Arteriosclerosis, Thrombosis, and Vascular Biology
Circulation
Circulation Research
Hypertension
Stroke

Circulation: Arrhythmia and Electrophysiology
Circulation: Cardiovascular Genetics
Circulation: Cardiovascular Imaging
Circulation: Cardiovascular Interventions
Circulation: Cardiovascular Quality and Outcomes
Circulation: Heart Failure

Product & Services Specialist
Errol Lawrence
Phone: (818) 326-4913
errol.lawrence@wolterskluwer.com

Career, Education & Events Specialist
Matt Westcoat
Phone: (410) 528-4212
matt.westcoat@wolterskluwer.com

Reprints & Distribution Specialist
Kelle Ramsay
Phone: (410) 528-4121
kelle.ramsay@wolterskluwer.com

Learn more about our
R.E.A.L. advertising solutions at
LWW.com/advertising
Engage 30,000
AHA Professional Members through
11 of the AHA/ASA’s scientific journals.

The mission of the American Heart Association (AHA) is to build healthier lives, free of cardiovascular diseases and stroke. AHA Professional Members receive a myriad of benefits to enhance their careers and drive success in their pursuit of this mission.

AHA Professional Membership
Membership: 30,000

AHA Professional Membership is comprised of 16 Scientific Councils that represent the many specialties working together within the organization to develop the most authoritative basic and clinical science and advances in cardiovascular disease and stroke. The AHA Scientific Councils are:

- Arteriosclerosis, Thrombosis and Vascular Biology
- Basic Cardiovascular Sciences
- Cardiopulmonary, Critical Care, Perioperative and Resuscitation
- Cardiovascular Surgery and Anesthesia
- Cardiovascular Disease in the Young
- Cardiovascular and Stroke Nursing
- Cardiovascular Radiology and Intervention
- Clinical Cardiology
- Epidemiology and Prevention
- Functional Genomics and Translational Biology
- High Blood Pressure Research
- Kidney in Cardiovascular Disease
- Lifestyle and Cardiometabolic Health
- Peripheral Vascular Disease
- Quality of Care and Outcomes Research
- Stroke

AHA Professional Member Benefits
Member benefits include access to the best science and professionals in the field across multiple disciplines.

- Premium Professional Plus Members receive iPad® and full online access to 11 of the AHA/ASA’s scientific journals.
- Premium Professional Members have access to their choice of 7 journals online and for the iPad.
- Early Career and Student/Trainee Members have the option of adding the Learning Library package to their membership, which provides access to their choice of 7 journals online and for the iPad.

Total Access (Electronic + Print)
AHA journals publish content across the full spectrum of peer-reviewed cardiovascular and cerebrovascular research, providing unmatched global reach and exposure.

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<thead>
<tr>
<th>Journal</th>
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Print Subscriptions
Print subscriptions are available for the 5 of the AHA journals. AHA Members qualify for substantial discounts.

<table>
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Apple and iPad are trademarks of Apple Inc., registered in the US and other countries. App Store is a service mark of Apple Inc.
Circulation

Publication Overview

Circulation reaches 18,524 AHA Professional Members and subscribers through the iPad app, online, and print journal.

Editor-in-Chief
Joseph Loscalzo, MD, PhD, FAHA
Brigham and Women’s Hospital
Harvard University
Boston, MA

Editorial Focus
Circulation presents peer-reviewed reports on clinical and laboratory research relevant to cardiovascular disease. Editorial features include the following: Contemporary Reviews in Cardiovascular Medicine, Basic Science for Clinicians, Controversies in Cardiovascular Medicine, Clinician Update, Cardiovascular Case Series, Original Articles, Editorial Reviews, and the latest clinical guidelines.

Impact Factor: 15.202
According to the 2012 Journal Citation Reports®, Circulation ranks #1 for Impact Factor among all journals in the Cardiac & Cardiovascular Systems and Peripheral Vascular Disease subject categories (Thomson Reuters, 2013).

