

The Journal of  
**ExtraCorporeal**  
Technology

2024 MEDIA KIT



edp sciences

## **The Journal of ExtraCorporeal Technology or JECT is the official publication of AmSECT.**

We take pride in being the only publication dedicated to perfusion in the United States, and our unwavering commitment to providing industry-leading content.

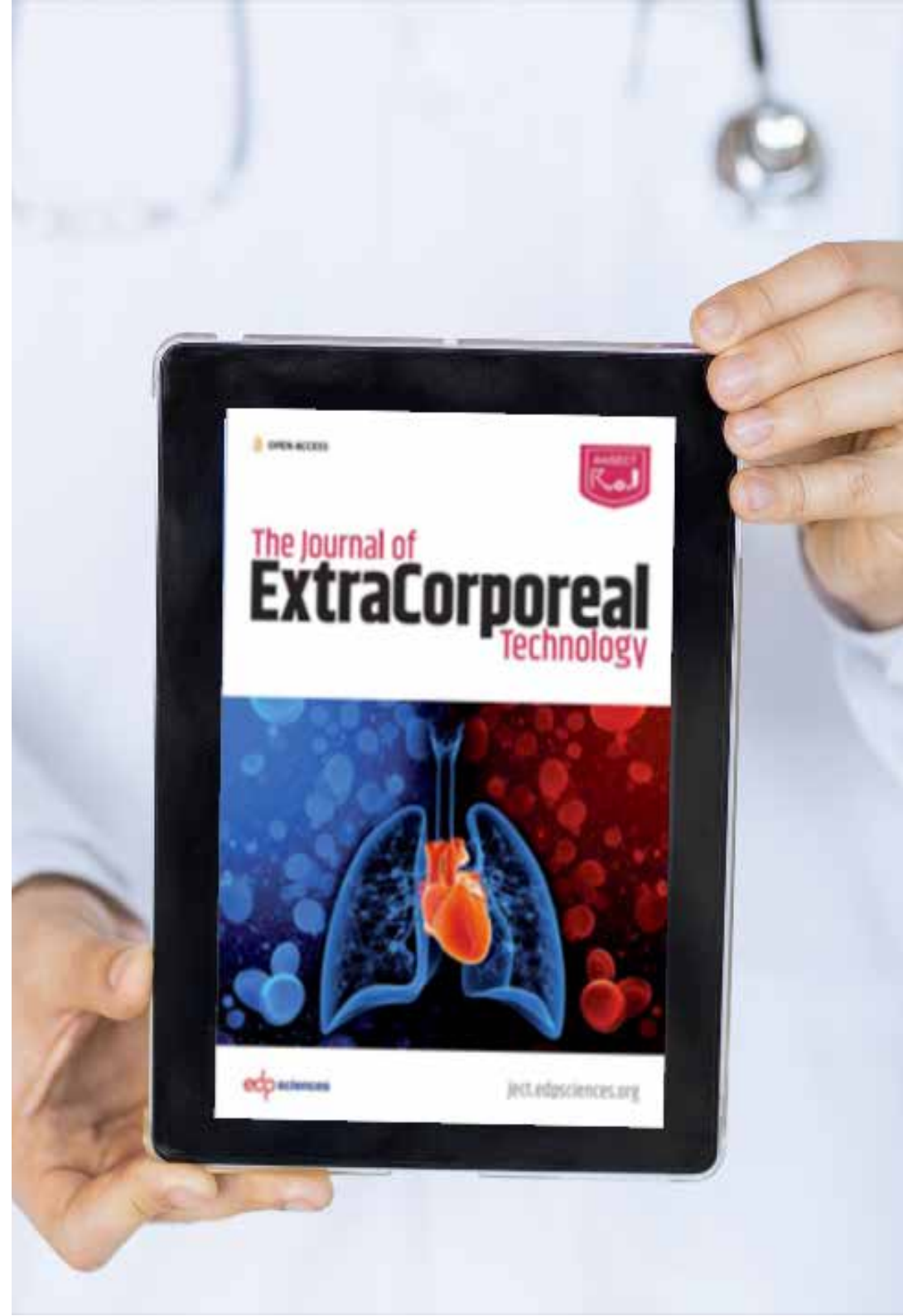
Published four times a year, JECT is the longest continuously published periodical in the field of perfusion and has served as the official publication of the American Society of ExtraCorporeal Technology since 1967.

