



AMERICAN
COLLEGE of
CARDIOLOGY®

2024 ACC Rate Card

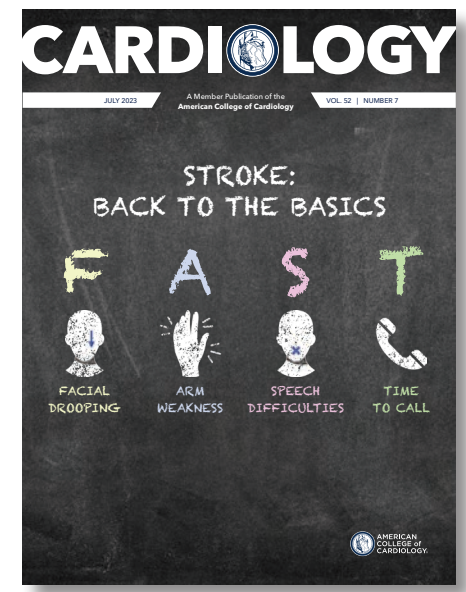
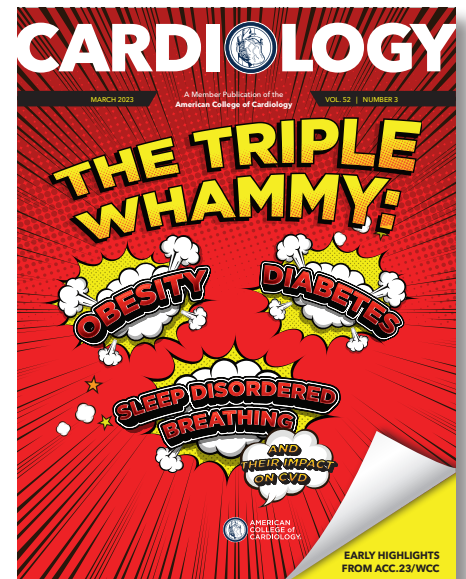
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**TRANSFORMING
CARDIOVASCULAR
CARE FOR ALL**

Cardiology is the American College of Cardiology's (ACC's) flagship member magazine and reaches 56,000 members every month, in print and digitally. The magazine is a comprehensive and trusted source for features on the top trends in cardiovascular medicine and innovation, as well as expert commentary from leaders in their fields, and news and updates on the latest clinical, health policy and educational happenings - putting it all in perspective for today's clinical practice.

- ACC members prefer *Cardiology* magazine over other similar cardiovascular news publications¹
- ACC members trust *Cardiology* magazine for its credible content¹
- Award-winning publication²



¹ May 2023 ACC member survey

²2023 GDUSA-Graphic Design USA: HEALTH + WELLNESS

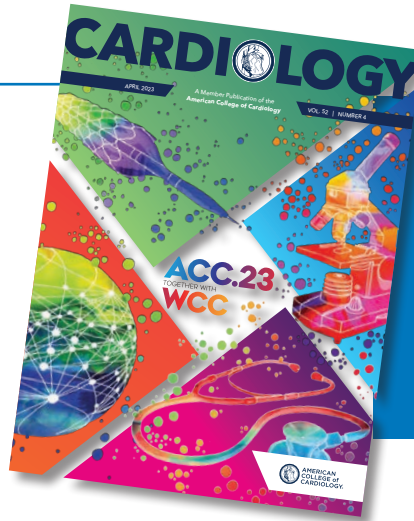
PRINT CIRCULATION

TOTAL PRINT CIRCULATION: 35,500

CIRCULATION VERIFICATION: Sworn statement

BREAKDOWN OF CIRCULATION:

ACC Members (Domestic Cardiologists)	~25,000
ACC Interventional Cardiologists	~3,000
ACC Fellows in Training	~4,000
CV Team Members	~3,500



ADVERTISING & SALES OFFICE

M. J. Mrvica Associates, Inc.
2 W. Taunton Avenue
Berlin, NJ 08009

(P) 856-768-9360

(F) 856-753-0064

markmrvica@mrvica.com

GENERAL INFORMATION

Cardiology magazine has been the member publication of the ACC since 1972, and is published monthly. Its mission is to put the latest research, science and clinical guidelines in the context of daily clinical practice and to provide clinicians across the entire spectrum of cardiovascular care with updates and commentary on professional news and trends.