Market
AHA Professional Members and non-member subscribers who are cardiologists and cardiovascular disease physicians, surgeons, electrophysiologists, internists, interventionalists, and others interested in cardiovascular medicine.

Journal Issuance
Weekly, 50 issues per year. Double issues at the beginning and end of the year. Issues post online on Mondays, and mail and appear in the iPad app each Tuesday of the month.

Journal Issue Distribution
Circulation for the iPad
Each issue is available to subscribing AHA Members and non-member subscribers through the Circulation for the iPad app. Issues contain full content plus supplemental multimedia and URL links. Available on the App Store.

• Launched with the June 28, 2011, issue

Online at http://circ.ahajournals.org
All subscribers have unlimited access via online activation to full archives, advanced search, supplemental multimedia content and user tools. AHA Professional Members have access to the journal’s Web site through the AHA’s Learning Library accessible via http://my.americanheart.org.

Medical professionals rely on http://circ.ahajournals.org to provide leading clinical and scientific content. Each month, this premier online resource averages:

• 812,050 unique visitors
• 1,226,450 visits
• 2,215,900 page views

Print
Print subscriptions available to AHA Members and non-members at an additional cost.

• Print delivery: 4,645 (12-month average, June 2013)
360° R.E.A.L. Advertising Solutions

Run of Journal Print + App

Complete Market Reach
All advertisers have access to both print and app journal issues to ensure total reach to all readers regardless of platform preference.

Engage Readers with Multimedia Ads
Connect with readers like never before! App advertising offers the opportunity to embed video and multimedia into your product advertising.

Full Page Ads
Ad units are equivalent to print ad units with enabled Web site linking and multimedia. Separate creative files are required for print and app ads.

Web site Interactivity
• 3 hyperlinks per ad unit
• LWW will apply links per instruction

Multimedia Interaction
Embed multimedia assets, including:
• Key Opinion Leaders Video
• Mechanism of Action or 3D Animation
• Product Demonstrations
• Comparative Data Table and Images
• Symposia Presentations

App-Only Band Advertising
Maximize product branding with exclusive app-only band opportunities. All band options include the following:
• Positioned across the middle of the page for maximum impact
• Visible close button
• Reappears with each page view
• Prescribing information and/or ISI positioning and hyperlinks available

55% of physicians own an iPad.
Source: Manhattan Research, Taking the Pulse® US 2013
## Run of Journal Print + App Rates

### Circulation

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Page rates apply to inclusion in print and app issues.

### Cover Band Rates
- Cover Band: $4,000
- TOC Band: $1,000

### App Band Rates

### Multimedia Combination Incentive
- Purchase 50 Issues, 1 Million Impressions and 24 eTOCs and receive a 50% discount.
- Purchase 36 Issues, 500k Impressions and 12 eTOCs and receive a 40% discount.
- Purchase 24 Issues, 300k Impressions and 6 eTOCs and receive a 30% discount.
- Purchase 12 Issues, 200k Impressions and 4 eTOCs and receive a 20% discount.

For details about additional incentives and special promotional offers, please contact Errol Lawrence.

### Agency Commission
- 15% to recognized agencies.

For a complete list of rate cards, please visit [lwratecards.com](http://lwratecards.com)

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**Cover and Preferred Position Rates**

**Cover 2:** 50% of earned B/W (Pl) page rate.

**Cover 3:** 25% of earned B/W (Pl) page rate.

**Cover 4:** 35% of earned B/W (Pl) page rate.

TOC, Masthead, or Other Preferred Positions: 25% of earned B/W (Pl) page rate.

---

**Click Here for Print + App Specifications**

**Production Associate**

Randy Ezell  
Phone: (410) 528-8533  
randy.ezell@wolterskluwer.com

[Learn more at LW.com/advertising](http://LW.com/advertising)
Web site and E-communications

AHA Portfolio Banner Advertising
The American Heart Association’s Web site portfolio offers online banner advertising across 12 AHA sites or individually.

