

## Description

EP Lab Digest's mission is to serve as an educational tool as well as a voice for the electrophysiology (EP) professional. Monthly sections, including those on atrial fibrillation, cryotherapy, sudden death, pediatrics, and ECG interpretation, provide information to the reader about the best practices, the latest procedures, and ongoing concerns in EP. Articles may undergo a review process by members of the editorial advisory board.

## Issuance & Circulation

**Frequency:** 12 times per year  
6,500 (qualified and controlled)

## Coverage & Market

Electrophysiologists (adult and pediatric EPs), EP-allied professionals (e.g., nurses, techs, etc.), EP administrators, EP fellows

## Bonus Distribution

**January:** Atrial Fibrillation Symposium  
**March:** American College of Cardiology Scientific Sessions (ACC)  
**May:** Heart Rhythm Society (HRS)  
**October:** Transcatheter Cardiovascular Therapeutics (TCT)

## Special Issues

**May:** Special HRS meeting issue

## E-News

Classifieds available; contact representative for details.

## E-Blasts

State-by-state \$0.95  
Contact representative for counts and costs.

## Staff

**Classified Sales Associate**  
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70 E. Swedesford Road, Suite 100  
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## Column Sizes, Specs and Net Rates

1/8-page	4.75" x 3"	\$646
1/4-page	4.75" x 6.25"	\$1,240
1/2-page horizontal	9.75" x 6.25"	\$1,820
1/2-page vertical	4.75" x 12.75"	\$1,820
Full page	9.75" x 12.75"	\$2,536

*Note: All prices are net. All ad sizes are non-bleed.*

### Color Rates

Three-color/four-color	\$400
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PDF (Acrobat 4.0 or later) preferred. Other formats include .EPS and .TIFF. Resolution must be 300 dpi for four-color or grayscale images. Resolution must be 1200 dpi or higher for bitmap images.

## Internet Opportunities

[www.eplabdigest.com](http://www.eplabdigest.com) All prices are net.

### Online Rate

30 days	\$770
90 days	\$1,520
365 days	\$6,600

### Online/Journal Rate\*

30 days	\$620
90 days	\$1,120

### Banner Advertising

Main page	\$3,000
Classified page	\$2,000

### Title Advertising

Main page	\$2,000
Classified page	\$1,250

\*When added to the purchase of a journal classified ad.

Note: HMP Communications online services require at least 5 business days' lead time to schedule your online advertising. Files must arrive in electronic form and be web-ready or in PDF format.

## 2018 Closing Dates

Issue	Ad Close	Materials Due
January	Dec 7	Dec 14
February	Jan 11	Jan 18
March	Feb 2	Feb 9
April	March 12	March 19
May	April 5	April 12
June	May 10	May 17
July	June 8	June 15
August	July 11	July 18
September	Aug 10	Aug 17
October	Sept 11	Sept 18
November	Oct 10	Oct 17
December	Nov 6	Nov 13