Gastrointestinal Endoscopy

Overview

*Gastrointestinal Endoscopy* publishes original, peer-reviewed articles on endoscopic procedures used in the study, diagnosis, and treatment of digestive diseases. Articles report on outcomes research, prospective studies, and controlled trials of new endoscopic instruments and treatment methods. Online features include full text of all articles, video articles, video and audio clips, and MEDLINE links to related articles. Category 1 CME credit can be earned by reading the text material and taking the CME examination online. *Gastrointestinal Endoscopy* has become the international forum for the newest developments in the specialty, bringing readers challenging reports from leading authorities throughout the world. The journal regularly publishes abstracts of important articles from other leading clinical publications, complete with commentaries from a panel of experts.

**Display Advertising**

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856-520-9632  
Bob.rhmedia@comcast.net

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44 20 7424 4454  
r.bayliss@elsevier.com

Virginia Van Homrigh  **APAC**  
61 448 008159  
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Derek Zakaib  **Canada**  
514-730-8837  
derekjohnzakaib@gmail.com

**Recruitment Advertising**

Ariel Medina  **Global**  
212-633-3189  
a.medina@elsevier.com

**Global Print Circulation**  
8,391

**Avg. Global Monthly Visits**  
37,433

**Avg. Global Monthly Unique Visitors**  
28,734

**Avg. Global Monthly Page Views**  
69,197

**Avg. Global eTOC Distribution**  
26,126

**Affiliation**

American Society for Gastrointestinal Endoscopy

**Audience**

Gastroenterologists, gastrointestinal surgeons, hepatologists, colon and rectal surgeons, laparoscopists, and pediatric gastroenterologists.
**Print Closings**

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>SPACE CLOSING</th>
<th>RUN OF BOOK ARTWORK DUE</th>
<th>PREPRINTED SUPPLIED PIECES DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>97/1</td>
<td>January 2023</td>
<td>11/16/2022</td>
<td>11/21/2022</td>
<td>11/30/2022</td>
</tr>
<tr>
<td>97/2</td>
<td>February 2023</td>
<td>12/16/2022</td>
<td>12/21/2022</td>
<td>12/30/2022</td>
</tr>
<tr>
<td>97/3</td>
<td>March 2023</td>
<td>01/23/2023</td>
<td>01/26/2023</td>
<td>02/02/2023</td>
</tr>
<tr>
<td>97/4</td>
<td>April 2023</td>
<td>02/12/2023</td>
<td>02/27/2023</td>
<td>03/06/2023</td>
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<tr>
<td>97/5</td>
<td>May 2023</td>
<td>03/16/2023</td>
<td>03/21/2023</td>
<td>03/28/2023</td>
</tr>
<tr>
<td>97/6</td>
<td>June 2023</td>
<td>04/19/2023</td>
<td>04/24/2023</td>
<td>05/01/2023</td>
</tr>
<tr>
<td>98/1</td>
<td>July 2023</td>
<td>05/17/2023</td>
<td>05/22/2023</td>
<td>05/30/2023</td>
</tr>
<tr>
<td>98/2</td>
<td>August 2023</td>
<td>06/19/2023</td>
<td>06/22/2023</td>
<td>06/29/2023</td>
</tr>
<tr>
<td>98/3</td>
<td>September 2023</td>
<td>07/19/2023</td>
<td>07/24/2023</td>
<td>07/31/2023</td>
</tr>
<tr>
<td>98/4</td>
<td>October 2023</td>
<td>08/16/2023</td>
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</tr>
<tr>
<td>98/5</td>
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<td>10/02/2023</td>
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<tr>
<td>98/6</td>
<td>December 2023</td>
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</table>

**Cancellations:**

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.
## Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 2,320</td>
<td>$ 1,600</td>
<td>$ 1,140</td>
</tr>
<tr>
<td>6x</td>
<td>$ 2,265</td>
<td>$ 1,565</td>
<td>$ 1,115</td>
</tr>
<tr>
<td>12x</td>
<td>$ 2,205</td>
<td>$ 1,545</td>
<td>$ 1,065</td>
</tr>
<tr>
<td>18x</td>
<td>$ 2,165</td>
<td>$ 1,515</td>
<td>$ 1,055</td>
</tr>
<tr>
<td>24x</td>
<td>$ 2,100</td>
<td>$ 1,455</td>
<td>$ 1,040</td>
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<tr>
<td>36x</td>
<td>$ 2,060</td>
<td>$ 1,450</td>
<td>$ 1,020</td>
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<tr>
<td>48x</td>
<td>$ 2,030</td>
<td>$ 1,440</td>
<td>$ 1,010</td>
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<tr>
<td>60x</td>
<td>$ 2,020</td>
<td>$ 1,430</td>
<td>$ 990</td>
</tr>
<tr>
<td>72x</td>
<td>$ 2,010</td>
<td>$ 1,425</td>
<td>$ 975</td>
</tr>
<tr>
<td>84x</td>
<td>$ 1,995</td>
<td>$ 1,400</td>
<td>$ 960</td>
</tr>
<tr>
<td>96x</td>
<td>$ 1,965</td>
<td>$ 1,370</td>
<td>$ 945</td>
</tr>
</tbody>
</table>

### 4 COLOR

- STANDARD COLOR: $2,135
- MATCHED COLOR: $1,120
- METALLIC COLOR: $1,380

### Cover Tips

- $16,500

### Outserts

- $17,010

## Premium Positions

- Cover 4: 50% B/W Page rate
- Cover 2: 35% B/W Page rate
- Cover 3: 25% B/W Page rate
- Opposite TOC: 25% B/W Page rate
- First Right Hand Page: 25% B/W Page rate
- Other Preferred Positions: 10% B/W Page rate

## Earned Rates

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.
Inserts

Furnished inserts are billed at the black and white rate times the number of insert pages.

