



RATE CARD

GENERAL INFORMATION

The *Texas Heart Institute Journal*, established in 1974, will be published online 6 times in 2018 by the Texas Heart Institute, Houston, Texas. The Texas Heart Institute is affiliated with CHI St. Luke’s Health–Baylor St. Luke’s Medical Center, Texas Children’s Hospital, and The University of Texas (UT) System.

For 25 consecutive years—since the rating system first began in 1991—the Texas Heart Institute has been ranked among the top heart centers in the country, as determined by *U.S. News & World Report’s* independent annual ranking of America’s Best Hospitals.

The *Texas Heart Institute Journal* publishes peer-reviewed clinical and investigative reports pertaining to the study and treatment of cardiovascular disease, with emphasis on material that has application in the practices of cardiologists, cardiovascular surgeons, internists, and other physicians who care for patients with diseases of the cardiovascular system.

The *Texas Heart Institute Journal* reaches professionals in the fields of cardiology and cardiovascular surgery. It also reaches professionals in internal medicine, general surgery, and interventional radiology who have a secondary specialty or interest in cardiology. The *Journal* is electronically distributed worldwide to thousands of readers and continues to provide the most recent medical research and clinical information. Its readers know that the *Journal* reflects the high standards and distinguished legacy of discovery and medical advancement established by the Texas Heart Institute.



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2018 Closing Dates

Issue	Space	Materials
February	Jan. 26	Feb. 2
April	March 19	March 26
June	May 14	May 21
August	July 18	July 25
October	Sept. 17	Sept. 24
December	Nov. 19	Nov. 26

CIRCULATION

REACHES 36,000 CARDIOVASCULAR SPECIALISTS

Online Size and Placement Options

Position (details)	Size (pixels)	Price, Per Insertion					
		1x	2x	3x	4x	5x	6x
Top of Every Page							
Banner (Left- or Right-Hand Side)	468 × 60	\$2,000	\$1,900	\$1,800	\$1,700	\$1,600	\$1,500
Home Page, Above the Fold							
Tower (Right-Hand Side)	160 × 600	\$1,750	\$1,650	\$1,550	\$1,450	\$1,350	\$1,250
Home Page, Above the Fold							
Tile (Left-Hand Side)	180 × 150	\$1,500	\$1,400	\$1,300	\$1,200	\$1,100	\$1,000
Home Page, Below the Fold							
Tile (Left- or Right-Hand Side)	180 × 150	\$1,250	\$1,175	\$1,100	\$1,025	\$950	\$875
All Other Pages, Above or Below the Fold							
Tile (Left-Hand Side)	180 × 150	\$1,000	\$950	\$900	\$850	\$800	\$750

ACCEPTANCE AND CONDITIONS OF ADVERTISING

Rate Card #33
Effective Jan. 1, 2018 – Dec. 31, 2018

Acceptance:

Subject to approval by editorial office. New files to be received by the publisher by the closing date. The *Journal* does not accept non-medical advertising.

Conditions:

The Advertiser and/or Advertising Agency agree to assume all liability for content of the ads printed and must be fully authorized for use of the ad's content. In consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher and Site Provider harmless from any loss or expense arising from an advertisement. The Publisher and Site Provider will not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to work stoppages, accidents, publishing schedules, acts of God, or any circumstance not within control of the Publisher or Site Provider. The Publisher and Site Provider are not responsible for the accuracy of any corrections or changes made to any Advertiser's materials. The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Site Provider's liability will not exceed the manufacturing cost of producing the ad.

Sequential Liability:

Advertiser and Advertising Agency are jointly and severally liable for payment. The *Texas Heart Institute Journal* will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

SITE PROVIDER'S LIMITED EXPOSURE STATEMENT

Site Provider assumes no financial responsibility for any error or omission occurring in the publication of an advertisement. If an error is the fault of the Site Provider, the Publisher/Advertiser will receive a credit for additional advertising space in the next available issue. All claims for errors in advertisements must be made in writing and received within 10 days of publication and will be considered only for the first insertion of the advertisement containing the error. An error that does not materially affect the value or content of an advertisement will not qualify for a credit, nor will any credit be allowed if the advertiser has seen and approved a proof.

In no event shall the Publisher or the Site Provider be liable to Advertiser, Agency, or any other parties for any further damages of any kind arising from advertiser's placement of advertising, including but not limited to direct, indirect, special, or consequential damages or lost profits.



**TEXAS HEART
INSTITUTE JOURNAL**

Ad Specifications

Ad Sizes		
Location	Width (pixels)	Height (pixels)
Banner	468	60
Tower	160	600
Tile	180	150

ELECTRONIC FILES ARE REQUIRED

Acceptable File Formats

- GIF
- Animated GIF
(Maximum Frames/Resolution: 5/4)
- JPG
- PNG
- Flash SWF
(Maximum Play Time: 45 seconds)

Unacceptable File Formats

- DOC
- PDF
- EPS
- TIF
- MOV
- WMV

Resolution Recommendations

A minimum resolution of 72 dpi is recommended. High resolution graphics may be down-sampled to ensure that images load quickly.

ONLINE ADVERTISING CONTRACT

LINKS TO ADVERTISER'S SITE ARE AVAILABLE FOR ALL ADS

PLACEMENT POLICY

Advertising placed at the editor's discretion.

AGENCY COMMISSION

A 15% commission is available to recognized agencies.

PAYMENT TERMS

Net thirty (30) days from date of invoice.
No cash discounts allowed.