And with JECT's transition to Open Access, the latest perfusion research is now readily available to a wider global audience.



## REASONS TO ADVERTISE

- JECT is the premier source of research and information related to extracorporeal technology. Our editorial board is comprised of leaders in our field from 7 countries.
- Our publication caters to an audience of approximately 4,000 perfusionists with annual page views of 27K and 8K users.
- With the JECT's move to Open Access, we are now a globally available journal with an even wider reader base of perfusionists.
- We have been working to extend our readership to the cardiovascular profession, nurses, and doctors who can benefit greatly from our specialized content.



## LIST OF FEATURED TOPICS

- Biomechanical Engineering
- Blood Management
- Business Practices
- Cardiac Surgery
- Cardiopulmonary Bypass
- Cardiovascular Anesthesia
- Coagulation and Hematology
- Current Profession Issues
- ECMO
- Education & Technology
- Evidence-Based Medicine
- Evidence-Based Practices
- Ex-Vivo Perfusion
- Extracorporeal Life Support
- Fluid Dynamics
- Heart & Lung Failure
- Hematology
- Infection Control
- Interdisciplinary Professionalism
- Interdisciplinary Understanding
- Laboratory Science
- Laboratory/Transfusion Medicine
- Mechanical Assist Devices
- Mechanical Circulatory Systems
- Mechanical Support
- Medical Education Research
- Myocardial Preservation
- Patient & Perfusionist
- Patient Blood Management
- Pediatric Perfusion
- Perioperative Blood Management
- Pharmacology
- Physiology
- Quality Outcomes
- Safety Pediatric & Congenital Perfusion
- Simulation
- Special Procedures
- Systems Physiology
- Total Quality Management
- Transfusion
- Transplants



## KEY FACTS

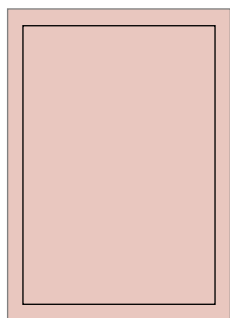
- Date of birth: **1967**
- Owner: **AmSECT**
- Language: **English**
- Frequency: **4 issues per year**
- Readership: **27,000 Annual Page Views and 8,000 users**
- Publication readers include perfusionists, anesthesiologists, surgeons, and researchers

## EDITORIAL CALENDAR 2024

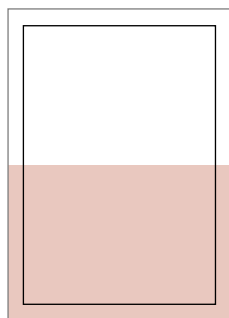
ISSUE NUMBER	RELEASE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
VOL 56 - 1	March 15	February 1	February 16
VOL 56 - 2	June 15	May 1	May 17
VOL 56 - 3	September 15	August 1	August 26
VOL 56 - 4	December 15	November 1	November 15

## DISPLAY RATES PER INSERTION

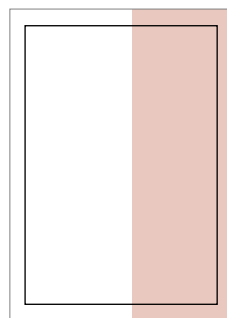
	x4	x3	x2	x1
OUTSIDE BACK COVER	\$2,240	\$2,520	\$2,660	\$2,800
INSIDE FRONT COVER	\$2,080	\$2,340	\$2,470	\$2,600
FULL PAGE	\$1,920	\$2,160	\$2,280	\$2,400
HALF PAGE (HORIZONTAL)	\$1,200	\$1,350	\$1,425	\$1,500
QUARTER PAGE	\$680	\$765	\$808	\$850



**Full Page Ad**  
21 x 29.7 cm



**Half-page**  
18.5 x 13.7 cm



**Half-page**  
10.5 x 29.7 cm

## ADDITIONAL BENEFITS FOR YOUR BRAND AND PRODUCTS

- Bonus distribution at key industry events
- Digital version available to 8,000 users with open access to online readers.



