CardioVascular Learning Network

Cath Lab Digest

EP Lab Digest

JOURNAL OF Invasive Cardiology

JOURNAL OF Critical Limb Ischemia

VDM Vascular Disease Management

iO Learning Interventional Oncology

2024 Digital Rate Card & Specification Guide

Build your marketing communication plan around the CardioVascular Learning Network (CVLN), which encompasses print and online delivery channels: *Cath Lab Digest, Journal of Invasive Cardiology, EP Lab Digest, Vascular Disease Management, IO Learning* and the *Journal of CLI*. Each online publication offers industry-specific content and is already reaching our readers (your customers) frequently, consistently, and at the most critical time: when they are concentrating on work-related issues and seeking real-time information.

Want to reach thousands of prospects multiple times each month and build loyal and lasting relationships? Consider the benefits of HMP CardioVascular e-media opportunities.

HMP CardioVascular provides the pivotal component to all media strategies and offers:
> An essential opportunity for building strong one-on-one relationships with your clients
> A highly targeted niche group of cardiovascular professionals
> Push-and-pull marketing vehicles to promote your new products and services
> Well-managed lists for eNewsletters and custom eBlasts

HMP Healthcare made practical

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Online Advertising Rates

Home Page

Leaderboard		
Size in Pixels	**Rate**	**Notes**
728 x 90	$4,200	Every page
Skyscraper		
Size in Pixels	**Rate**	**Notes**
160 x 600	$5,775	Every page
Block 1 (above fold)		
Size in Pixels	**Rate**	**Notes**
300 x 250	$4,200	Every page
Block 2 (below fold)		
Size in Pixels	**Rate**	**Notes**
300 x 250	$4,200	Every page
Block 3 (below fold)		
Size in Pixels	**Rate**	**Notes**
300 x 250	$4,200	Every page
Banner 2		
Size in Pixels	**Rate**	**Notes**
728 x 90	$3,675	Every page
Banner 3		
Size in Pixels	**Rate**	**Notes**
728 x 90	$3,150	Every page
Lower Leaderboard		
Size in Pixels	**Rate**	**Notes**
728 x 90	$1,575	Every page
Crawler (above fold)		
Size in Pixels	**Rate**	**Notes**
728 x 90	$5,250	Every page

File size not to exceed 256 KB. For video and other rich media ads, please see the technical specifications on p. 5.

All sizes shown as width x height.

All digital ads must be sent properly formatted and with a linking URL to HMP five business days prior to campaign start date.

Online Advertising Rates

Internal Page

Leaderboard		
Size in Pixels	**Rate**	**Notes**
728 x 90	$4,200	Every page
Skyscraper 1		
Size in Pixels	**Rate**	**Notes**
160 x 600	$5,775	Every page
Block 1 (above fold)		
Size in Pixels	**Rate**	**Notes**
300 x 250	$4,200	Every page
Block 2 (below fold)		
Size in Pixels	**Rate**	**Notes**
300 x 250	$4,200	Every page
Block 3 (below fold)		
Size in Pixels	**Rate**	**Notes**
300 x 250	$4,200	Every page
In-content Block		
Size in Pixels	**Rate**	**Notes**
300 x 250	$5,250	Internal pages only
Banner 2		
Size in Pixels	**Rate**	**Notes**
728 x 90	$3,675	Every page
Lower Leaderboard		
Size in Pixels	**Rate**	**Notes**
728 x 90	$1,575	Every page
Crawler (above fold)		
Size in Pixels	**Rate**	**Notes**
728 x 90	$5,250	Every page

For video and other rich media ads, please see the technical specifications on p. 6.

Digital ads must not exceed 256 KB and must be in PNG, GIF, or JPG format.

All sizes shown as width x height.

All digital ads must be sent properly formatted and with a linking URL to HMP five business days prior to campaign start date.

Rates

eNewsletters		
Banner #	**Size in Pixels**	**Rate**
Leaderboard	728 x 90	$3,150
Banner 2 (above fold)	300 x 250	$2,625

See page 5 for technical specifications.

Table of Contents		
Banner #	**Size in Pixels**	**Rate**
Leaderboard	728 x 90	$3,150
Lower Leaderboard	728 x 90	$3,150

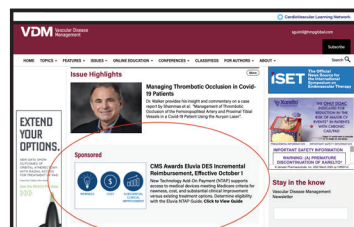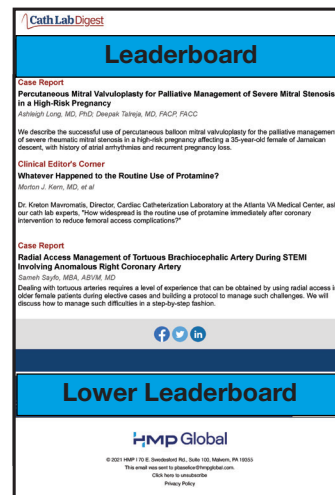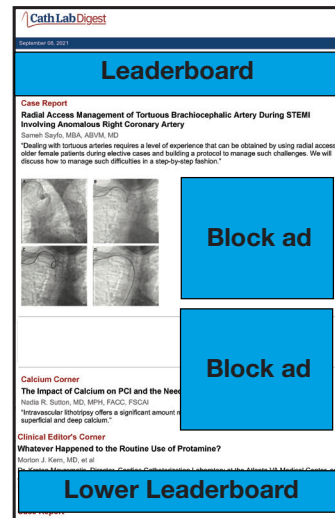| eBlasts, Retargeting, Topic Centers |
|---|
| Contact your sales representative for pricing. |

See page 5 for technical specifications.