• 1.4 million unique visitors per month
• 2.1 million visits per month
• 3.9 million page views per month
• 1.9 million global impressions
• 527,550 US impressions
• 0.08% click-through rate

Deliver your brand message while medical professionals are actively researching and viewing relevant content. All ads rotate through two positions to maximize exposure. No ad units appear on full text articles.

BANNER ADVERTISING RATES:

$65 CPM Global  $75 CPM US Only
Banner rates are listed as NET. Minimum NET buy is $5,000.

BANNER ADVERTISING SPECIFICATIONS:
• Standard, Flash, rich media and third-party tags accepted.
• Maximum file size (GIF, JPG): 50k.
• Materials must be received 7 days prior to start date.

Initial Ad Size (pixels)  Expanded Size (pixels)  Direction
728 x 90          728 x 270          Expands down
728 x 90          728 x 270          Expands up
160 x 600         320 x 600          Expands left

www.ahajournals.org

Online Advertising Coordinator
Joyce Siat
Phone: (215) 521-8841
joyce.siat@wolterskluwer.com

Exclusive Electronic Table of Contents
Leaderboard Banner (eTOCs)
Exclusively target eTOC subscribers through banner advertising on electronic Table of Contents (eTOC) sent via e-mail on the upload of the current issue.

eTOC SPECIFICATIONS:
728 x 90 pixel static or animated GIF, JPG, or PNG, with click-through URL. Maximum file size: 50k.

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360° R.E.A.L. Recruitment Solutions

All Access Recruiting Career, Education & Events
Section Advertising

LWW All Access Bundle
The ideal multimedia mix to harness the power of LWW subscribers. Ads appear across multiple platforms for maximum exposure at one inclusive price.

Page rates apply to inclusion in print and app issues and a PhysiciansJobsPlus 30-day Standard Specialty Job Posting

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Circulation: Arrhythmia and Electrophysiology
Circulation: Cardiovascular Genetics
Circulation: Cardiovascular Imaging
Circulation: Cardiovascular Interventions
Circulation: Cardiovascular Quality and Outcomes
Circulation: Heart Failure

Page rates apply to inclusion in app issues and a PhysiciansJobsPlus 30-day Standard Specialty Job Posting

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Contact your Sales Specialist for volume discounts.

App Digital Upgrade
Video Embedding Fee: $250

Learn more at LWW.com/advertising

Click Here for Print + App Specifications

PhysiciansJobsPlus
The Health Career Authority

Online-only Job Posting
PhysiciansJobsPlus is the premier online destination for physician job seekers. Accessible through LWW’s ejournal Network, a network of more than 220 medical journal Web sites with coverage in virtually every area of healthcare, PhysiciansJobsPlus gives you unparalleled access to physicians who are actively engaged in reading and researching valued clinical content.

From basic job listings to sophisticated recruitment programs, PhysiciansJobsPlus offers a range of marketing solutions that place your positions at the fingertips of the right candidates at the right time.