## PRODUCTION REQUIREMENTS

High res Adobe PDF files are strongly preferred. Adobe PDF files should be created as CMYK color, 300 dpi resolution, all fonts embedded with full bleed and crop marks. If PDF files cannot be sent, use InDesign, Illustrator or Photoshop files (PC platform) are acceptable and must include all.



### COMPANY DIRECTORY LISTING (JECT WEBSITE)

- Highlight your company profile on our website, a practical listing of key industry players and suppliers.
- To get listed, send us your logo and company description (up to 50 words)
- Job Posting or Fellowship Placement Rates

### PUBLISH JOB ADS IN PERFUSION

- Advertise your vacancies in JECT classifieds section and attract qualified candidates through the magazine of the ExtraCorporeal Technology Community.

JOB OPENING & FELLOWSHIPS	
FULL PAGE	\$1,939
HALF PAGE	\$969

### SPONSORED CONTENT AND ADVERTORIAL

JECT has been an established publication in the perfusion for over 50 years. An advertorial is unique because it allows your brand to be featured as an article within a respected and trusted editorial environment.

As we provide your advertorial the same look and feel, it reinforces the credibility of your message. Given content that is relevant and interesting to the reader, it is very effective in highlighting your subject expertise along with your product.

### BENEFITS OF ADVERTORIALS

- A more subtle approach as it does not look like traditional ads.
- Allows for specifically targeted content Provides more space to sell your product
- An option to provide in-depth and informative information.
- All these factors make for a more receptive audience.

