

# MEDIA KIT 2018

## Heart Lung and Circulation

### ADVERTISING RATES (excl GST)

Position	Price
Double Page Spread	\$7,665
Outside Back Cover	\$8,400
Inside Back Cover	\$5,460
Page Facing Inside Back Cover	\$4,830
Inside Front Cover	\$6,510
Page Facing Inside Front Cover	\$6,300
Page Facing Editorial/Title/Contents	\$5,985
Run-of-Book	\$4,200
Half Page Position	Rate
Page Facing Inside Back Cover	\$2,520
Page Facing Inside Front Cover	\$3,255
Page Facing Editorial/Title/Contents	\$3,150
Run-of-Book	\$2,205

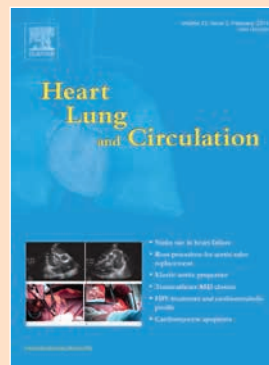
HLC's HealthAdvance URL: [www.heartlungcirc.org](http://www.heartlungcirc.org)

### ADVERTISING DEADLINES

Issue	Advertising Material Deadline	Cover Date
27/1	6 November 2017	January 2018
27/2	20 November 2017	February 2018
27/3	25 December 2017	March 2018
27/4	22 January 2018	April 2018
27/5	19 February 2018	May 2018
27/6	19 March 2018	June 2018
27/7	23 April 2018	July 2018
27/8	17 May 2018	August 2018
27/9	18 July 2018	September 2018
27/10	23 July 2018	October 2018
27/11	27 August 2018	November 2018
27/12	24 September 2018	December 2018

Rates exclude GST. Online advertising available, price on application. Please remember that the dates are approximate.

**Conditions.** All advertising material is subject to the approval of the publisher, who reserves the right to decline any material. We cannot accept responsibility for print quality if digital specifications are not followed. Costs will be incurred for any amendments or alterations made by Elsevier as a result of incorrect advertisement specifications.



*Heart, Lung and Circulation* (HLC) is the Official Journal of The Australian and New Zealand Society of Cardiac and Thoracic Surgeons, and The Cardiac Society of Australia and New Zealand. HLC publishes clinical and research articles in the fields of basic cardiovascular science, clinical cardiology, cardiac surgery, and emerging issues in cardiovascular disease.

HLC promotes multidisciplinary dialogue between cardiologists, cardiothoracic surgeons, cardio-pulmonary physicians and cardiovascular scientists. The journal has recently been accepted for indexing in Medline, as testimony to the high quality of the research reported.

The purpose of the Cardiac Society of Australia and New Zealand is to advance knowledge of the cardiovascular system, maintain professional and ethical standards and promote good fellowship among those in the field of cardiovascular medicine, surgery or their allied subjects. The Australian and New Zealand Society of Cardiac and Thoracic Surgeons represents cardiac and thoracic surgeons in Australia and New Zealand and is responsible for overseeing the selection and training of young surgeons.

**Circulation: 1450**

[www.heartlungcirc.org](http://www.heartlungcirc.org)

Editorial copies reach Key Opinion Leaders globally.

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## ADVERTISING SIZES

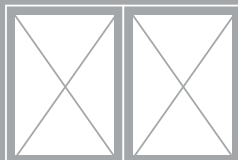
Full page



Half page landscape



Double page spread



DPS adverts must be supplied as 2 separate full pages with 5 mm bleed and a 3 mm clearance on the inside gutter margin. This is a Perfect Bound publication which requires gluing of the inside page margin – please be aware of this when designing your DPS advert. See the “Document” section below for further info.

Specification	Trim size [w x h]	Type area [w x h]	Bleed size [w x h]
Full page	210 x 280 mm	190 x 260 mm	220 x 290 mm
Half page landscape	210 X 140 mm	190 x 120 mm	220 x 150 mm
Double page spread	420 x 280 mm	187 x 260 mm per page	430 x 290 mm

## PRINT SPECIFICATIONS

### Software

We advise to generate and amend the artwork in the following design programs: Adobe InDesign, Adobe Illustrator, Adobe Photoshop or QuarkXpress.

### We accept

- We accept press ready, high resolution PDF files generated from native design programs through 3DAPv2 settings. The free 3DAPv2 Distiller settings for Windows and MacOS can be downloaded at [www.3dap.com.au](http://www.3dap.com.au).

### PDF checklist/preflight

- Artwork must be supplied in **CMYK only**, convert all images to **CMYK**
- Check all images/logos are minimum **300 dpi** (lesser resolution will reproduce poorly)
- Check trim size of full page adverts are **210 x 280 mm** and NOT 210 x 297 mm (A4)
- Include at least **3 mm bleeds** (5 mm preferable)
- Flatten all transparency
- Save as an Acrobat 4 (PDF 1.3) compatible file, **PRESS ready and NOT PRINT ready**

\* If you are generating PDFs through InDesign, Illustrator or Photoshop please flatten any transparent areas within the files before postscripting. For a complete reference and troubleshooting guide on how transparency affects output please refer to Achieving Reliable Print Output from Adobe Applications with Transparency at [www.adobe.com/studio/print](http://www.adobe.com/studio/print). There are also other invaluable guides under the headings of Print Resources, PDF & Printing and Colour & Transparency.

### We do not accept

- PDFs generated from **Office packages such as Word, Excel, Publisher or Powerpoint**.
- Any native files or Quickcut.

### Fonts

- We cannot guarantee the best printed results from Photoshop text.
- We do not accept TrueType or CID fonts. Use Postscript fonts or create an Outline of the fonts in Illustrator. Include all printer and screen fonts.

### Colours

- CMYK only for both colour images and illustrations.
- When saving files in the Photoshop EPS format do not include halftone screen, transfer function and do not embed colour profiles.
- It is recommended that all black type be made up using process black only, not four colours.
- The maximum total ink weight of the file in any area should not exceed 310% with a 90% black maximum, should use UCR and allow for a 14–18% dot gain.
- Overprint white text should be set to knockout.
- Knockout black should be set to overprint.

### Resolution

- Four-colour CMYK – 300 dpi at 100% print size.
- Black & White Line Art – 1200 dpi at 100% print size.
- Please ensure that all images are properly cropped and scaled to as near to 100% of the final advertisement size as possible.

### Document

- All live copy must be kept within the type area. This includes all text, images, keylines, key numbers and borders.
- Avoid running small type across the gutter. For headings that need to run across the gutter please allow a minimum of 1 mm clearance on both sides of the gutter. Allow 3 mm clearance on both sides of the gutter for Perfect Bound publications.

### Proofing

- In order to accurately reproduce your digital file we require a content proof to be supplied.
- Documents must be set and proofed to the correct size.

### Delivery of material

- Email preferred.
- Option to burn onto CD or DVD. CDs and DVDs will not be returned.
- All CDs & DVDs must be clearly marked and should be accompanied by material instructions including details of the original applications.
- It is also a requirement that material be delivered on time so that quality checking procedures can take place. Late material is liable to incur additional production costs. Additionally, Elsevier cannot take responsibility for the accurate reproduction of ads if material has been supplied late.
- We also accept files via ftp or secure ftp delivery sites eg, [www.hightail.com](http://www.hightail.com) or [www.dropbox.com](http://www.dropbox.com)

### Disclaimer

- Elsevier cannot be held responsible for the reproduction of material that does not adhere to any specifications outlined within this document.

Updated July 2018.