

# **HPB**

# Overview

*HPB* is an international forum for clinical, scientific and educational communication. Ten issues a year bringing the reader leading articles, expert reviews, original articles, images, editorials, and reader correspondence encompassing all aspects of benign and malignant hepatobiliary disease and its management. *HPB* features relevant aspects of clinical and translational research and practice.

Visit Website



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# **EMEALA**

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#### **APAC**

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Global Print Circulation

Online Only

Avg. Global Monthly Visits

11,073

Avg. Global Monthly Unique Visitors

8,871

Avg. Global Monthly Page Views

18,939

Avg. Global eTOC Distribution 587





#### Affiliation

Official journal of the International Hepato-Pancreato-Biliary Association (IHPBA) and its Regional Associations, the American Hepato-Pancreato-Biliary Association (AHPBA) and the European Hepato-Pancreato-Biliary Association (EHPBA)

#### Audience

Surgeons, physicians, radiologists, multidisciplinary HPB team practitioners and basic scientists

#### Editor-in-Chief

Professor O James Garden

Issuance

12 times per year

# **Digital Specs**

# Website

POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Тор	Leaderboard	728 x 90	728 x 315	Down
Тор	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 300 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

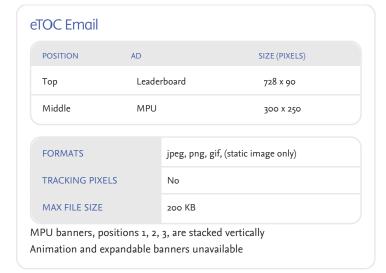
FORMATS	jpeg, png, gif, HTML5†, 3rd party tags
TRACKING PIXELS	Yes
MAX FILE SIZE	200 KB
MAX ANIMATION (TIME/LOOPS)	15 seconds/ 3 loops
PRESTITIAL FREQUENCY	1 impression/6hrs/user

<sup>\*</sup>Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).









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# Rates

PLACEMENT	RATE	COMMENTS
Banner (CPM)	Available upon request	
eTOC Leaderboard	Available upon request	
eTOC Large Rectangle	Available upon request	
eTOC AIP	Available upon request	
Prestitial	Available upon request	

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In odates are so specified, delivery/performance will be within a reasonable time.

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9. Force majeure if by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, accidents, power or telecommunications failure, customs delays, governmental restrictions or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part it so bligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such inability to perform shall not make such party liable to any other party. The party subject to an event of force majeure shall use good faith efforts to comply as dosely as possible with the provisions of this TC and to avoid the effects of such event to the extent possible.

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eTOC Metrics: 6 Month Average of eTOC sends - Nov 2022 to April 2023