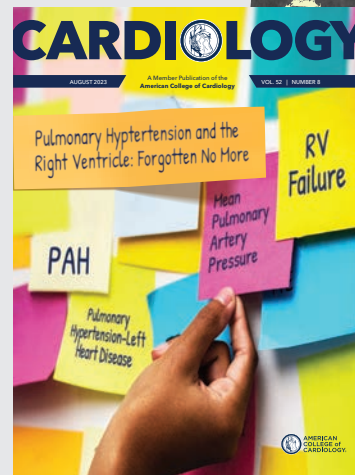
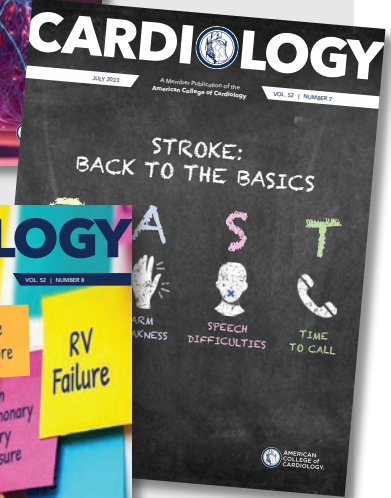
EDITORS IN CHIEF



Peter C. Block, MD, FACC, is a professor of medicine and cardiology at Emory University Hospital and School of Medicine in Atlanta, GA.



John Gordon Harold, MD, MACC, is clinical professor of medicine at Cedars-Sinai Smidt Heart Institute and David Geffen School of Medicine at UCLA. He is a past president of ACC.



2024 EDITORIAL CALENDAR*

Issue	Cover Story	Clinical Update
January	Celebrating ACC's 75 Years of Serving CV Clinicians and Patients	Noninvasive Clinical Cardiology
February	Clinical Cardiology	American Heart Month
March	ACC.24: An Insider's Guide	Amyloidosis
April	Valvular Disease	Clinician Well-Being
May	ACC.24: New Science, New Insights	Cardio-Oncology; Hypertension and Stroke
June	Interventional Cardiology	Sports Cardiology
July	Atrial Fibrillation	Health Equity
August	Acute Coronary Syndromes	Immunizations and Cardiovascular Health
September	Renal Denervation For Hypertension	Cholesterol; Peripheral Artery Disease
October	Structural Heart Disease	Sudden Cardiac Arrest
November	Heart Failure	Diabetes and the Heart
December	Clinical Cardiology	Social Determinants of Health: Integrating Within Clinical Practice

*Subject to change. Check with Sales Rep for information on additional features.

Regular columns in *Cardiology* magazine include: Focus on Heart Failure; Focus on EP; Peripheral Matters; Cutting-Edge Structural Interventions and For the FITs. Check with Sales Rep for more details on these and other columns.

ISSUANCE & CLOSING DATES

Issue Date	Closing Date	Ad Materials	Inserts**
January	12/4/23	12/11/23	12/13/23
February	1/8/24	1/15/24	1/18/24
March	2/12/24	2/15/24	2/20/24
April	3/11/24	3/19/24	3/21/24
May	4/8/24	4/16/24	4/18/24
June	5/6/24	5/14/24	5/16/24
July	6/3/24	6/11/24	6/13/24
August	7/1/24	7/9/24	7/11/24
September	7/29/24	8/6/24	8/8/24
October	9/2/24	9/10/24	9/12/24
November	10/7/24	10/14/24	10/16/24
December	11/4/24	11/12/24	11/14/24
January	12/2/24	12/10/24	12/12/24

FREQUENCY: 12x year

MAILING CLASS: Periodical

BONUS DISTRIBUTION ISSUES*

March: ACC.24: April 6-8, Atlanta

August: ESC Congress 2024: Aug. 30-Sept. 2, London

October: TCT 2024: Oct. 27-30, Washington, DC

November: AHA 2024: Nov. 16-18, Chicago

*Subject to live conference being held with exhibition booths. Cancellations must be in writing prior to the closing date.

**Due date earlier if Publisher prints insert.

Check with Sales Rep for dates.

ACCEPTANCE OF ADVERTISING

All advertisements are subject to review and approval by the Editorial Board and *Cardiology* staff.

AD PLACEMENT POLICY

Interspersed within articles.

PRINT RATES

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.

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.

