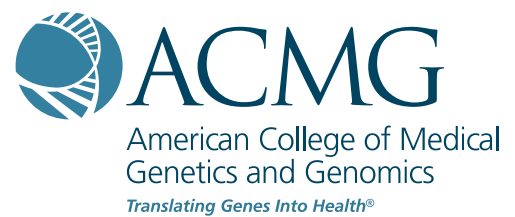




Genetics in Medicine

2022 MEDIA KIT



Introduction to *Genetics in Medicine*

From January 2022, Elsevier will publish *Genetics in Medicine*, the official journal of the American College of Medical Genetics and Genomics (ACMG) as a hybrid journal.

The ACMG is the only nationally recognized interdisciplinary professional membership organization that represents the interests of the entire medical genetics team including clinical geneticists, clinical laboratory geneticists, and genetic counselors. Together, the ACMG and its members engage in coordinated efforts to improve patient care, ensure optimal reimbursement for genetic service providers, establish standards of care and laboratory policy, and educate members about advances important to their practices.

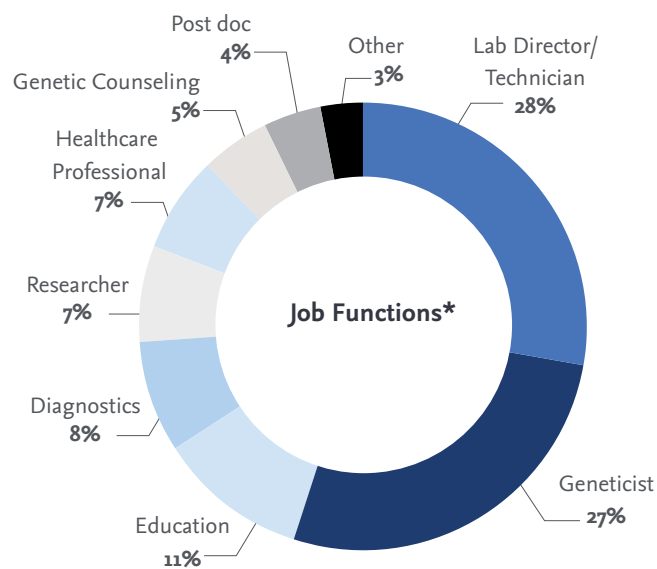
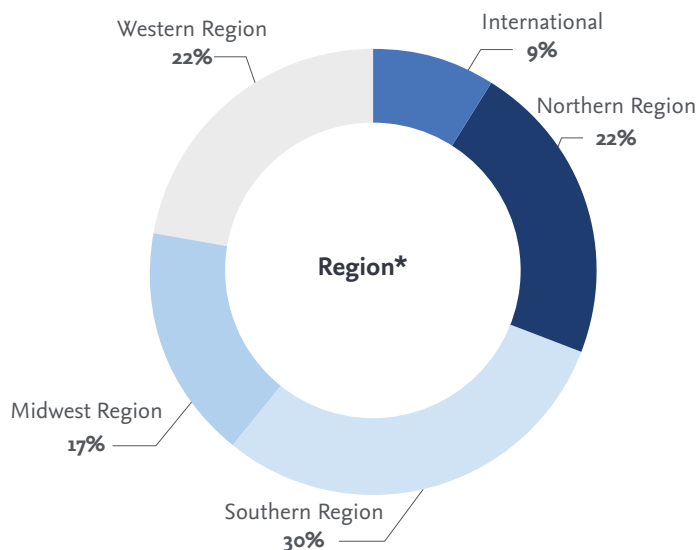
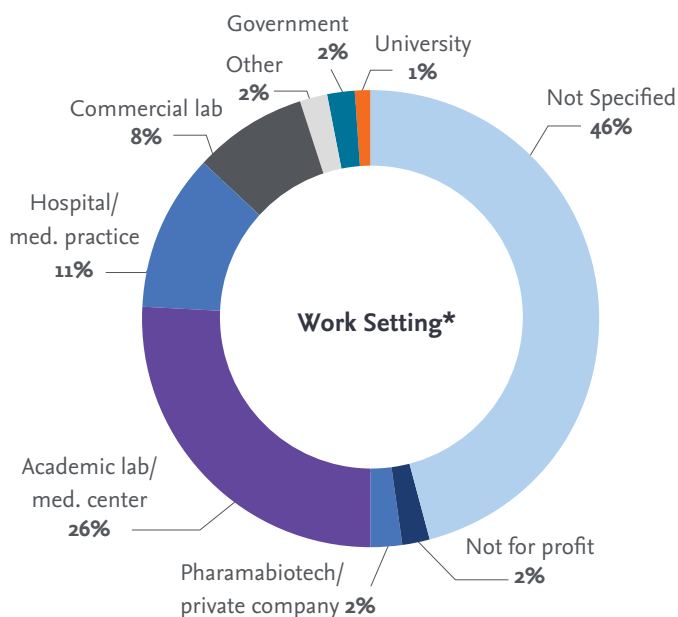
Elsevier is a leading publisher of scientific, technical and medical journals, including The Lancet family and the Cell Press imprint.

About *Genetics in Medicine*

The journal's mission is to enhance the knowledge, practice, and understanding of medical genetics and genomics through publications in clinical and laboratory genetics and genomics, including ethical, legal, and social issues as well as public health. As genetics and genomics continue to increase in importance and relevance in medical practice, the journal will be an accessible and authoritative resource for the dissemination of medical genetic knowledge to all medical providers through appropriate original research, reviews, commentaries, standards, and guidelines. *Genetics in Medicine* encourages research that combats racism, includes diverse populations and is written by authors from diverse and underrepresented backgrounds.



