



AMERICAN  
COLLEGE of  
CARDIOLOGY®

## 2025 ACC Rate Card

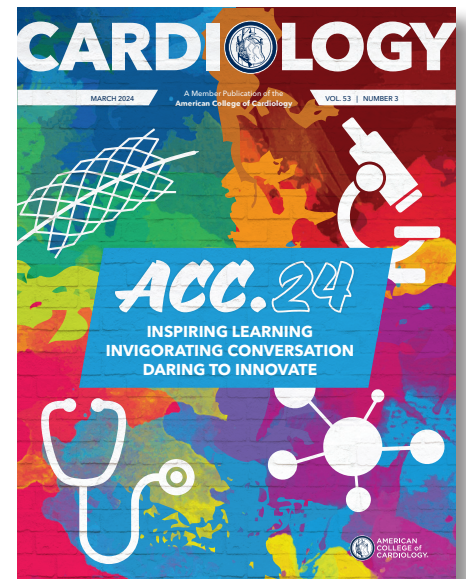
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**TRANSFORMING  
CARDIOVASCULAR  
CARE FOR ALL**

*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 publications<sup>1</sup>
- ACC members trust *Cardiology* magazine for its credible content<sup>1</sup>
- Award-winning publication<sup>2</sup>



<sup>1</sup> May 2023 ACC member survey

<sup>2</sup>2023 GDUSA-Graphic Design USA: HEALTH + WELLNESS

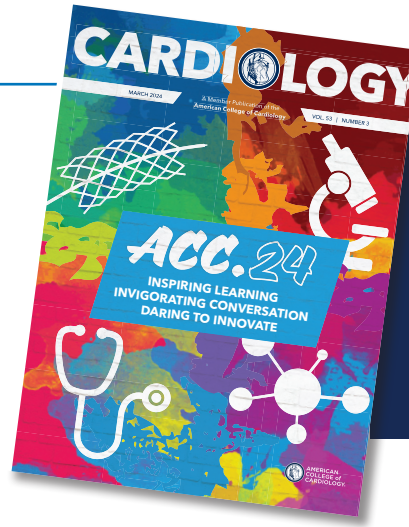
### PRINT CIRCULATION

**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](mailto: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 a clinical professor of medicine at Cedars-Sinai Smidt Heart Institute and David Geffen School of Medicine at UCLA. He is a past president of the ACC.



### 2025 EDITORIAL CALENDAR\*

Issue	Cover Story	Clinical Update
January	What's Ahead in 2025?	Noninvasive Clinical Cardiology
February	Pulmonary Embolism Update	American Heart Month
March	ACC.25: An Insider's Guide	Clinical Cardiology
April	Valvular Heart Disease	Pulmonary Arterial Hypertension: An Update
May	ACC.25: New Science, New Insights	Health Equity: Asian American Pacific Islanders; Hypertension Awareness Month
June	Acute Coronary Syndromes	Sports Cardiology; Cardio-Oncology
July	Arrhythmias and Clinical EP	Prevention
August	Structural Heart Disease	Immunizations and Cardiovascular Health
September	Noninvasive Imaging	Dyslipidemia; Peripheral Artery Disease
October	Interventional Cardiology	Global Progress on Noncommunicable Diseases
November	Heart Failure	Geriatric Cardiology
December	Clinical Cardiology	Vascular Medicine

\*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; For the FITs; Cutting-Edge Structural Interventions. Check with Sales Rep for more details on these and other columns.

### ISSUANCE & CLOSING DATES

Issue Date	Closing Date	Ad Materials, Inserts
January	12/2/2024	12/10/2024
February	1/9/2025	1/15/2025
March	2/12/2025	2/14/2025
April	3/11/2025	3/19/2025
May	4/8/2025	4/16/2025
June	5/6/2025	5/14/2025
July	6/3/2025	6/11/2025
August	7/1/2025	7/9/2025
September	7/29/2025	8/6/2025
October	9/2/2025	9/10/2025
November	10/7/2025	10/15/2025
December	11/4/2025	11/12/2025
January 2026	12/2/2025	12/10/2025

**FREQUENCY:** 12x year

**MAILING CLASS:** Periodical

#### BONUS DISTRIBUTION ISSUES\*

**March:** ACC.25: March 29-31, Chicago

**August:** ESC Congress 2025: Aug. 29-Sept. 1, Madrid

**October:** TCT 2025: Oct. 25-29, San Francisco

**November:** AHA 2025: Nov. 8-10, New Orleans

\*Subject to live conference being held with exhibition booths.