ADVERTORIAL RATES	
FULL PAGE	\$2,439
HALF PAGE	\$1,500

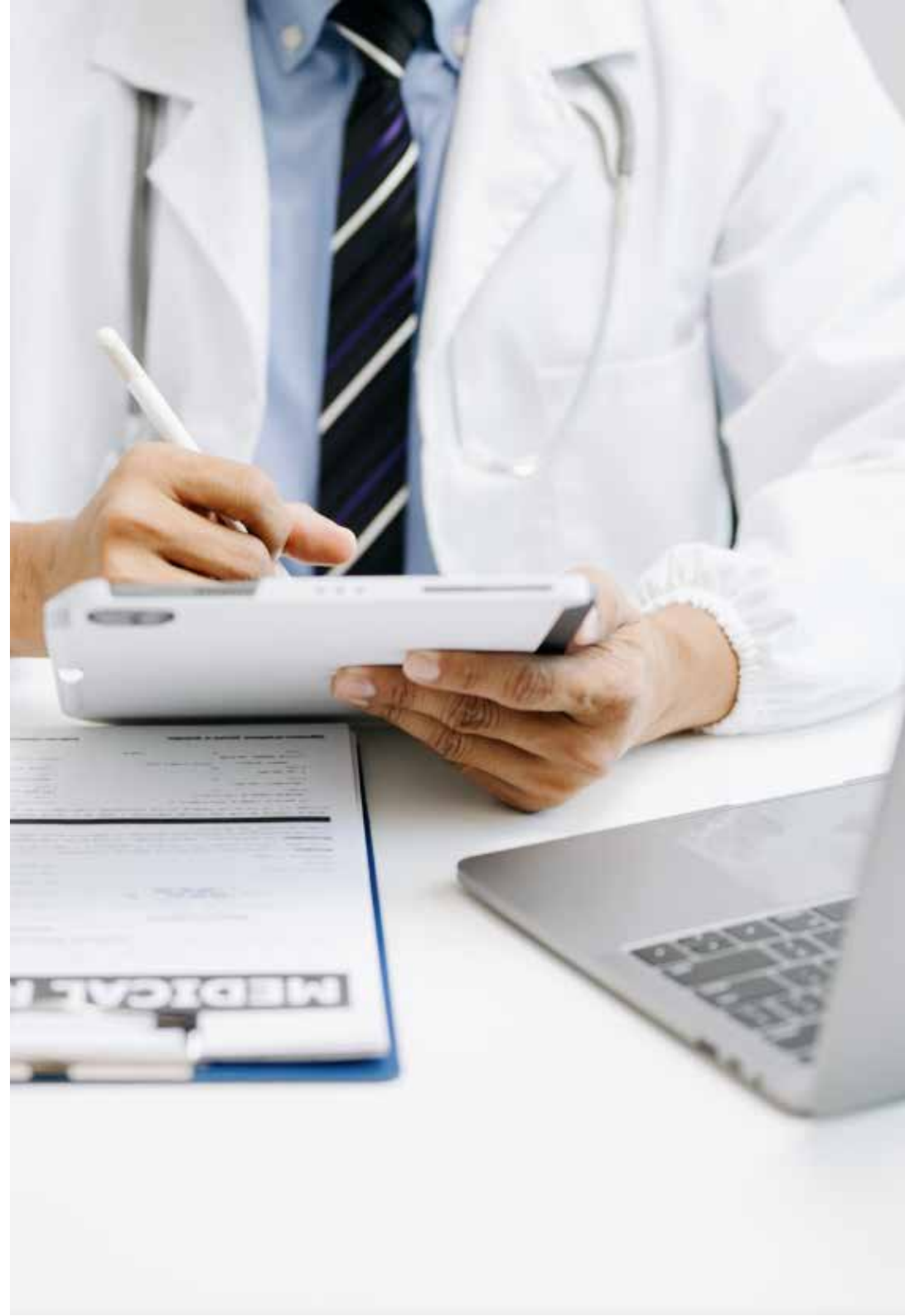
## ONLINE ADVERTISING RATES

ject.edpsciences.org is your online hub for recent news, latest events and research articles in perfusion.

Both leaderboard and medium rectangle banner ads will be featured on all pages of the site to increase your visibility online. The responsive version of our site allows you to effectively showcase products while giving readers their choice of mobile device.

### DIGITAL OPTIONS (per 6 months)

BANNER AD - EMAIL 300X90	\$1,500
LEADERBOARD BANNER AD- 728X90	\$1,950





# TERMS AND CONDITIONS

- **Advertising policy:** Advertisers and advertising agencies assume liability for all content (text and illustration) of printed advertisements.
- **Payment terms:** Invoices are issued after the publication release and are due 30 days from invoice date. Publisher reserves the right to cancel the contract upon default in payment or breach of any provision of the contract, in which case all unpaid charges shall become immediately payable. For correct identification, advertisers should provide us with the date, amount and reference for each bank transfer.
- **Cancellation policy:** Cancellations are not accepted after closing dates, which are indicated on the editorial calendar.
- **Insertion orders and material:** Advertisers or advertising agencies must return or provide written insertion orders and material no later than closing deadlines.
- **Advertising placement:** Advertising placements (except premium placement on inside front cover, inside back cover and back cover) cannot be guaranteed. Publisher reserves the right to insert the advertising anywhere in the publication. Premium placements are sold on a first come, first-served basis.
- **Advertising publication:** Publisher reserves the right to reject an advertisement for any reason without liability.
- **Material specifications:** Europhysics News is only published in CMYK, 4/C. Any color specified in files other than CMYK cannot be printed. The publisher cannot be held responsible for the final quality of advertisements provided in RGB format or not meeting the technical specifications.
- **Material modifications:** Requests for modifications to existing materials will result in additional charges. Depending on how the original files are set up, it may not be possible to make some changes, and therefore new materials may be requested.

## ADVERTISING CONTACT

**Bernadette Dufour**  
Business Development Manager, Advertising & Partnership  
Tel +33 (0)7 87 57 07 59  
[bernadette.dufour@edpsciences.com](mailto:bernadette.dufour@edpsciences.com)

## EDP Sciences

17, avenue du Hoggar - BP 112  
P.A. de Courtaboeuf - 91944 Les Ulis cedex A

More information on:  
[www.europhysicsnews.org](http://www.europhysicsnews.org)