Membership Demographics*



*Source: ACMG member data, November 2021

Genetics in Medicine Journal

Website Banner Advertising (ROS)

Maximize your reach with a digital advertising campaign.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

Banner Positions

Top Leaderboard (desktop, tablet)	728 x 90
Top Leaderboard (mobile)	320 x 50
Right Medium Rectangle	300 x 250
Right Skyscraper	100 x 160

Sticky Banners

Leaderboard remains in place during scroll for 8 seconds. and Skyscraper on ROS pages remains in place on right side throughout scroll.

Rate

\$85 CPM

Prestitial Advertising

- Ad displays at page load
- Auto closes after 7 seconds
- Can be click off anytime
- Ad appears on any Home Page, Table of Contents or Article page
- Frequency of Ad: 1 view per user in a 6 Hour time period, for each campaign
- Only available on Desktop, Mobile not supported

Banner Positions

Medium Rectangle	300 x 250
Large Rectangle	480 x 640

Sticky Banners

Leaderboard remains in place during scroll for 8 seconds. and Skyscraper on ROS pages remains in place on right side throughout scroll.

GenePod Podcast



GenePod, the *Genetics in Medicine* podcast

An engaging and insightful monthly discussion around journal content, *GenePod* offers both audio and on screen advertising opportunities. Recent topics have included:

- *The potential impact of a PRS-based breast cancer risk assessment*
- *Where are therapeutics succeeding and where is more research needed to target the mechanism for genetic disorders?*
- *Team of experts creates ACMG’s first evidence-based clinical guideline recommending exome or genome sequencing for pediatric patients with congenital anomalies or intellectual disability*
- *Diagnosing the undiagnosed: Genetic testing identifies the underlying causes of kidney disease*

- *Artificial intelligence may provide a timely diagnosis for Fragile X syndrome*
- *Universal newborn screening to identify pediatric cancer predisposition – could it work?*

For details of sponsoring *GenePod*, please contact your regional sales representative.

Table of Contents Email (eTOC) Advertising



Monthly eTOCs

Genetics in Medicine sends out a monthly alert featuring links to upcoming issue articles to 2,300 opt-in subscribers who are ACMG members

Metrics*

Opt-in Distribution 2,500

Banner Positions (2 available)

Leaderboard (top) 728 x 90

+ Select one of these other two sizes:

Skyscraper (right side) 160 x 600

Medium Rectangle (bottom) 300 x 250

Rates

Leaderboard: \$1500

Skyscraper: \$1250

Rectangle: \$1000



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*ACMG data, April 2022

Genetics in Medicine Reprint Capabilities

The Power of Credibility

Reach targeted HCPs with original, authoritative content

Genetics in Medicine reprint collections bring together the top research and reviews from the journal, focused on a particular topic or theme.

Papers in each collection are selected by journal editors and are based on citations and reader download data, ensuring a top-flight collection of papers that your audience will engage with. Collections can be distributed in print at select events or as digital editions on the journal home page.

For details of advertising opportunities in *Genetics in Medicine* collections, please contact your sales representative.

Hard Copy Reprints

Customizable Options

Printing

- Inclusion of: company/brand logo, prescribing information & ISI, and inventory number

Packaging

- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs

Digital Reprints

E-Premier

Seamlessly incorporate page-flipping digital media features into your journal-branded reprints

[View a demo](#)

Linkards:

Further enhance the digital reach of your reprint with these business card-sized handouts showcasing the citation of the article alongside your branding. Recipients can access the reprint via an exclusive URL or QR code.

QR Codes

Integrate QR codes into your advertising to allow quick mobile access to your reprint.

Tablet Program

Install a suite of articles on a tablet for display during rep details, conferences, or on the fly.

Targeted Email Marketing

We offer the opportunity to distribute your ePrint via Elsevier's specialty email lists or your own email list.

Order Reprints Online

Visit us at www.reprints.elsevier.com where selecting and ordering your reprints is simple:

- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process



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Digital Media

Journal Website Banner Ads

Creative Sizes

Leaderboard 728 x 90

Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

Skyscraper 160 x 600

Placement: Journal pages. Right hand column of journal page, displays on all noncontent pages (content pages = abstract and full text articles*)

Large Rectangle 300 x 250

Placement: Journal pages. Bottom center of the page, displays on homepage only (content pages = abstract and full text articles*)

Specifications

Desktop/Tablet	HTML5, 150kB
Size	200KB max
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
File Format	.gif, .jpg or .swf [rich media]
Required Resolution	72 dpi
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required

Rich Media Expanding & HTML In-Page Ads[†]

Creative Sizes

Leaderboard 728 x 90

Expands ▼ down (maximum size) 728 x 315

Skyscraper 160 x 600

Expands ◀ left (maximum size) 300 x 600

Large Rectangle 300 x 250

Expands ▶ right (maximum size) 600 x 250

Rich Media Specifications

Desktop/Tablet	HTML5, 150KB
Initial Size	150KB
Subsequent Size	2.2 MB
Back-up .gif	200KB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max Video File Size	N/A
Expansion Method	On click
Hotspot requirements	Not to exceed 1/4 size of original ad
Close Button Requirements	8pt - 16 pt (11px - 21px)

Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google



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*Generic list of non-content pages available upon request though will vary by journal

†Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

Digital Media (continued)

Table of Contents (TOC) Email Banner Ads

Creative Sizes

Leaderboard	728 x 90
Skyscraper	160 x 600
Rectangle	300 x 250

Email Specifications

Size	200KB max
Rotation	No
Required Resolution	72 dpi
Acceptable File Format	.gif or .jpg
Rich Media	No
Animation	No
Target URL	Required
3rd Party Tags	No

Contact Us

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