About the Journal

*Current Research: Cardiology* is an English language, open-access, peer review journal providing an intellectual platform for researchers in the field of experimental and clinical cardiology. An impressive international Editorial Board has been assembled and the focus is to publish, promote and disseminate the work of medical researchers in a manner that exemplifies the highest standards in research integrity.

Circulation and Online Statistics

<table>
<thead>
<tr>
<th>PRINT CIRCULATION (CANADA)</th>
<th>ENGLISH</th>
<th>FRENCH</th>
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<td>CARDIAC SURGERY</td>
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<td>CARDIOLOGY INTERESTS</td>
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<td>ENDOCRINOLOGY</td>
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<td>THORACIC SURGERY</td>
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<td>CRITICAL CARE INTEREST</td>
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<table>
<thead>
<tr>
<th>eTOC DISTRIBUTION (ELECTRONIC TABLE OF CONTENTS)</th>
<th>RECIPIENTS PER eTOC</th>
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<tbody>
<tr>
<td>SOCIETY MEMBERS, AUTHORS AND SUBSCRIBERS</td>
<td>6,000</td>
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<tr>
<td>AVERAGE OPEN RATE</td>
<td>37%*</td>
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<table>
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<tr>
<th>ONLINE STATISTICS</th>
<th>AVERAGE MONTHLY</th>
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<td>UNIQUE VISITORS</td>
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<td>PAGE VIEWS</td>
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* Source: Google Analytics

Circulation numbers are the publisher’s own data and may vary slightly from issue to issue. For exact circulation numbers for specific issues, please contact your Account Representative.

Direct enquiries and insertion orders to:
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Floor London, United Kingdom WC1A 2SE
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Email: cardiology@pulsus.com

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Publishing Medical Research Since 1984
2017 Advertising Rates

**Current Research: Cardiology | Experimental Clinical**

## 2017 Advertising Rates

### PRINT DISPLAY AD RATES

#### 4-COLOUR WITH e-PI

<table>
<thead>
<tr>
<th></th>
<th>FULL PAGE</th>
<th>2/3 PAGE</th>
<th>1/2 PAGE</th>
<th>1/3 PAGE</th>
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<th>DPS</th>
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<tbody>
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#### BLACK AND WHITE

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<th>DPS</th>
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</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2,000</td>
<td>$1,700</td>
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#### PREFERRED POSITIONS (COVERS INCLUDE 4-COLOUR PROCESS AND BLEED)

- Outside Back Cover: $7,680
- Inside Front Cover: $7,180
- Inside Back Cover: $6,660
- Opposite 1st TOC: 15% upcharge
- Other: 10% upcharge

#### Calendar of Events – Banner (Colour): $2,500

Preferred positions offered on a per contract basis

### OTHER ADVERTISING FORMATS

- Tip on – includes polybagging, does not include printing: $7,000
- Bellywrap – includes printing and polybagging: $6,000

1Available only to OBC advertisers

### INSERTS / OUTSERTS

- Insert (2 pages – 1 sheet): $6,000
- Outsert (2 pages – 1 sheet): $7,750

### COMMISSION AND DISCOUNTS:

Recognized agency commission 15%. Production charges are noncommissionable. A cash discount of 2% of the net billing is allowed if payment is made within 10 days from the date of invoice. Both the advertiser and its agency are jointly and severally liable for the payment of the invoice. Cancellations cannot be accepted after closing date.

### PAAB APPROVAL:

All drug advertisements, including prescribing information, must be cleared by the Pharmaceutical Advertising Advisory Board.

### MECHANICAL SPECIFICATIONS:

www.pulsus.com/mechspeca.pdf

Pulsus Group journals are defined by section 19 of the Income Tax Act. The deduction of advertising costs for advertising in these publications is, therefore, not restricted.

All prices quoted are gross; exclusive of applicable taxes

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### CLOSING DATES

#### ISSUE DATE | SPACE CLOSING | MATERIAL DUE | PROJECTED RELEASE DATE
---|---|---|---
Spring | February 5 | February 12 | March 11
Summer | May 6 | May 13 | June 10
Autumn | August 12 | August 19 | September 16
Winter | November 4 | November 11 | December 9

### DIGITAL AD RATES

#### BANNERS

<table>
<thead>
<tr>
<th></th>
<th>GOLD</th>
<th>SILVER</th>
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<th>eTOC</th>
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<tbody>
<tr>
<td>RATE</td>
<td>$1,000/ month</td>
<td>$750/ month</td>
<td>$500/ month</td>
<td>$2,000/ eTOC</td>
</tr>
</tbody>
</table>

#### DIMENSIONS (width x height)

- 728 x 90 pixels
- 160 x 600 pixels
- 160 x 600 pixels
- 728 x 90 pixels

#### DESCRIPTION

- Leaderboard (top position)
- Skyscraper (right hand side)
- Skyscraper (left hand side)
- Leaderboard (top and bottom)

- Banner ads due 5 days prior to the first of the month or 5 days prior to eTOC distribution
- Banner ad linked to URL of your choice
- Flash advertisements are not permitted
- Animated GIFs are permitted for online banners, not for digital edition (static only)
- Supported file formats: PNG, GIF or JPEG
- Static file not to exceed 40 KB; Animated GIFs not to exceed 200 KB
- eTOC sent concurrently with the print edition release. A second eTOC is sent to highlight Open Access previous edition and its most popular articles.
- All digital banner ads include sponsorship recognition in a print journal ad

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