Call for custom pricing on:

- Showcase Videos
- Surveys and Market Research
- Webinars
- Microsites
- Podcasts

Sponsored Content

Available on all CVLN brand homepages. Please contact your HMP sales representative for more information.

Technical Specifications (specs also available at adops.hmpglobal.com)

Banner Type	Acceptable File Type	Acceptable Sizes	Max Expansion Allowed	Max Initial File Load Size / Max static file size	Subsequent Max Polite File-Load Size	Animation/Video Guidelines	Audio Initiation	Z-Index Range	Minimum Required Controls	Notes
Display (Static)	JPG, GIF, PNG	728x90 160x600 300x250 300x50 320x50	N/A	256 KB Max File Size	N/A	15 sec max animation length; Video not allowed for this unit	N/A	N/A	N/A	Include Click through URL
Display (HTML)	HTML HTML5**	728x90 160x600 300x250	N/A	200 KB	N/A	15 sec max animation length; Video not allowed for this unit (See "In-Banner Video" in Rich Media Guidance)	Must be user initiated (on click: mute/ un-mute); default state is muted	0-4,999	N/A	N/A
Expandable/Retractable (Desktop)	JPG, GIF, PNG* HTML	728x90 160x600 300x250	300x250 to 600x250; 160x600 to 600x600; 728x90 to 728x315	200 KB	300 KB	Minimum 24 fps for video; 15 sec max length (unlimited user-initiated); 1.1 MB additional file size allowed for host-initiated video; Unlimited file size for user-initiated video	Must be user initiated (on click: mute/ un-mute); default state is muted	5,000 - 1,999,999 (for entire ad unit)	Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px); Retract Feature = Either Click to close/ expand or Enable Mouse-Off Retraction; Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Retract Feature = Either Click to close/expand or Enable Mouse-Off Retraction; *If submitting image files, submit 2 separate files with Click Thru Link. 1 File should be re-tracted size, 2nd file should be expanded size.
E-NEWS LETTER	JPG, GIF, PNG	300x250 728x90	N/A	100 KB Max File Size	N/A	N/A	N/A	N/A	N/A	Include Click through URL & pixel/click tracking

General Ad Requirements (Apply to all ads):

Interest-Based Advertising (IBA): Include IBA self-regulation controls for ads using behavioral targeting (5 KB max file size).

Audio: Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.

Hotspot: Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio.

Defining ad space: Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).

Max CPU: ad not to exceed 30% CPU usage during host-initiated execution.

Submission lead time: Minimum lead time for ad file submission is 6 days before campaign start.

Max number of host-initiated file requests: ad not to exceed 10 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.

General Notes:

1. **File weight calculation:** All Files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation unless otherwise expempted (see note 5). File weights are calculated after files have been compressed into gzip format (see note 7).

2. **Initial file load:** Includes all assets and files necessary for completing first visual display of the Ad.

3. **Host-initiated subload:** where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to "listen" for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be load-

4. **User-initiated file size:** Ads that allow additional file size for host-initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad, and/or rolling over an ad (or a portion of an ad).

5. **Shared Libraries:** Publishers are encouraged to approve the use of shared libraries for HTML5 ads and exempt them from the ad's file weight calculation. As part of the publisher's certification process, both the shared libraries and their sources must be approved before any shared libraries may be exempted from the ad's file weight.

6. **Rising Star display:** Rising Stars ad units are designed to be the only rich media ad unit displayed on a webpage. Because of increased file load size, displaying a Rising Stars ad unit with any other rich media unit may compromise page-load performance. Other non-rich media ads should display without compromising performance.

7. **Ad file compression:** Ads should be compressed before being served to a site. The most universally compatible format for file compression in transit over the Internet is gzip.

8. **Rising Star Style Guides:** Please reference these updated guidelines for file sizes, and any references to Flash should be disregarded and replaced with HTML5.

HTML 5 Click Trackers

If sending over a HTML 5 zip file, please make sure %%CLICKLINK%% tags are implemented correctly.

For guidance: http://www.advertserve.com/docs/4.5/html/manual/clicktrack.html

**HTML5 Note: HTML5 provides introduces new options for developing ads. The IAB has developed "HTML5 for Digital Advertising" (http://www.iab.net/html5) to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.

