1045	\$860

#### Combination Rates

- Advertise in *Circulation* and add on any of the six new titles at 50%.
- Buy the April 21, July 7, or September 8th issue of *Circulation* and add two new journals for a discount of 50% off the total cost of the first add-on and 60% off the total cost of the second add-on.
- Advertise in all six new journals alone, your cost:  
1pg B/W: \$1,605 x 6 = \$9,630 - 10% (\$963) = \$8,667  
1pg 4-color: \$2,705 x 6 = \$16,230 - 10% (\$1,623) = \$14,607

#### Special Incentive Programs

Continuity, add-on and integrated cover package discount programs are available. For more information, call The Jackson Gaeta Group at 973-403-7677; for International inquiries, call Fran Grega at 410-703-3500.

#### Color Rates

In addition to the earned black-and-white rate, the following color charges apply:

standard process color	\$ 860
matched (PMS) color	\$1050
matched (PMS) color (metallic)	\$1050
three and four color process	\$2200
five color	\$3245

Color charges are added for each full or fractional page on which color appears. For example, the color charge for a two-page, four-color spread would be \$4400 (\$2200 x 2); the color charge for a page five color plus a half page matched color would be \$4295 (\$3245 + \$1050). There is no charge for bleeds.

#### Insert Rates

Black & White page rate x number of pages. All inserts subject to a \$250.00 production fee (non-commissionable).

#### Premium Positions

To calculate page total, please add the percentage of premium to black-and-white page rate, plus any color charges that may apply.

cover 2 spread	50% premium
cover 3	25% premium
cover 4	50% premium
first after table of contents	25% premium
opposite first annotated	
table of contents	25% premium
opposite first	
editorial page	25% premium

#### Closing Dates

Month	Closing Date	Materials Due	Inserts Due
January	12/30	12/31	1/14
March	2/25	2/26	3/11
May	4/29	4/30	5/13
July	6/23	6/24	7/08
September	8/25	8/26	9/09
November	10/28	10/29	11/11

#### Online Advertising Opportunities

Advertising on the myLWW eJournal Network provides efficient exposure to your target audience. Contact your advertising representative about myLWW eJournal Network or visit <http://www.lww.com/advertisingonline> for more information.

# Advertising Policies

The AHA will sell advertising space in its publications when, in the determination of the AHA, the inclusion of the advertisement does not interfere with the purpose of the publication and the advertisement is not adverse to the AHA's policies, standards, positions, or principles. The AHA staff and those working on behalf of the AHA will not tell advertisers when an article concerning their product is scheduled to appear. Advertisements for a specific product will not be placed next to an article about that product. Placement of advertising adjacent to editorial content on the same topic is prohibited. Advertisers identified as attempting to use AHA's Rapid Access Publication (online ahead of print weeks in advance of the print issue mailing) to coordinate their advertisement placement, as demonstrated by the last-minute exchange of one advertisement for another, will be restricted from advertising in the AHA journals. The number of advertising pages in a print product will not exceed the number of editorial pages. Decisions to permit an advertisement are made independently of and without information pertinent to specific editorial content. Advertising sales representatives of the AHA have no prior knowledge of specific editorial content.

Products must conform to commonly accepted standards when available. They must be in accordance with all applicable federal and state laws, and they must meet applicable FDA regulations and FTC requirements. Adherence to legal and regulatory requirements concerning the content of advertising is the manufacturer's responsibility. Statements about and illustrations of all products must be in accordance with professional standards. They must not be deceptive or misleading by either statement or omission, must not disparage a competitor's product, and must not make unsupported claims. Vague statements or endorsements by individuals are unacceptable. Because food products and dietary supplements are not regulated by the FDA, advertisements for these products will not be considered.

The appearance of an advertisement in an AHA publication is neither an AHA guarantee nor endorsement of the product or service or the claims for the product or service made by the advertiser. A disclaimer to this effect must run in each journal on the Business Correspondence page. Companies may not refer to an appearance of an advertisement for their product in an AHA publication in any other advertising or promotion. The AHA's name and all AHA-registered service marks may not be used in any advertisement, in either AHA or other publications, without prior approval. However, footnote citations of scientific papers or statements published in AHA journals may be made in the customary manner. Any advertisement that cites AHA content (statements and guidelines, statistics) will be sent to AHA science review.

Advertisers and advertising agencies must agree to protect and indemnify the AHA against any and all liability, loss, or expense arising from claims of libel; unfair competition; unfair traded practice; infringement of trademarks, trade names, patents, copyrights, or proprietary rights; violations of rights of privacy; and any other claims resulting from any advertisement submitted to the AHA and accepted for publication in its journals.

AHA may enter into reciprocal advertising agreements with other societies or journals. These agreements should take into account the reach and frequency of both journals in question and result in an equitable exchange of value for both parties.