Cancellations must be in writing prior to the closing date.

Contact Sales Rep for opportunities to bundle with related ACC Update Meeting Newsletters (see more details on page 8) and/or the ACC.25 Daily newspaper or ACC.25 Expo Guide (see more details on pages 9 and 10).

#### ACCEPTANCE OF ADVERTISING

All advertisements are subject to magazine 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.

### 2025 COLOR ADVERTISING RATES

Frequency	King Page	3/4 Page	Standard "A" Page	1/2 Page	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 RATES

Contact Sales Rep.

#### PREMIUM POSITIONS

Inside Front Cover: 35%  
 Back Cover: 50%  
 Center Spread: 25%

### 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 Page 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 Page Vertical	5.5" x 14.25"	4.625" x 13"
1/2 King Page Horizontal	10.75" x 7.25"	9.5" x 6.5"
1/4 Page Vertical	N/A	2.25" x 13"
1/4 Page Horizontal	N/A	4.625" x 6.375"

### ADDITIONAL PROMOTIONAL OPPORTUNITIES

**Cover Tips** are accepted for *Cardiology* magazine. **Supplements** for polybagging with *Cardiology* magazine include conference highlights and "Best of" focused topics. **Add-ons** for polybagging with *Cardiology* magazine are also available. Contact Sales Rep for pricing, availability and other information required.



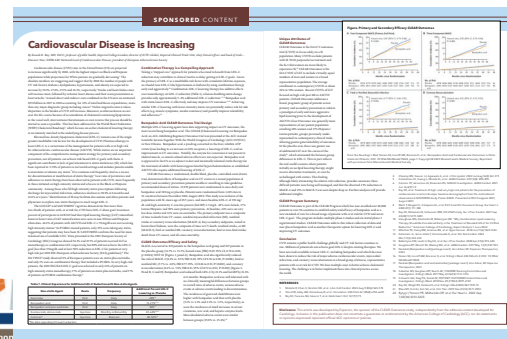
### PRINT AND DIGITAL ADVERTORIALS

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 print 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. The advertorial can also be posted as a page on [ACC.org](http://ACC.org) which will be linked to the *Cardiology* magazine newsletter and the *Cardiology* magazine webpage.

Contact Sales Rep for pricing and other information.