*Third party ad serving code preferred

HTML5 Best Practices Notes

Improve Initial Display

HTML5 ads are like mini web pages. You can improve the initial display by following a few guidelines:

- Provide inline CSS and use HTML to deliver initial display resources as much as possible
- Limit initial dependencies on any render-blocking .js or .css
- Load interactive elements as a deferred or secondary subload, but keep them efficient using techniques such as caching
- Defer heavy file weights until user initiates interaction
- Use techniques such as byte serving to download partial content and to optimize for autoplay video
- Avoid any unnecessary downloads

Improve time-to-visual start and complete download

In order to provide the fastest time to a visual experience:

- Combine all supporting files (e.g., JavaScript toolkits, libraries, HTML, and CSS) whenever possible
- Use well-distributed, cached libraries to provide supporting files instead of providing them with the ad
- Check device bandwidth, and tailor supporting files and other elements to the environment and experience

Image Assets

- Consolidate images wherever possible
- Use sprite sheets for multiple display assets and animation
- Cache all reusable objects

Video Assets

- Defer heavy payload until user interaction
- Use techniques such as byte serving to download partial content and to optimize for autoplay video
- Avoid unnecessary downloads

Assets and Resources Delivery

- Ad servers should strive to maintain a persistent connection to avoid duplicate downloads for each asset
- Package assets to allow for maintaining a persistent connection
- All assets and files should be delivered using Gzip and use relative paths
- Use minification and/or compression where applicable to minimize the file load size

Caching: Use CDN-hosted files and caching of static objects as much as possible.

Video Notes

HTML5 does not support streaming video, but it can simulate a streaming experience using adaptive bitrate streaming technologies such as HLS and MPEG-DASH.

Use MPEG-4 (MP4) file formats for H.264-encoded video for a more seamless delivery across devices. The H.264 codec should use a Baseline profile to allow for more diverse execution in systems that range from a cellular connection on a mobile screen to a high-speed cable connection on an HTTP-connect TV screen. For audio, AAC is more widely supported (PCM audio is unsupported in Flash players).

At a minimum, the MP4/H.264 file format should be provided, but alternate files using formats such as WebM and VP8 may also be submitted.

Use the web-optimized setting when encoding the MP4 file, which sets the MOOV (movie) atom at the start of the file.

Formatting files for adaptive bitrate streaming enables a smoother viewer experience. Adaptive bitrate streaming uses short fragments (2-3 seconds) of the video at different quality leveles and stores them in a playlist file such as M3U8. During playback, the player detects bandwidth at the start of each fragment and plays the fragment at the quality level best suited to the bandwidth and player environment. Common protocols for adaptive bitrate streaming include HTTP Live Streaming (HLS) in the U.S. and MPEG-DASH in the EU.

(Best practices are provided in more detail in IAB's "HTML5 for Digital Advertising" guide for Ad designers and Creative Technologists.)

HTML5 Email Best Practices

Maximum width of 600–800 pixels.

Design for simplicity using grid-based layers while avoiding complicated elements that require HTML floats or positions.

Avoid the use of background images and gradients.

Use basic cross-platform fonts such as Arial and Times New Roman.

Don't neglect the mobile user.

Code all HTML structure using tables and nested tables for more complicated layouts.

Use element attributes such as valign, cellpadding, and width.

Keep CSS simple and avoid using compound style declarations, shorthand code (#000 rather than #000000), complex selectors (descendant and child selectors), and css layout properties such as position and clear.

Make sure all CSS is inline before sending.

Use absolute links for images.

Use GIF images rather than Javascript and Flash, as they are largely unsupported.

Make email responsive if the design allows for it, but keep in mind that not all email clients support media queries.

Do not use background images, as they are not supported across all email clients.

Do not use JavaScript, Submission Forms, Layers, or Rich Media (i.e., Flash movies, animation). These cause deliverability issues, which can affect the campaign responses, hinder our deliverability for future campaigns, and do not render correctly in many email ISPs.

The more images/graphics there are, the more time it takes for a recipient to download. Potential customers will be lost if they have to wait for images to download in order to read or act on the message.

The higher the ratio of image-to-text area in an HTML, the higher the SPAM score. We recommend no more than 1/3 of the design area be images or graphics, and the rest should be formatted text.

Use fonts that are universal on the Internet, such as Arial, Verdana, Tahoma, or Times New Roman. Any other fonts will resort to a default font if the recipient doesn't have it installed on their computer.

Minimize the number of fonts, sizes, and colors used in the design for easy flow and a professional look.

When possible, avoid using white (#FFFFFF) text. Spammers sometimes use white text on white backgrounds to prevent visibility of some text, so spam filters may flag usage of white text.

Use ALT tags in the HTML code for each image used in the HTML design.

Headers and navigation menus work well, especially those featuring a brand or logo.

Minimize graphics and images to logos, photos of products, or situational photos that support the message visually. Don't rely on graphics and images for the main content of the message.

Keep the length of the email short, concise, and about one page maximum in length. Newsletters may be longer, but the further details of a message should be left on a hyperlinked web page.

Use bullet points to identify key points in the message.

Clearly identify the call to action that you want the recipient to make to act on your offer. Buttons work.

All assets for e-blasts are needed 5 business days before deployment, including completed HTML, subject line, and seed list.