## PLACEMENT REQUIREMENTS

Advertisements are placed at the front and back of print editions of *Arteriosclerosis, Thrombosis, and Vascular Biology (ATVB)*; *Circulation Research; Hypertension; Stroke*; *Circulation: Arrhythmia and Electrophysiology*; *Circulation Heart Failure*; *Circulation: Cardiovascular Imaging*; *Circulation: Cardiovascular Interventions*; *Circulation: Cardiovascular Quality and Outcomes*; and *Circulation: Cardiovascular Genetics*. Advertisements are placed at the front, back, and between the front matter and the Issue Highlights section in *Circulation*. Additional wells are added to accommodate advertisements as necessary, with the approval of the Editor, so long as the previously stated rules regarding placement of advertising are maintained.

Placement of all advertising will be subject to the AHA's approval of copy. All advertising copy must be sent to the AHA Scientific Publishing Production Manager and to the editorial office of the journal in which the advertisement is proposed for inclusion for approval. The AHA Production Manager acts on behalf of and in consultation with AHA Scientific Journal Editors or their designees. Additionally, AHA Scientific Journal Editors have the right to refuse any advertisement. Resolution of any conflicts regarding inclusion of advertising will be conducted with the Journal Editor-in-Chief, the AHA (as represented by the Chief Science Officer), and the AHA Legal Staff.

The following restrictions will always apply:

1. The AHA will not accept advertisements from companies owned by tobacco companies, their parent company, or subsidiaries. "Parent" and "subsidiary" are defined as an entity in which there exists a 5% or greater ownership by, or of, a tobacco company.

2. Advertisements for alcoholic beverages will not be accepted.
3. Political advertisements will not be accepted.
4. Public service announcements from other organizations will not be accepted.

## ADVERTISING COPY

Advertising copy must meet the following requirements:

1. The advertisement must clearly identify the advertiser and the product or service being offered.
2. Layout, artwork, and format must be designed so that the ad cannot be confused with the editorial content of the publication. The word "advertisement" may be required.
3. Advertisements must not be deceptive or misleading, either by affirmative statement or omission.
4. Advertisements will not be accepted if they appear to violate the Principles of Medical Ethics of the American Medical Association or are otherwise unacceptable to the AHA. Complete scientific and technical data concerning the product's safety, operation, and usefulness may be required. The data may be either published or unpublished, but the source must be specifically noted ("unpublished data" is not enough). Samples of the apparatus, device, equipment, or instrument must not be submitted. For food products, the product's nutritional label must be submitted, showing serving size, caloric value, fat, saturated fatty acids, cholesterol, and sodium in the serving size, as well as the percent of Daily Reference Value or Reference Daily Intake (for vitamins and minerals) of the following six nutrients: vitamin A, vitamin C, iron, protein, fiber, and calcium. Vitamin preparation and dietary supplement labels must be submitted.
5. The AHA will accept advertisements in the form of preprinted inserts. Insert copy is also subject to AHA eligibility requirements as mentioned above. Insert specifications must conform to AHA publication specifications as stated in the advertising media kit. Supplied inserts must also conform to the guidelines of the Association of Medical Publications.

## GUIDELINES AND PROCEDURES

The following guidelines and procedures are adapted from and were developed through the cooperative efforts of member publishers of the Association of Medical Publications (AMP) in consultation with advertisers and advertising agencies. They are designed to set desirable standards for publication of supplied advertising inserts in medical journals. It is hoped that these guidelines will be accepted and used by the industry to maintain and promote readability by physicians and equity among advertisers (see <http://www.amponline.org/AMP/guidelines.html>).

1. Samples of full-size paper stock for inserts should be submitted in advance to publications for approval. Final furnished inserts must be the same stock weight and bulk as the approved sample.
2. Inserts for publication should be supplied fully printed, trimmed to the publisher's specific size, and ready for binding, unless prior arrangements have been made.
3. The grain of insert stock should run parallel to the binding edge of the publication.
4. The maximum acceptable thickness of paper stock is 0.004". The stock weight is to be governed by that commonly available in a 0.004" sheet, coated or uncoated. Allowable variation to the standard is 5% to encompass unevenness found in commercially coated and uncoated stock.
5. Inclusion of Business Reply Cards (BRCs) is acceptable with prior approval of mechanical specifications.
6. Variations that change the specifications or characteristics of the insert are not acceptable. Some examples are gatefolds, pop-ups, short-cut inserts, perimeter die-cuts, and mechanical devices, except for standard lacquering and that described above.
7. Special effects: Paper paste-ons may be affixed to the surface of the center area of an insert but may not cause undue bulking of thickness. Paper attachments, die-cuts, or other effects may not extend to within 2 inches of any trimmed edge (including binding edge), cover more than 20% of the page area, or result in undesirable changes in the characteristics of the insert stock.
8. Nonpaper insert stock is acceptable if the material demonstrates the same qualities as allowable paper stock.
9. Journals directed to smaller specialty audiences with a large proportion of nonpharmaceutical advertising may be exempt from some of these guidelines.
10. An Insert Review Committee of the AMP, composed of production managers of medical journals, has been formed to advise publishers and advertisers. Inserts submitted to publications may be referred to the committee for an opinion if there is concern about their compliance with the guidelines. The advice of the committee will be used to help publishers determine compliance of the inserts in question.