**PRINT ADVERTORIAL**



**DIGITAL ADVERTORIAL**

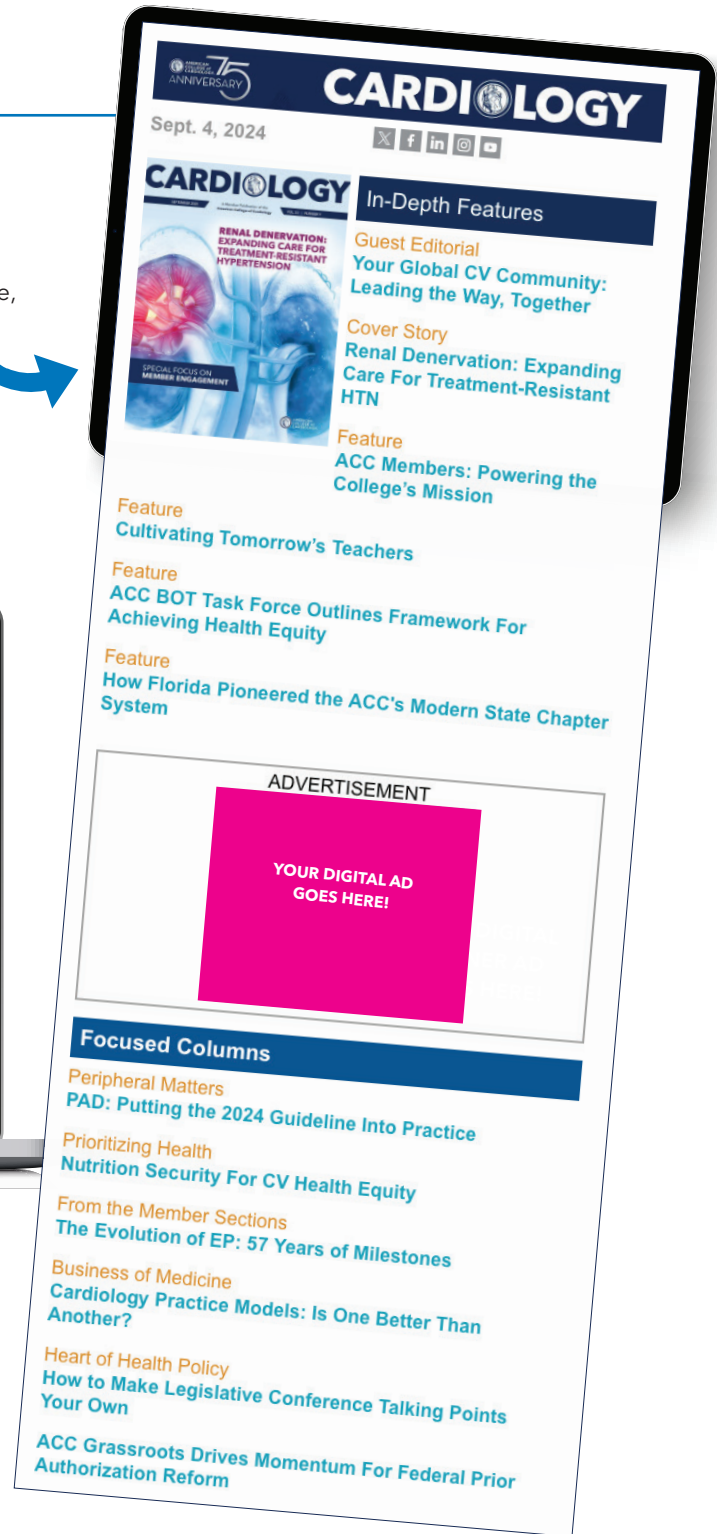
### DIGITAL ADVERTISING

#### CARDIOLOGY MAGAZINE 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 newsletter sent by the ACC. Contact Sales Rep for pricing and details. (Note, ads can be targeted towards domestic and/or international recipients, if applicable.)

#### 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](https://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](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](mailto: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](mailto:markmrvica@mrvica.com)





## 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.25: March 29-31, Chicago
- ESC Congress 2025: Aug. 29-Sept. 1, Madrid
- TCT 2025: Oct. 25-29, San Francisco
- AHA 2025: Nov. 8-10, New Orleans

Contact Sales Rep for specific dates, pricing, deadlines and additional details, including opportunities to bundle with related issues of *Cardiology* magazine (see more details on page 3).

## 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](mailto: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](mailto:markmrvica@mrvica.com)

Advertise in the **ACC.25 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. 7, 2025)

## Advertising Rates\*

Ad Size	Color Per Issue**
Full Page	\$15,000
Half Page Horizontal	\$10,000
Half Page Vertical	\$10,000
Inside Front Cover	\$30,000
Back Cover	\$25,000
Cover Tip (includes cost of printing)	\$30,000

\*Contact Sales Rep for information on additional sizes, black and white rates, opportunities to bundle with related issues of *Cardiology* magazine (see more details on page 3), the ACC Update From ACC.25 newsletter (see more details on page 8) and/or the ACC.25 Expo Guide (see more details on page 10).

\*\*Advertisers will receive a 10% discount for purchasing ad space in all 3 issues.