Contact your Sales Specialist for more information.
## 2014 Closing Dates

### Circulation

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<td><strong>2014 Convention Issues</strong></td>
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<td><strong>International Stroke Conference</strong></td>
<td>February 12-14, San Diego, CA</td>
<td>Stroke: February issue</td>
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<td><strong>American Association of Neuroscience Nurses</strong></td>
<td>March 8-11, Anaheim, CA</td>
<td>Stroke: March issue</td>
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<td><strong>American College of Cardiology Annual Scientific Session</strong></td>
<td>March 29-31, Washington, DC</td>
<td>Arteriosclerosis, Thrombosis, and Vascular Biology: March issue</td>
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<td>Circulation: March 11th issue</td>
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<td>Circulation Research: March 14th issue</td>
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<td>Hypertension: April issue</td>
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<td>Stroke: March issue</td>
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<td><strong>American Academy of Neurology Annual Meeting</strong></td>
<td>April 26 - May 3, Philadelphia, PA</td>
<td>Stroke: April issue</td>
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<td><strong>Arteriosclerosis, Thrombosis, and Vascular Biology 2014 Scientific Sessions</strong></td>
<td>May 1-3, Toronto, Ontario</td>
<td>Arteriosclerosis, Thrombosis, and Vascular Biology: May issue</td>
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<td><strong>American Society of Hypertension</strong></td>
<td>May 17-20, New York, NY</td>
<td>Hypertension: May issue</td>
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<td><strong>Basic Cardiovascular Sciences (BCVS) 2014 Scientific Sessions</strong></td>
<td>July 14-17, Las Vegas, NV</td>
<td>Circulation Research: June 20th issue</td>
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<td><strong>High Blood Pressure Research 2014 Scientific Sessions</strong></td>
<td>September 9-12, San Francisco, CA</td>
<td>Hypertension: September issue</td>
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<td><strong>Congress of Neurosurgical Surgeons Annual Meeting</strong></td>
<td>October 18-22, Boston, MA</td>
<td>Stroke: October issue</td>
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<td><strong>American Heart Association Scientific Sessions</strong></td>
<td>November 15-19, Chicago, IL</td>
<td>Arteriosclerosis, Thrombosis, and Vascular Biology: November issue</td>
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<td>Circulation Research: October 24th issue</td>
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<td>Hypertension: November issue</td>
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<td>Stroke: November issue</td>
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Subject to change.
Advertising Policies

The AHA will sell advertising space in its publications when, in the determination of the AHA, the inclusion of the advertisement does not interfere with the purpose of the publication and the advertisement is not adverse to the AHA’s policies, standards, positions, or principles. The AHA staff and those working on behalf of the AHA will not tell advertisers when an article concerning their product is scheduled to appear. Advertisements for a specific product will not be placed next to an article about that product. Placement of advertising adjacent to editorial content on the same topic is prohibited. Advertisers identified as attempting to use AHA’s Rapid Access Publication (online ahead of print weeks in advance of the print issue mailing) to coordinate their advertisement placement, as demonstrated by the last-minute exchange of one advertisement for another, will be restricted from advertising in the AHA journals.

The number of advertising pages in a print product will not exceed the number of editorial pages. Decisions to permit an advertisement are made independently of and without information pertinent to specific editorial content. Advertising sales representatives of the AHA have no prior knowledge of specific editorial content.

Products must conform to commonly accepted standards when available. They must be in accordance with all applicable federal and state laws, and they must meet applicable FDA regulations and FTC requirements. Compliance to legal and regulatory requirements concerning the content of advertising is the manufacturer’s responsibility. Statements about and illustrations of all products must be in accord with professional standards. They must not be deceptive or misleading by either statement or omission, must not disparage a competitor’s product, and must not make unsupported claims. Vague statements or endorsements by individuals are unacceptable. Because food products and dietary supplements are not regulated by the FDA, advertisements for these products will not be accepted. Endorsements by individuals are unacceptable. Because food products and dietary supplements are not regulated by the FDA, advertisements for these products will not be accepted.

Public service announcements from tobacco companies are not accepted. Advertisements for alcoholic beverages will not be accepted. Nonpaper inserts are not accepted. Advertisements that promote the use of tobacco products, alcohol beverages, or products containing tobacco or alcohol are not accepted.

Advertisements are placed at the front and back of print editions of Arteriosclerosis, Thrombosis, and Vascular Biology (ATVB), Circulation Research, Hypertension, and Stroke. Advertisements are placed at the front, back, and between the front matter and the Issue Highlights section in Circulation. Additional wells are added to accommodate advertisements as necessary, with the approval of the Editor, so long as the previously stated rules regarding placement of advertising are maintained.

Placement of all advertising will be subject to the AHA’s approval of copy. All advertising copy must be sent to the AHA Scientific Publishing Director and the editorial office of the journal in which the advertisement is proposed for inclusion for approval. The AHA Production Manager acts on behalf of and in consultation with AHA Scientific Journal Editors or their designees. Additionally, AHA Scientific Journal Editors have the right to refuse any advertisement.