# Mechanical Specifications

## FILM AND INSERTS

### Page sizes, non-bleed

Full page	7" x 10" (17.78 cm x 25.40 cm)
1/2 page vertical	3 1/4" x 10" ( 8.25 cm x 25.40 cm)
1/2 page horizontal	7" x 4 3/4" (17.78 cm x 12.07 cm)
1/4 page	3 1/4" x 4 3/4" ( 8.25 cm x 12.07 cm)

### Page sizes, bleed

2 page spread	16 3/4" x 11 1/8" (42.55 cm x 28.25 cm)
1/2 page vertical	4 1/4" x 11 1/8" (10.80 cm x 28.25 cm)
1/2 page horizontal	8 3/8" x 5 1/2" (21.27 cm x 13.97 cm)

### Safety margins for live matter

maximum width	7 1/8" (18.10 cm) allowing 1/2" (1.27 cm) gutter and trim side
maximum depth	9 1/8" (23.18 cm) allowing 1/2" (1.27 cm) top and bottom

### Miscellaneous specifications

trim size	8 1/8" x 10 7/8" (20.64 cm x 27.62 cm)
halftone screen	133
maximum color density	300%
type of binding	perfect

## REPRODUCTION REQUIREMENTS

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is: PDF/X1-a:

Adobe Acrobat 6.0 + up. Media Requirements CD-ROM. **Electronic Transfer:** Internet, FTP. **Please contact your Production Associate prior to submitting a file via FTP or e-mail.** • Laser proof must accompany all digital file submissions • Ads must be complete and sized at 100% (Confirm final trim size of journal) • Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side) • All fonts and graphics must be embedded; Type 1 fonts are recommended • Ads must be saved as high resolution for print publication (Between 266 and 400 dpi for images containing pictures and text, 900-1200 dpi for black & white text) • Four-color solids should not exceed SWOP density of 280%; maximum density of 300% • Convert all RGB to CMYK • Color ads must be accompanied by SWOP-certified proof (Kodak Approval, IRIS, etc.) • **For additional digital submission information, including distiller options for PDF files, please visit our web site at: <http://www.lww.com/resources/advertisers/guidelines.html>.**

If you need additional help or have a question not covered, refer to <http://www.ddap.org> (Digital Distribution of Advertising for Publications) for more information on digital ad file preparation and submission.

### Sending/Receiving Files Via FTP To/From

To ftp files directly to our production department: please name your file using the Journal name, issue and advertiser name, in that order. Example: CIR032506Pfizer or HYP0406Pfizer. Once you have sent the file, please send Randy Ezell (*Circulation: Cardiovascular Imaging*) an email as notification the file has been sent and what it's named.

To access the site:

Host name: ftp://ftp3.lww.com

Login: baltadprod

Password: lwwbap06

*Login and password are case sensitive*

To retrieve files, access the site in the same manner. Make sure you secure the correct name of the file prior to attempting to retrieve it.

Please contact Randy Ezell (*Circulation: Cardiovascular Imaging*) with any questions.

Phone: 410-528-8533, E-mail: [randy.ezell@wolterskluwer.com](mailto:randy.ezell@wolterskluwer.com)

### Paper stock

covers	8 point coated
inside pages	40 pound coated
four-color process	40 pound coated

### Film shipping instructions

Please send all materials to:

Randy Ezell, Production Associate

Lippincott Williams & Wilkins

*Circulation: Cardiovascular Imaging*

351 West Camden Street

Baltimore, MD 21201-2436

Phone: 410-528-8533

Fax: 443-451-8138

E-mail: [randy.ezell@wolterskluwer.com](mailto:randy.ezell@wolterskluwer.com)

### Insert acceptance

A paper and insert sample must be submitted to the publisher for approval. The AHA follows the AMP Insert Guidelines. Short-cut inserts are not accepted. Demographic and/or geographic splits are limited to three per issue. All inserts must be furnished printed, folded and untrimmed. Multiple-leaf inserts must be furnished folded with a closed head. All inserts subject to a \$250.00 production fee (non-commissionable).

### Disposition of inserts

Inserts are destroyed 48 hours after mail date of issue for which they are marked unless instructed otherwise.

### Insert trimming

minimum size	8 7/16" x 11 1/8" (21.43 cm x 28.25 cm)
head, foot, face	3/16" (0.48 cm)
gutter	1/8" (0.32 cm)
publication jogs to safety	head keep live matter at least 1/2" (1.27 cm) from trim

### Insert paper stock

	minimum	maximum
single leaf	60 pound	100 pound
gatefold	60 pound	100 pound

### Insert quantities (includes spoilage)

15,000

### Insert shipping instructions

Please send all inserts to:

Name of Journal (issue date)

CJS/Lancaster

Attention: Kelli Parmer

3575 Hempland Road

Lancaster, PA 17604-3657

Phone: 1-800-724-4400, ext. 6819, E-mail: [parmerk@cadmus.com](mailto:parmerk@cadmus.com)