## Print Ad Specs

	Bleed	Non-Bleed
<b>Full Page</b>		
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
<b>Junior Page</b>		
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
<b>Half Page Horizontal</b>		
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
<b>Half Page Vertical</b>		
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
<b>Quarter Page</b>		
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.

**CHICAGO SATURDAY MARCH 29, 2025**

**ACC.25 Daily**  
AMERICAN COLLEGE OF CARDIOLOGY

**INSIDE**

- 10 LIVE REPORT: From Houston, MD, MPH, ACC.25 attendees will enjoy a special live broadcast from the expo.
- 14 YEAR IN REVIEW: Don Williams, MD, ACC.25 has been a part of the ACC.25 Daily for over 10 years.
- 17 BISHOP KEYNOTE: Bishop Mustafa, MD, MPH, ACC.25 will be the keynote speaker for the expo.

**MORE**

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**ACC.25 Delivers the Best of In-Person Education and Virtual Learning**

**AGIS-II: CSL112 Associated With Lower Rates of CV Death, MI**

**RELIEVE-HF: Does HF Type Impact Interatrial Shunting?**

## Closing Dates\*\*\*

### Day 1/Saturday

Ad Space: Feb. 7, 2025

Final ad artwork: Feb. 14, 2025

### Day 2/Sunday & Day 3/Monday

Ad Space: Feb. 28, 2025

Final ad artwork: March 7, 2025

\*\*\*No deadline extensions.

Dates may differ for Cover Tip.

Please contact Sales Rep for more details.

## Sales Representative

Mark Mrvica

856-768-9360

markmrvica@mrvica.com

The **ACC.25 Expo Guide** places important Expo information directly in the hands of attendees. It is the only printed resource specifically highlighting ACC.25 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, 2024, after which any remaining ad slots may be made available to non-exhibitors.

### Contents

- Expo map
- Exhibitor list alphabetically 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

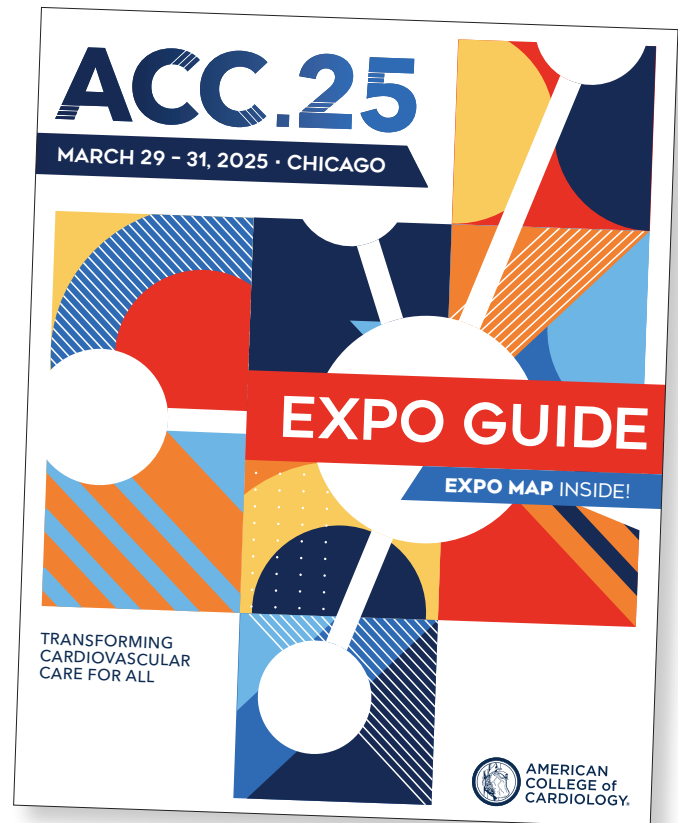
### Print Ad Specs

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. 7, 2025**  
 Final ad artwork ..... **Feb. 14, 2025**

Contact Sales Rep for opportunities to bundle with related issues of *Cardiology* magazine (see more details on page 3), the ACC Update From ACC.25 newsletter (see more details on page 8) and/or the ACC.25 Daily newspaper (see more details on page 9).



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