Resolution of any conflicts regarding inclusion of advertising will be conducted with the Journal Editor-in-Chief, the AHA (as represented by the Chief Science Officer), and the AHA Legal Staff.

The following restrictions will always apply:
1. The AHA will not accept advertisements from companies owned by tobacco companies, their parent company, or subsidiaries. "Parent" and "subsidiary" are defined as an entity in which there exists a 5% or greater ownership by, or of, a tobacco company.
2. Advertisements for alcoholic beverages will not be accepted.
3. Political advertisements will not be accepted.
4. Public service announcements from other organizations will not be accepted.

Advertising Copy

Advertising copy must meet the following requirements:
1. The advertisement must clearly identify the advertiser and the product or service being offered.
2. Layout, artwork, and format must be designed so that the ad cannot be confused with the editorial content of the publication. The word “advertisement” may be required.
3. Advertisements must not be deceptive or misleading, either by affirmative statement or omission.
4. Advertisements will not be accepted if they appear to violate the Principles of Medical Ethics of the American Medical Association or are otherwise unacceptable to the AHA.
5. Complete scientific and technical data concerning the product’s safety, operation, and usefulness may be required. The data may be either published or unpublished, but the source must be specifically noted ("unpublished data" is not enough). Samples of the apparatus, device, equipment, or instrument must not be submitted.
6. The AHA will accept advertisements in the form of preprinted inserts. Insert copy is also subject to AHA eligibility requirements as mentioned above. Insert specifications must conform to AHA publication specifications as stated in the advertising media kit.

Guidelines and Procedures for Print Advertising

The following guidelines and procedures are adapted from and were developed through the cooperative efforts of member publishers of the now defunct Association of Medical Publications (AMP). These standards continue to be the AHA standards.

1. Samples of full-size paper stock for inserts should be submitted in advance to publications for approval. Final furnished inserts must be the same stock weight and bulk as the approved sample.
2. Inserts for publication should be supplied fully printed, trimmed to the publisher’s specific size, and ready for binding, unless prior arrangements have been made.
3. The grain of insert stock should run parallel to the binding edge of the publication.
4. The maximum acceptable thickness of paper stock is 0.004”. The stock weight is to be governed by that commonly available in a 0.004” sheet, coated or uncoated. Allowable variation to the standard is 5% to encompass unevenness found in commercially coated and uncoated stock.
5. Inclusion of Business Reply Cards (BRCs) is acceptable with prior approval of mechanical specifications.
6. Variations that change the specifications or characteristics of the insert are not acceptable. Some examples are gatefolds, pop-ups, short-cut inserts, perimeter die-cuts, and mechanical devices, except for standard lacquering and that described above.
7. Special effects: Paper paste-ons may be affixed to the surface of the center area of an insert but may not cause undue bulking of thickness. Paper attachments, die-cuts, or other effects may not extend to within 2 inches of any trimmed edge (including binding edge), cover more than 20% of the page area, or result in undesirable changes in the characteristics of the insert stock.
8. Nonpaper insert stock is acceptable if the material demonstrates the same qualities as allowable paper stock.
9. Journals directed to smaller specialty audiences with a large proportion of nonpharmaceutical advertising may be exempt from some of these guidelines.
10. An Insert Review Committee of the AMP, composed of production managers of medical journals, has been formed to advise publishers and advertisers. Inserts submitted to publications may be referred to the committee for an opinion if there is concern about their compliance with the guidelines. The advice of the committee will be used to help publishers determine compliance of the inserts in question.
Advertising Policies

