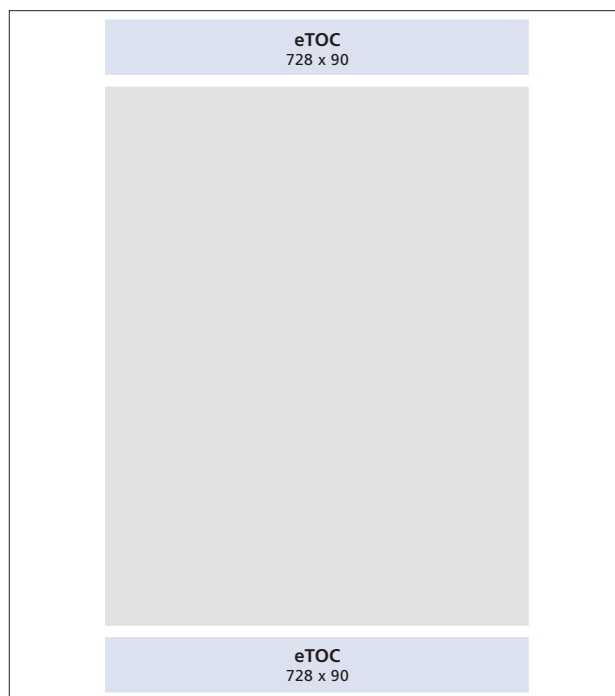
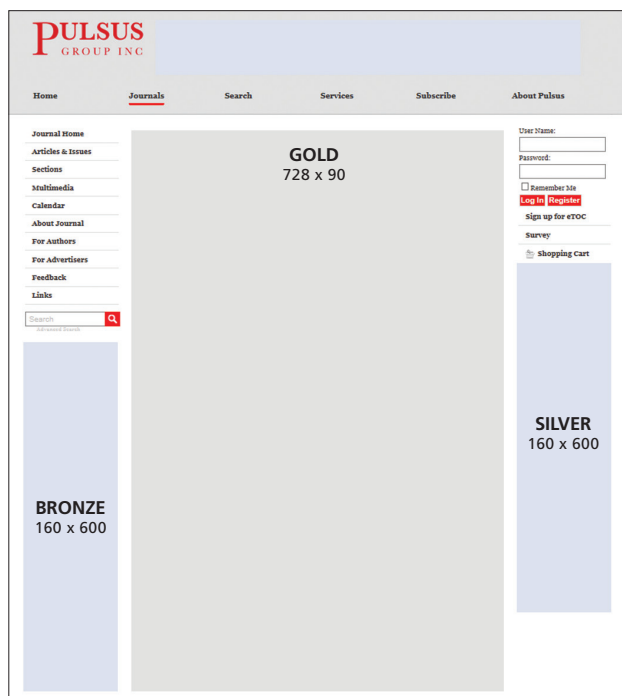


# Digital Advertising



- 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
- Supported file formats: PNG, GIF or JPEG
- Animated GIFs are permitted for online banners, not for digital edition (static only)
- 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

Direct enquiries and insertion orders to:  
 Mounika Nakkina 40 Bloomsbury Way Lower Ground  
 Floor London, United Kingdom WC1A 2SE  
 Tel: +44-203-769-1765  
 Email: [cardiology@pulsus.com](mailto:cardiology@pulsus.com)