

2020 Advertising Rate Card

PACE

Pacing and Clinical Electrophysiology

Pacing and Clinical Electrophysiology is the foremost peer reviewed journal in the field of pacing and implantable cardioversion defibrillation, publishing over 50% of all English language articles in its field, featuring original, review, and didactic papers, and case reports related to daily practice. Articles also include editorials, book reviews, musings on humane topics relevant to medical practice, electrophysiology (EP) rounds, device rounds, and information concerning the quality of devices used in the practice of the specialty.

Advertising & Sales Office

MJ Drown, Account Manager – Display Advertising
P: 781-388-8341 ~ E: mdrown@wiley.com

Kristin McCarthy, Recruitment Sales
P: 978-609-4215 ~ E: kmccarthy@wiley.com

Dave Surdel, Director – Reprint Sales
P: 781-388-8343 ~ E: commercialreprints@wiley.com

For sponsorships, supplements, microsites and custom projects, please contact busdev@wiley.com

Publisher & Editorial Office

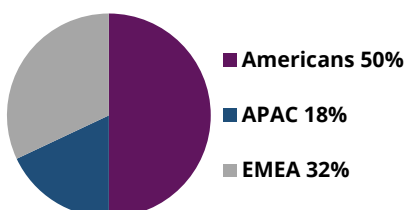
Wiley
101 Station Landing, Suite 300, Medford, MA 02155
Kate Perry: Journal Publishing Manager

Circulation

Total Circulation: 275

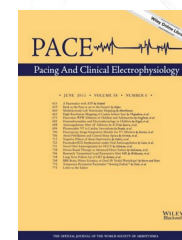
Coverage: Global

Markets Served: Physicians in the specialties of electrophysiology, cardiology, and cardiovascular and thoracic surgery.



Editorial Information

Editor-in-Chief: John D. Fisher, MD
Origin of Editorial: 100% submitted
2018 Impact Factor: 1.34
ISI Journal Citation Reports® Ranking 2018: 113/136 (Cardiac & Cardiovascular Systems); 64/20 (Engineering Biomedical)



Advertising Information

Earned Rates: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

Agency Commission: 16% (subject to withdrawal on accounts not paid within 60 days of invoice date).

Policy on Ad Placement: Ads will be stacked. Please contact your sales rep for information on premium positions.

Requirements on Acceptance of Advertising: All advertising is subject to the approval of the editors and publisher.

Ask about digital advertising opportunities in **PACE, Pacing and Clinical Electrophysiology**

Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,239	\$867	\$521
6x	\$1,202	\$841	\$505
12x	\$1,164	\$816	\$489
24x	\$1,128	\$790	\$474
36x	\$1,090	\$763	\$458
48x	\$1,053	\$737	\$432
60x	\$1,016	\$711	\$426
72x	\$979	\$686	\$412
84x	\$942	\$659	\$386
96x	\$904	\$633	\$380
108x	\$867	\$607	\$364
120x	\$791	\$553	\$332

Color Rates (in addition to earned B&W rate):

4-color process: \$1,150

Cover and Preferred Position (in addition to earned B&W rate):

2nd Cover:	35%
3rd Cover:	25%
4th Cover:	50%
Opposite Table of Contents:	15%

Positions available on a non-cancelable basis.

Inserts: Rates are determined using the black and white earned rate per number of insert pages plus 10%. Please check with your sales rep for print run quantity before sending inserts.

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Issuance & Closing Dates

Frequency: 12x per year

Mailing Dates: Approximately the 16th of every month

2020 Closing Dates:

Vol/Iss	Cover Date	Space Reservation	Material Due	Inserts Due
43:1	January	12/16/19	12/23/19	12/29/19
43:2	February	1/15/20	1/22/20	1/29/19
43:3	March	2/13/20	2/20/20	2/27/20
43:4	April	3/16/20	3/23/20	3/29/20
43:5	May	4/14/20	4/21/20	4/28/20
43:6	June	5/14/20	5/21/20	5/28/20
43:7	July	6/15/20	6/22/20	6/28/20
43:8	August	7/15/20	7/22/20	7/29/20
43:9	September	8/13/20	8/20/20	8/27/20
43:10	October	9/15/20	9/21/20	9/28/20
43:11	November	10/15/20	10/22/20	10/29/20
43:12	December	11/12/20	11/19/20	11/26/20

Mechanical Requirements

Trim Size: 8.25" x 10.875"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.5"	10"
1/2 page horizontal	7"	5"
1/4 page	3.5"	5"
Page Sizes, Bleed	Width	Depth
Full page	8.5"	11.125"
1/2 page vertical	4.2667"	11.125"
1/2 page horizontal	8.5"	5.5625"
Two-page spread	17"	11.125"
Bellybands	18.25"	4.5"
Cover tips	7"	5"

Ship all bellybands, cover tips, and loose inserts to:

Singapore Post Limited (VAS)
c/o Tien Wah Press (Pte) Limited

Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Prior to submitting file via FTP, contact Al Liburd at PrintAdTraffic@wiley.com.
- 4/Color solids should not exceed SWOP density of 280%.
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 0.125" bleed.
- All fonts and graphics must be embedded.
- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof (Cromalin™, match print, IRIS, etc.)
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

Insert Requirements

- Multi-page inserts are to be furnished folded (Three samples).
- Sizes: 2-page inserts: 8.5" x 11.125", 4-page inserts: 8.5" x 11.125".
- Trimming: Head 0.125", foot no less than 0.125" or more than 0.5625", width 0.125"; safety margin in gutter; 0.125" safety at side; 0.125" grind off spine.
- Stock weights acceptable: Not to exceed 80 lb. coated.
- Packing instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.

Paper Stock

- Inside pages: UPM Classic Gloss 80 gsm Dependoweb
- Covers: 10 pt. C2S

Halftone Screen: 133

Type of Binding: Perfect. Publication jogs to the head.

Contacts

Ship all advertising material and two insert examples to: Al Liburd, Advertising Production Specialist

P: 201-748-8754

E: PrintAdTraffic@wiley.com

Wiley

111 River Street, 4-01, Hoboken, NJ 07030-5774

Ship all inserts to be bound into the journal to:

Markono Print Media Pte Ltd. PACE, Volume, Issue 21

Neythal Road, Singapore 628586 P: 00 65 6281-1118 ~ F: 00 65 6286-666

4 Pandan Crescent, Singapore 128475

P: 00 65 6771-8556 ~ F: 00 65 6771-8503