2024 COLOR ADVERTISING RATES

Frequency	King Page	3/4 Page	Standard "A" Page	1/2 Page King	1/4 Page
1x	\$8,465	\$8,120	\$7,165	\$7,035	\$5,165
3x	\$8,365	\$8,025	\$7,090	\$6,965	\$5,125
6x	\$8,235	\$7,895	\$7,000	\$6,865	\$5,090
12x	\$8,155	\$7,835	\$6,935	\$6,810	\$5,055
24x	\$8,085	\$7,750	\$6,870	\$6,765	\$5,025
36x	\$8,045	\$7,695	\$6,845	\$6,725	\$5,010
48x	\$7,995	\$7,680	\$6,800	\$6,700	\$4,985
72x	\$7,935	\$7,600	\$6,765	\$6,660	\$4,960

BLACK & WHITE RATE

Contact Sales Rep

PREMIUM POSITIONS

(In addition to earned B&W rate):

2nd Cover: 35%

4th Cover: 50%

Center Spread: 25%

INSERTS

Furnished inserts billed at B&W space rate, plus an additional \$700 non-commissionable. Check with Sales Rep for associated fees.

PRINT AD SPECS

Ad Sizes	Bleed	Non-Bleed
King Spread	21.25" x 14.25"	20" x 13"
King Page	10.75" x 14.25"	9.5" x 13"
3/4 Horizontal	10.75" x 10.75"	9.5" x 10"
Standard "A" Page	7.875" x 10.75"	7" x 10"
Standard "A" Spread	15.5" x 10.75"	15" x 10"
1/2 King Vertical	5.5" x 14.25"	4.625" x 13"
1/2 King Horizontal	10.75" x 7.25"	9.5" x 6.5"
1/4 Vertical	N/A	2.25" x 13"
1/4 Horizontal	N/A	4.625" x 6.375"

INSERTS

Quantity: 37,000 (includes spoilage)

Paper weight: 80# maximum

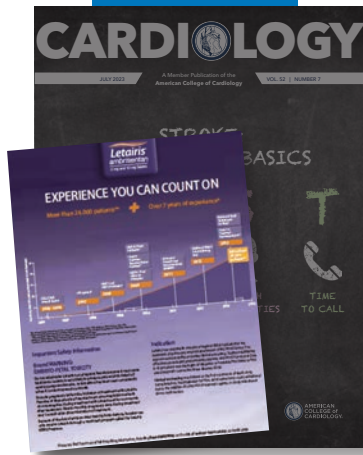
Specifications: 8" x 11" pretrimmed head and face (0.125" foot trim will be applied). Inserts should be supplied folded.

Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires preclearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with Sales Rep for availability and other information required.

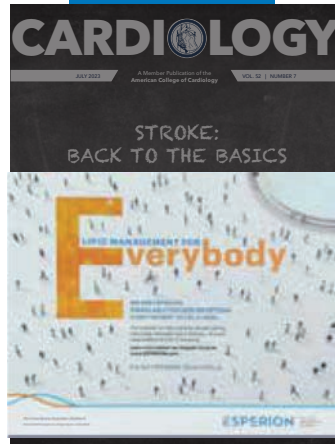
ADDITIONAL PROMOTIONAL OPPORTUNITIES

Outserts and **Cover Tips** are accepted for *Cardiology* magazine. Contact Sales Rep for pricing, availability and other information required.

OUTSERT



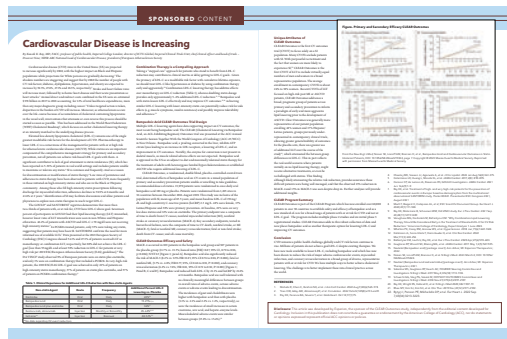
COVER TIPS



ADVERTORIALS

KOL interviews or a Paper Spotlight with key findings/take-home messages from a published article are options for paid advertorials that run within *Cardiology* magazine.

