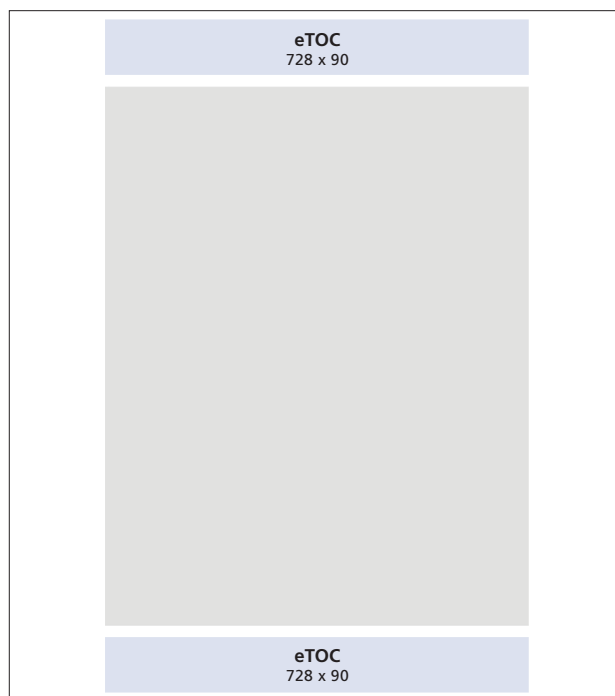
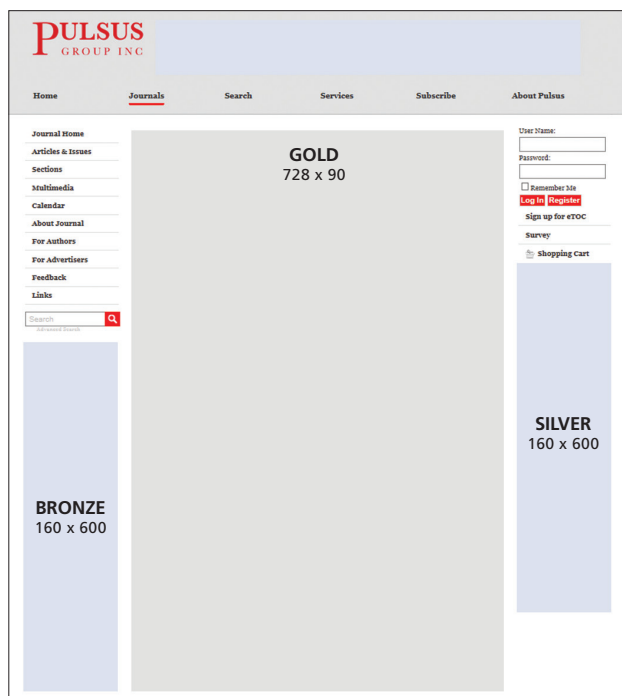


# Digital Advertising



- Banner ad linked to URL of your choice
- 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.

| BANNER TYPE | BANNER SIZE | WIDTH      | HEIGHT     |
|-------------|-------------|------------|------------|
| GOLD        | Leaderboard | 728 pixels | 90 pixels  |
| SILVER      | Skyscraper  | 160 pixels | 600 pixels |
| BRONZE      | Skyscraper  | 160 pixels | 600 pixels |
| eTOC        | Leaderboard | 728 pixels | 90 pixels  |

#### REQUIREMENTS:

- 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 should not exceed 40 KB; Animated GIFs should not exceed 200 KB



| JOURNAL                      | eTOC         |                     | AVERAGE MONTHLY* |           | RATES         |             |             |              |
|------------------------------|--------------|---------------------|------------------|-----------|---------------|-------------|-------------|--------------|
|                              | DISTRIBUTION | AVERAGE OPEN RATES* | UNIQUE VISITORS  | PAGEVIEWS | GOLD          | SILVER      | BRONZE      | eTOC         |
| Current Research: Cardiology | 6,000        | 37%                 | 1200             | 3500      | \$1,500/month | \$900/month | \$800/month | \$2,000/eTOC |

\*Source: Google Analytics

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