Digital Advertising
1. Digital advertising may be placed in AHA digital publications. AHA Scientific Publications in digital format include Arteriosclerosis, Thrombosis, and Vascular Biology (ATVB); Circulation, Circulation Research; Hypertension, Stroke. Circulation: Anhythmia and Electrophysiology; Circulation: Cardiovascular Genetics; Circulation: Cardiovascular Imaging; Circulation: Cardiovascular Interventions; Circulation: Cardiovascular Quality and Outcomes; Circulation Heart Failure; and any derivative products and collections thereof.
2. Digital advertisements must be readily distinguishable from editorial content. The word “advertisement” will be used on the advertisement.
3. Digital advertisements may include, but are not limited to, leaderboards or skyscraper ads (i.e., banner ads) on the journals’ Web pages or ads included with the mobile versions (i.e., smartphone, tablet apps) of the journals.
4. On the journals’ Web pages, digital advertisements may appear as fixed or rotating advertisements.
5. Digital advertisements may not be juxtaposed with, appear in line with, appear adjacent to editorial content on the same topic, or be linked with editorial content on the same topic (for the table of contents, an advertisement must not appear next to the title of a related article). Advertisements may appear on the electronic table of contents (eTOCs) as well as the home pages of the scientific publications Web sites.
6. Digital advertisements that are fixed in relation to the viewer’s screen or that rotate should be placed to ensure that juxtaposition (as defined above) would not occur as screen content changes.
7. Advertisements and promotional icons may appear on the home pages of the AHA Scientific Publications.
8. The home pages of http://my.americanheart.org and any additional AHA compilations or derivative Web pages are comparable to the table of content pages of the AHA journals and may display advertising and/or promotional icons.
9. AHA, http://my.americanheart.org, or AHA Scientific Publications logos or trademarks may not appear on commercial Web sites as a logo or in any other form without prior written approval by the individuals responsible for the respective areas within the AHA.
10. Advertisements may link to additional promotional content that resides on the AHA Web sites.
11. Advertisements may link off-site to a commercial Web site, provided that the viewer is clearly informed (by expected Web behavior of online advertisements or by informational text) that he or she is being taken to another Web site. The AHA Scientific Publications Web site does not vouch for or assume any responsibility for any material contained on the Web site to which it links. A statement saying “The appearance of an advertisement on an AHA Scientific Publication Web site is neither an AHA guarantee nor endorsement of the product or service or the claims for the product or service made by the advertiser” will be on each Scientific Publications Web site. The AHA will not link to Web sites that frame the AHA Scientific Publications Web sites content without express permission of the AHA; prevent the viewer from returning to the AHA Scientific Publications Web site or other previously viewed screens, such as by disabling the viewer’s “back” button; redirect the viewer to a Web site the viewer did not intend to visit; or that do not otherwise follow AHA policies with respect to the use of AHA logos and trademarks. The AHA reserves the right to not link to or to remove links to other Web sites.

Digital Sponsorship
1. All financial or material support for electronic collections of articles, Scientific Publications Web site content, and other types of online products (eg, derivative products and collections, online databases, or material on CD-ROM) will be acknowledged and clearly indicated on the home screen or via a link from the home screen.
2. Acknowledgment of support will appear on the home page, on the running foot of all pages, on any packaging and collateral material included (eg, CD-ROM jewel case and companion print insert), and on any materials used to publicize the online product. Content accessed through the Web site that does not reside on the Web site (eg, abstracts or articles from another Web site) will not include sponsorship information.
3. These acknowledgments will not make any claim for any supporting company product(s). The AHA will determine the final wording and positioning of the acknowledgment. The wording will be similar to “Produced by [AHA publication] with support from [Company].”
4. The home page acknowledgment of digital products may be linked to an on-site “About [Company]” page or may link to the company’s Web site through the intervening buffer page referred to in “Digital Advertising”, item 9.
5. The “About [Company]” page may be linked to other on-site pages provided by the supporting company. These pages must be clearly distinguishable from editorial content, must be clearly labeled as provided by the supporting company, and must not be linked to related AHA editorial content.
6. The running foot acknowledgment will not be linked to any other materials.
7. Other Acknowledgments and disclosures may be required, as deemed necessary by the AHA Scientific Publications.
8. The AHA, AHA Journals, and http://my.americanheart.org logos and other AHA registered trademarks and logos may not appear on the sponsoring company Web site as a logo or in any other form without prior written approval by the individuals responsible for the respective areas within the AHA.