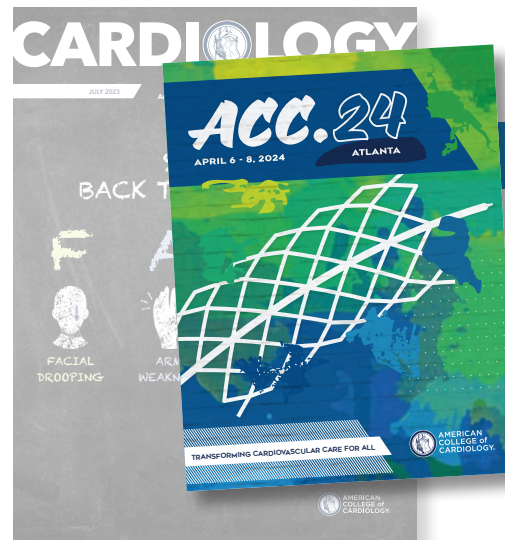
The ACC must approve the proposed KOL/topic/paper and the final advertorial. The designed pages must be distinct from ACC's editorial content, clearly marked as sponsored content and include ACC's standard disclaimer. The advertiser has the option to write, design and submit the advertorial or to pay an additional fee for this service.



PAPER SPOTLIGHT

SUPPLEMENTS

Supplements for polybagging with *Cardiology* magazine include conference highlights and "Best of" focused topics. Contact Sales Rep for topics, pricing and available issues.



SUPPLEMENT

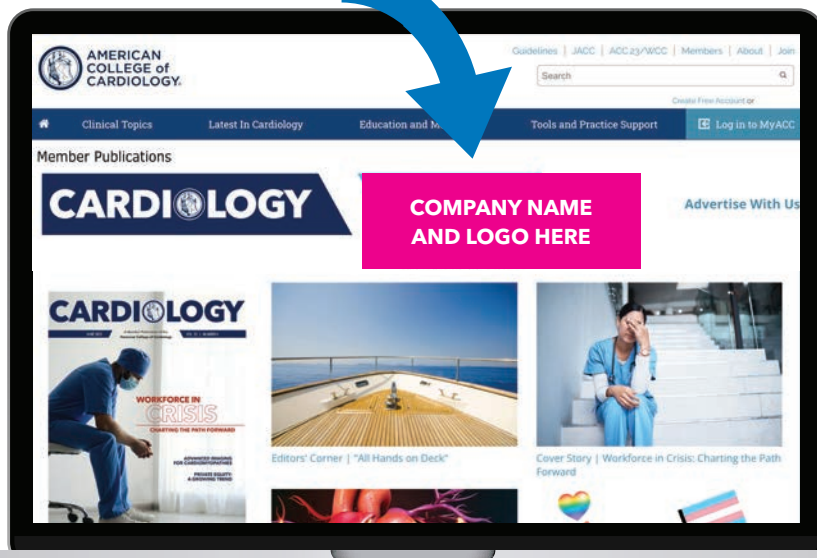
DIGITAL ADVERTISING

CARDIOLOGY MAGAZINE TOC NEWSLETTER

Reach ACC's members every month with an ad linked to your product or company webpage placed in the *Cardiology* magazine table of contents (TOC) newsletter sent by the ACC. Contact Sales Rep for pricing and details.

CARDIOLOGY MAGAZINE WEBPAGE SPONSORSHIP

Sponsorship of *Cardiology* magazine's webpage includes a digital banner for the month at the top of the magazine's webpage, ACC.org/Cardiology. Contact Sales Rep for pricing and details.



MECHANICAL REQUIREMENTS

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and insertion orders. Contact Sales Rep before ad is due for additional specifications. Submit in PDF format and convert all colors to CMYK. All fonts must be embedded. High-resolution images. File and proof should include bleeds and trim.

All materials should be supplied with the following specs:

TRIM SIZE: 10.5" x 14"

BLEED: 0.125"

LIVE MATTER: 0.5" from trim and gutter

TYPE OF BINDING:
Saddle-stitched

PAPER STOCK:

Inside: 50 lb. coated stock
Covers: 80 lb. coated stock

REPRODUCTION REQUIREMENTS:

Digital files required.

FILE SPECIFICATIONS

FILE FORMATS

Preferred format is PDF/Acrobat 4.05 or later, set for compatibility with PDF version 1.3 (Acrobat 4); EPS; TIFF. All high-resolution images and fonts must be included. All files must be in CMYK. 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. Do not nest EPS files. Adobe PDF Presets should be [PDF/X-1a: 2001].

PAGE LAYOUT

Supply as single page files only, Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the magazine, plus a minimum 0.125" bleed on all sides. Keep live matter 0.5" from trim edges. Crop marks and SWOP color bars must be included, position 0.5" outside trim. Reverse type should be no less than 6 pt. Fine lettering (thin lines, serifs) should be restricted to one color. All fonts and graphics must be embedded or included with the files and conform to the file formats listed above.