Two-page insert (one leaf): Two-times earned frequency rate.

Four-page or larger insert: Black & White earned frequency rate.

Composition

All production charges are net and non-commissionable

<table>
<thead>
<tr>
<th>PRINTING</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black &amp; White only</td>
<td>$150</td>
<td>$125</td>
<td>$95</td>
</tr>
</tbody>
</table>

Acceptance of Advertising

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.

Classified / back of book print closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>CLASSIFIED SPACE CLOSING &amp; RUN OF BOOK ARTWORK DUE</th>
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<td>97/1</td>
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</tr>
<tr>
<td>97/4</td>
<td>April 2023</td>
<td>02/19/2023</td>
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<tr>
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<td>May 2023</td>
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Cancellations:

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.
Classified / back of book print advertising

Rates

<table>
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<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
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<th>1/4 PAGE (BLACK &amp; WHITE)</th>
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</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 2,475</td>
<td>$ 1,885</td>
<td>$ 1,480</td>
</tr>
<tr>
<td>6x</td>
<td>$ 2,425</td>
<td>$ 1,850</td>
<td>$ 1,470</td>
</tr>
<tr>
<td>12x</td>
<td>$ 2,375</td>
<td>$ 1,815</td>
<td>$ 1,425</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>METALLIC COLOR</th>
<th>4 COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 1,330</td>
<td>$ 2,055</td>
<td>$ 690</td>
<td>$ 965</td>
<td>$ 1,080</td>
</tr>
</tbody>
</table>

Confidential Email Inbox
Cost: $40.

Agency Discount
For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

Cancellations:
Must be received in writing on or before the announced closing date.

Run of Book Print Ads

Sizing
Trim: 8-1/8" x 10-7/8"
1/4" from all trim edges.
Binding: Perfect; Jogs to head
Printing Process: Litho Web
Halftone Screen: Cover: 150 line screen Text: 150 line screen
Specifications

File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3.

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh “city” fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).
Page Layout
Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset.
- No content is to be within 1/4" of all trim edges.
- Supply as single page files only.
- Right Reading, Portrait Mode, 100% size, No Rotation.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

Color Space
All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors
Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC). Any non-intended spot colors will be converted to CMYK.

Trapping and Screening
Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs
If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit [https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/](https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/). Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.

Delivery
Submit PDF ad files to Elsevier ad portal at [www.ads4els.com](http://www.ads4els.com)

Conformance to Specs
Variance from the above specifications may not yield results that conform to Elsevier quality control standards.
Supplied Print Ad Pieces

Size - 2 page: 8-3/8" x 11-1/8"
Size - 4 page: 16-3/4" x 11-1/8"

Trimming: For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

Closing Date for Booking Inserts: Same as ad space closing

Insert delivery date: See Insert due dates

All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Insert Quantity

Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipments Address

Gastrointestinal Endoscopy
LSC Communications
13487 South Preston Highway
LEBANON JCTN, KY 40150
United States
Attn: Elsevier Team

Disposition of Reproduction Materials

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

For Contracts, Insertion Orders & Production Materials

Send new print ad files and submit pickup ads to www.ads4els.com.
### Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

**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

*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).

### eTOC Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**FORMATS**: jpeg, png, gif,(static image only)

**TRACKING PIXELS**: No

**MAX FILE SIZE**: 200 KB

MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

### AIP Email

<table>
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</table>

**FORMATS**: jpeg, png, gif,(static image only)

**TRACKING PIXELS**: No

**MAX FILE SIZE**: 200 KB

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability

These terms and conditions shall apply to all proposals, offers, and agreements made between Elsevier and any party or parties then in existence ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and any amendment or modification thereto, as well as the entire agreement between the parties (hereafter "the TC"). They supersede any previous verbal understanding, written contracts or other agreements between the parties.

2. Execution and modification of the order

No order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or [for labour]. Elsevier reserves the right to decline any order in whole or in part and shall be under no obligation to supply such or other products or services as agreed.

3. Execution and modification of the order

Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer by the Client to purchase the Products and/or Services subject to the terms hereof. No order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or [for labour]. Elsevier reserves the right to decline any order in whole or in part and shall be under no obligation to supply such or other products or services as agreed.

4. Prices, taxes and currencies

All monies or anything of value to any commercial contact or Government Official for the purpose or intent to induce such a person to act in violation of any anti-discrimination law or regulation, or any other right of any person or entity; (iii) Advertising Content that, in the sole discretion of Elsevier, is not or may not be deemed appropriate for any reason, including, but not limited to, the potential for plagiarism of the Products by any third party. The Client is solely responsible for collecting from its customers amounts due to Elsevier under clause 5.

5. Payment

Where general terms and conditions of sale are proposed by the Client, these shall not apply and the TC will prevail. Any variation to the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorised signature of Elsevier. Nothing in the TC will exclude or limit Elsevier’s liability for fraudulent misrepresentation. When products are sold to end-users who intend to sell third party products or software such as may be subject to additional terms and conditions.