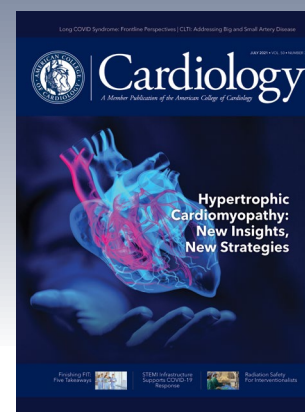
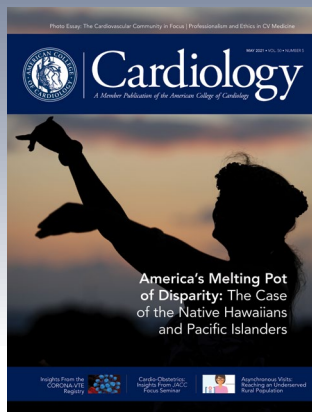
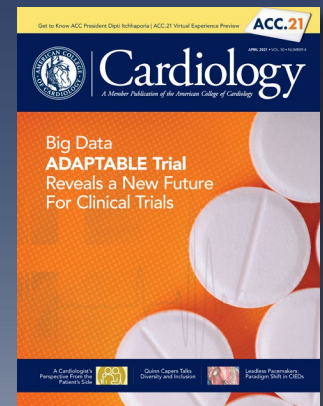
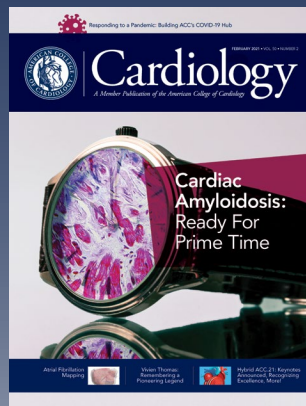
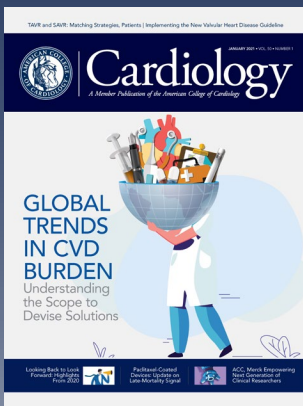




Cardiology

A Member Publication of the American College of Cardiology

2022 Media Guide



Cardiology is ACC's flagship member magazine and reaches 54,000 ACC members every month, in print and digitally. The magazine provides cardiovascular professionals across the spectrum with a comprehensive and trusted source of features on the top trends in cardiovascular medicine and innovation, along with expert commentary from leaders in their fields, updates on the latest health policy news, and clinical and professional news – putting it all in perspective for today's clinical practice.

- ACC members prefer *Cardiology* over other news magazines
- Top Ranked *Cardiology* publication and website
- ACC members trust *Cardiology* for its credible content



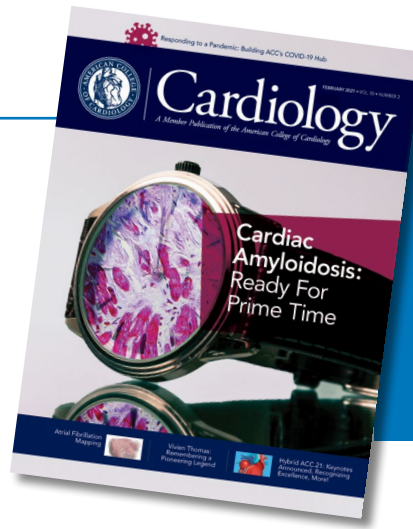
CIRCULATION

TOTAL PRINT CIRCULATION: 35,000

CIRCULATION VERIFICATION: Sworn statement

BREAKDOWN OF CIRCULATION:

ACC Members (Domestic Cardiologists)	~24,000
ACC Interventional Cardiologists	~3,000
ACC Fellows in Training	~4,000
CV Team Members	~4,000



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, is published monthly by the American College of Cardiology (ACC). 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.

Cardiology has been the member publication of the ACC since 1972, providing the College's 54,000 members with a single, comprehensive source of timely and professional information and news.

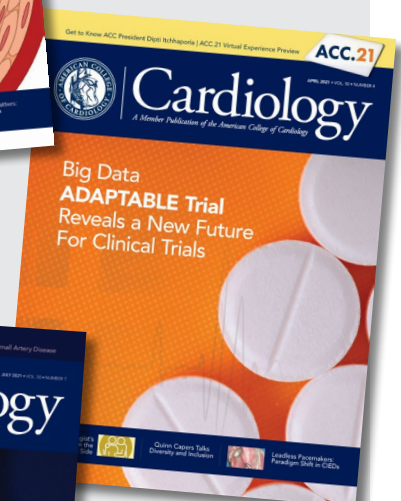
EDITORS-IN-CHIEF



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.