PROOFS

Proofs must be produced from the final file submitted. All proofs must conform to GraCol2013_CRPC26 standards. For complete details, visit https://www.color.org/registry/GRACoL2013_CRPC6.xalter. A color match cannot be guaranteed unless an acceptable proof meeting these standards is provided. Desktop inkjet printer proofs do not meet GraCol2013_CRPC26 standards.

DISPOSITION OF MATERIAL

Reproduction material will be held one year from last insertion.

DELIVERY OF MATERIALS

INSERTION ORDERS TO

M. J. Mrvica Associates, Inc.
Attention: Mark Mrvica
2 W. Taunton Avenue
Berlin, NJ 08009
(P) 856-768-9360
(F) 856-753-0064
Email: markmrvica@mrvica.com

R.O.B. AD MATERIAL TO

M. J. Mrvica Associates, Inc.
Attention: Mark Mrvica
2 W. Taunton Avenue
Berlin, NJ 08009
(P) 856-768-9360
(F) 856-753-0064
Email: markmrvica@mrvica.com

INSERT SHIPPING INFORMATION

Democrat Printing & Litho
Attention: Alan Mazander
6401 Lindsey Road
Little Rock, AR 72206
1-800-622-2216
Packaging should be clearly marked "Cardiology" with issue date



ACC JOURNAL SCAN

ACC's weekly newsletter, **ACC Journal Scan**, is an ACC member benefit sent to all members every Thursday morning. It contains a summary of timely, significant cardiovascular articles from leading peer-reviewed cardiovascular and medical journals.

ACC UPDATE

ACC's weekly newsletter, **ACC Update**, is an ACC member benefit sent to all members every Friday morning. It features the latest science, timely hot topics from across the ACC, personalized information relevant for the various specialties and member types, and more.

Contact Sales Rep for metrics or additional details. (Note, ads can be targeted towards domestic and/or international recipients, if applicable.)

ACC UPDATE MEETING NEWSLETTERS

A daily newsletter, **ACC Update From [Name of Meeting]**, is sent to all ACC members during the following four major cardiovascular meetings:

- ACC.24
- ESC Congress 2024
- TCT 2024
- AHA 2024

Contact Sales Rep for specific dates, pricing, deadlines and additional details.

DEADLINES

Ad Close: First Come, First Served
 Materials Close: 5 Business Days Before Deployment

DIGITAL AD SPECS

Dimensions: 300 x 250
 Resolution: 72 dpi*
 File Format: PNG, JPEG or GIF**

Please send ad files to Mark Mrvica: markmrvica@mrvica.com

* Ad art must be clear and text within the ad must be legible; minimal text is recommended. Any ads featuring a white background are required to have a 1 px border of a distinguishing color around the perimeter of the ad to separate it from e-newsletter content.

** GIF files are only for animated ads; the quality will be insufficient to display as a still image.



Sales Representative
 Mark Mrvica
 856-768-9360
markmrvica@mrvica.com

Advertise in the **ACC.24 Daily** - the daily newspaper of the American College of Cardiology's Annual Scientific Session & Expo to:

- Maximize your investment
- Gain visibility and drive traffic to your booth and/or educational session(s)
- Make connections with the cardiovascular community
- Showcase your product and services

On-site Issues Published Day 1/Saturday, Day 2/Sunday and Day 3/Monday

- Contain coverage of late-breaking science, keynote lectures and awards, and other meeting highlights, including a daily schedule of key events
- Distributed daily at two leadership hotels; hand-distributed at key convention center entrances each morning; and located in publication bins throughout convention center
- Day 1/Saturday issue pre-printed and distributed to all attendees in official meeting bags (ad space closing date Feb. 16, 2024)

Advertising Rates

Ad Size	B/W Per Issue	B/W 3 Issues	Color Per Issue	Color 3 Issues
Full Page	\$13,000	\$35,000	\$20,000	\$57,000
Junior Page	\$11,500	\$31,500	\$17,500	\$49,500
Half Page Horizontal	\$9,250	\$24,750	\$14,250	\$39,750
Half Page Vertical	\$9,250	\$24,750	\$14,250	\$39,750
Quarter Page	\$8,000	\$21,000	\$13,000	\$36,000
Inside Front Cover	N/A	N/A	\$33,000	\$96,000
Back Cover	N/A	N/A	\$35,000	\$102,000
Cover Tip	N/A	N/A	\$18,000	\$51,000

