



#### **PUBLISHER:**

Gill Heart Institute and University of Kentucky Lexington, Kentucky ISSN 2378-2706

**EDITOR-IN-CHIEF:** Maya Guglin, MD, PhD

### **EDITORIAL BOARD:**

Marc Semigram, MD (Harvard University)

Leslie W. Miller, MD (Private Practice)

Sean Pinney, MD, FAHA (Mt. Sinai)

Igor Gregoric, MD, FACC (University of Texas)

Michael Sekela, MD (University of Kentucky)

Kenneth Campbell, PhD (University of Kentucky)

Navin Rajagopalan, MD (University of Kentucky)

Gurusher Panjrath, MD (George Washington University)

Mark Jay Zucker, MD, JD, FACC, FACP (Rutgers University)

Eugenia Raichlin, MD, FACC (Nebraska Medical Center)

Kelly McCants, MD (Piedmont Atlanta Hospital)

# THE VAD JOURNAL ADVERTISING GUIDELINES

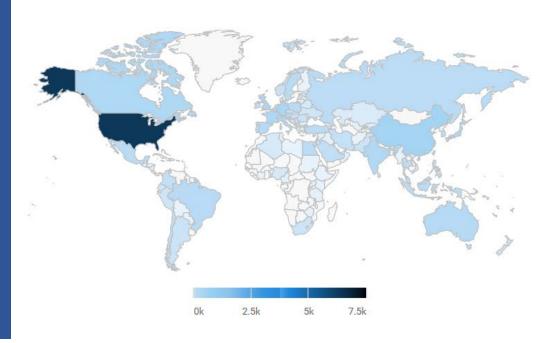
The VAD Journal is the first and only online journal dedicated to mechanical circulatory support.

The VAD (Ventricular Assist Devices) Journal was launched in 2014 at the University of Kentucky. VAD is an open-access electronic journal. It was created as a multidisciplinary forum for all subspecialties in the field of mechanical assisted circulation and advanced heart failure.

The purpose of the journal is to enable the rapid dissemination of unbiased reviews of new findings and innovative ideas for all interested parties in hopes of increasing the number of papers on mechanical circulatory support. The ultimate goal of the journal is to advance research in this area to improve the health of relevant heart patients that would benefit from VADs. The number of heart transplants is on the decline around the world, and the number of VAD implantations is skyrocketing. Similar trends are observed in the number of scientific articles published in respective areas.

Since 2014, *The VAD Journal* has published over 50 articles online and the website has recorded 10,672 downloads and counting in 113 countries. The Editorial Board is comprised of 11 highly respected professionals in the medical and research community, reaching students, researchers and clinicians with the latest developments in ventricular assist devices.

For more information about The VAD Journal or to place an advertisement on the VAD website, contact the Editor-in-Chief at maya.guglin@uky.edu. See next page for rates and sizes.







# ADVERTISING POLICY FOR THE VAD JOURNAL:

The VAD Journal welcomes digital advertisements for inclusion on the journal's website. All advertisements are subject to review, and any scientific or medical claims included in advertisements must be supported by the latest scientific evidence. All advertisements are subject to approval by the editorial staff.

Advertisements must be emailed as a PDF or JPEG by the advertiser at least two weeks prior to the run date(s) of the advertisement.

Resolution and quality of the ad are the responsibility of the advertiser, no edits will be made by the VAD Journal staff. Payment is due in full prior to run date(s).

Thank you for your interest in The VAD Journal!

## **Online Advertising Rates Per Month**

- Rectangle  $(180 \times 150 \text{ pixels}) = $250$
- Square Button (125 x 125 pixels) = \$200
- Skyscraper (120 x 600 pixels) = \$300
- Wide Skyscraper (160 x 600 pixels) = \$350

## **Editorial Article Pricing**

• \$1,000 for Lifetime Placement on Site\* (\*Pending approval by editor-in-chief)

Square Button 180 x 150 pixels

Rectangle -180 x 150 pixels

Skyscraper 120 x 600 pixels Wide Skyscraper 160 x 600 pixels