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.

CLASSIFIED LINE AD RATES

Frequency	King Page
1-50	\$235
51-100	\$435
101-150	\$635
151-200	\$840
201-250	\$1,050
51-300	\$1,250

ADVERTISING PAGE B/W RATES

Frequency	King Page	3/4 Page	Standard "A" Page	1/2 Page King	1/4 Page
1x	\$5,914	\$5,568	\$4,613	\$4,485	\$2,617
3x	\$5,814	\$5,474	\$4,538	\$4,414	\$2,574
6x	\$5,685	\$5,346	\$4,438	\$4,316	\$2,541
12x	\$5,605	\$5,287	\$4,385	\$4,262	\$2,505
24x	\$5,534	\$5,199	\$4,321	\$4,216	\$2,476
36x	\$5,493	\$5,145	\$4,298	\$4,175	\$2,459
48x	\$5,446	\$5,129	\$4,256	\$4,151	\$2,435
72x	\$5,387	\$5,052	\$4,216	\$4,110	\$2,413

COLOR RATE

(in addition to B&W rate):
\$2,550

PREMIUM POSITIONS

(In addition to earned B&W rate):
2nd Cover: 35%
4th Cover: 50%
Center Spread: 25%
Cover Tips, Outserts: (check with ad rep)

INSERTS

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

ISSUANCE & CLOSING DATES

Issue Date	Closing Date	Ad Materials	Inserts**
January	12/3/21	12/10/21	12/15/21
February	1/3/22	1/10/22	1/12/22
March	2/1/22	2/7/22	2/10/22
April	3/1/22	3/7/22	3/9/22
May	4/1/22	4/8/22	4/12/22
June	5/2/22	5/9/22	5/11/22
July	6/1/22	6/6/22	6/8/22
August	7/1/22	7/8/22	7/12/22
September	8/1/22	8/8/22	8/10/22
October	9/1/22	9/8/22	9/9/22
November	10/3/22	10/11/22	10/13/22
December	11/1/22	11/8/22	11/10/22
January	12/1/22	12/7/22	12/7/22

FREQUENCY: 12x year

MAILING CLASS: Periodical

BONUS DISTRIBUTION ISSUES*

March: ACC.22: April 2-4, Washington, DC

August: ESC Congress: Aug. 27-30, Barcelona

September: TCT: Sept. 16-20, Boston

November: AHA: Nov. 5-7, 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 ad 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.



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 your ad 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 material should be supplied to 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.

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

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 ACC for availability and other information required.

OUTSERTS

Specifications: **A-Size** - 8" x 11"

COVER TIPS

Quantity: 41,000 required

Trim size: 10.5" x 6"

NOTE: If client is providing the files for print, please include a bleed of .125". If client is providing preprinted material, they must be trimmed to spec.





ADDITIONAL PROMOTIONAL OPPORTUNITIES

Outserts, Cover Tips, Faux Cover and **Cover Wraps** are accepted for *Cardiology*. Contact your sales rep for pricing and available issues.

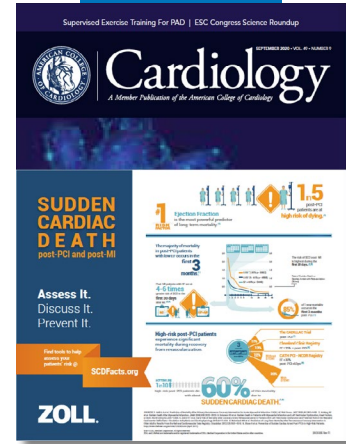
OUTSERT



COVER TIPS



FAUX COVER



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*.

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 via the Publisher.



PAPER SPOTLIGHT

SUPPLEMENTS

Supplements for polybagging with *Cardiology* include conference highlights and "Best of" focused topics. Contact your sales rep for topics, pricing and available issues.



SUPPLEMENT

DIGITAL ADVERTISING

Banner ads in the monthly table of contents newsletter mailed to ACC members by Publisher is available. Contact the ad rep for pricing and details.



DIGITAL FILE SPECIFICATIONS

FILE FORMATS

Preferred format is PDF/Acrobat 4.05 or later, set for compatibility with PD version 1.3 (Acrobat 4); EPS; TIFF. 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. Do not nest EPS files.

PAGE LAYOUT

Supply as single page files only, Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the journal, 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 6pt. 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 SWOP standards. For a list of current SWOP-approved proofs, visit www.swop.org/certification/certmfg.asp, and click on "Certified Systems & Ads." Desktop inkjet printer proofs do not meet SWOP standards. ACC cannot guarantee color match unless acceptable proof is provided.

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



AMERICAN
COLLEGE *of*
CARDIOLOGY®

Advancing Heart Care Worldwide