Print Ad Specs

	Bleed	Non-Bleed
Full Page		
Trim Size	10.625 x 15 in.	9.75 x 14.25 in.
Live Area	0.375 in. inside trim	0.375 in. inside trim
Bleeds	0.125 in. outside trim	N/A
Junior Page		
Trim Size	7.5 x 10 in.	7 x 9.5 in.
Live Area	0.375 in. inside trim	0.375 in. inside trim
Bleeds	0.125 in. outside trim	N/A
Half Page Horizontal		
Trim Size	10.625 x 7.5 in.	9.75 x 7 in.
Live Area	0.375 in. inside trim	0.25 in. inside trim
Bleeds	0.125 in. outside trim	N/A
Half Page Vertical		
Trim Size	5 x 15 in.	4.5 x 14.25 in.
Live Area	0.375 in. inside trim	0.25 in. inside trim
Bleeds	0.125 in. outside trim	N/A
Quarter Page		
Trim Size	5 x 7.25 in.	4.5 x 6.75 in.
Live Area	0.375 in. inside trim	0.25 in. inside trim
Bleeds	0.125 in. outside trim	N/A

Please supply all final print files in CMYK.

Closing Dates*

Day 1/Saturday

Ad Space: Feb. 16, 2024
Final ad artwork: Feb. 23, 2024

Day 2/Sunday & Day 3/Monday

Ad Space: March 8, 2024
Final ad artwork: March 15, 2024

*No deadline extensions.

Dates may differ for Cover Tip.

Please contact Sales Rep for more details.



The **ACC.24 Expo Guide** places important Expo information directly in the hands of attendees. It is the only printed resource specifically highlighting ACC.24 exhibitors, Learning Destination Sessions and Prime Time Events. The publication is a critical reference for attendees while at the show. This advertising opportunity is reserved exclusively for exhibitors through Dec. 31, 2023, after which any remaining ad slots may be made available to non-exhibitors.

Contents

- Expo map
- Exhibitor list alpha by company name
- Exhibitor list by booth number
- Details on all Learning Destination Sessions and Prime Time Events including session title, description and faculty

Distribution

- Distributed to all attendees in official meeting bags
- Distributed in publication bins located throughout convention center

Advertising Rates

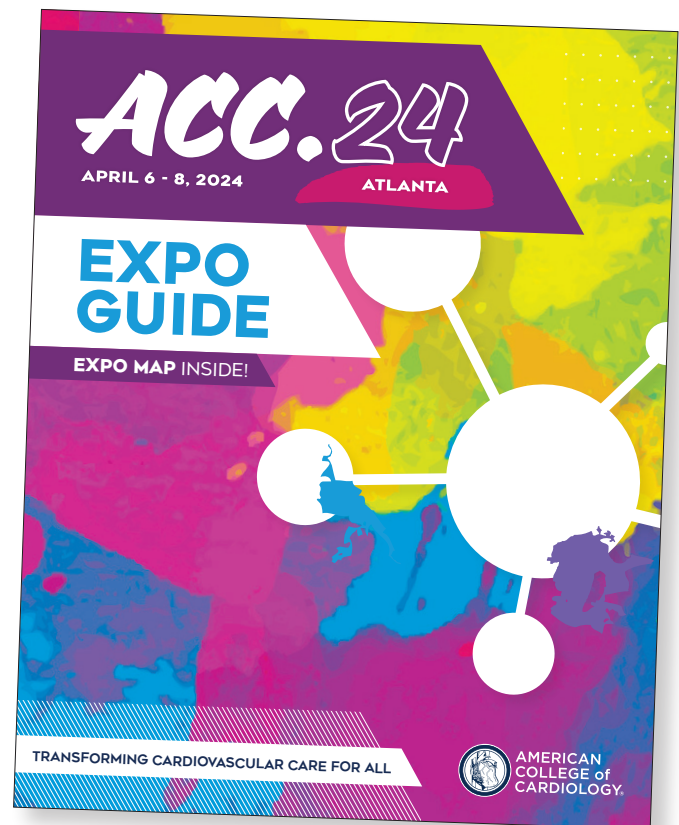
Full Page Ad \$10,000
 Inside Front Cover \$14,250
 Back Cover \$17,000

Print Ad Specs

Full Page Ad	Bleed	Non-Bleed
Trim Size	8.375 x 10.5 in.	7.625 x 9.75 in.
Live Area	0.375 in. inside trim	0.375 in. inside trim
Bleeds	0.25 in. outside trim	N/A

Closing Dates

Ad Space Feb. 16, 2024
 Final ad artwork Feb. 23, 2024



Sales Representative

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 856-768-9360
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