Gastroenterology

Overview

Gastroenterology has been the leading journal in its subspecialty for more than 50 years. It's the one resource investigators, students, and practitioners turn to first for definitive information on the digestive tract, liver, and digestive disease.

As the Official Journal of the AGA Institute, Gastroenterology focuses on bringing its readers valuable insight through comprehensive and innovative articles. In addition to providing superb scientific coverage, Gastroenterology offers many features that serve the information needs of clinicians such as Gastroenterology News, Comment from the Editors, Image of the Month, This Month in Gastroenterology, Advances in Imaging and Technology and Clinical Challenges. Gastroenterology also includes convenient online retrieval of content in an exceptionally user-friendly format at www.gastrojournal.org.

Display Advertising

Bill Hipple United States
646-671-0385
b.hipple@elsevier.com

Robert Bayliss Europe
44 20 7424 4454
r.bayliss@elsevier.com

Virginia Van Homrigh APAC
61 448 008159
v.vanhomrigh@elsevier.com

Derek Zakaib Canada
514-730-8837
derekjohnzakaib@gmail.com

Recruitment Advertising

Kenneth Naylor Global
212-633-3835
k.naylor@elsevier.com

Global Print Circulation
10,635

Avg. Global Monthly Visits
116,791

Avg. Global Monthly Unique Visitors
91,981

Avg. Global Monthly Page Views
184,282

Avg. Global eTOC Distribution
30,602

Affiliation
Official Journal of The AGA Institute

Audience
Physicians and residents with a primary or secondary professional interest in gastrointestinal disorders and liver disease, including gastroenterologists, surgeons, pediatricians, radiologists, as well as specialists in internal medicine.
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>164/1</td>
<td>January 2023</td>
<td>11/16/2022</td>
<td>11/21/2022</td>
<td>11/30/2022</td>
</tr>
<tr>
<td>164/2</td>
<td>February 2023</td>
<td>12/21/2022</td>
<td>12/28/2022</td>
<td>01/05/2023</td>
</tr>
<tr>
<td>164/3</td>
<td>March 2023</td>
<td>01/23/2023</td>
<td>01/26/2023</td>
<td>02/02/2023</td>
</tr>
<tr>
<td>164/4</td>
<td>April 2023 Special Issue</td>
<td>02/21/2023</td>
<td>02/24/2023</td>
<td>03/03/2023</td>
</tr>
<tr>
<td>164/5</td>
<td>April 2023</td>
<td>03/23/2023</td>
<td>03/28/2023</td>
<td>03/15/2023</td>
</tr>
<tr>
<td>164/6</td>
<td>May 2023</td>
<td>04/23/2023</td>
<td>04/28/2023</td>
<td>04/04/2023</td>
</tr>
<tr>
<td>164/7</td>
<td>June 2023</td>
<td>05/21/2023</td>
<td>05/26/2023</td>
<td>05/03/2023</td>
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<td>165/1</td>
<td>July 2023</td>
<td>06/22/2023</td>
<td>06/25/2023</td>
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<td>165/2</td>
<td>August 2023</td>
<td>07/19/2023</td>
<td>07/22/2023</td>
<td>06/29/2023</td>
</tr>
<tr>
<td>165/3</td>
<td>September 2023</td>
<td>08/20/2023</td>
<td>08/25/2023</td>
<td>08/01/2023</td>
</tr>
<tr>
<td>165/4</td>
<td>October 2023</td>
<td>09/21/2023</td>
<td>09/26/2023</td>
<td>09/03/2023</td>
</tr>
<tr>
<td>165/5</td>
<td>November 2023</td>
<td>09/21/2023</td>
<td>09/26/2023</td>
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</tr>
<tr>
<td>165/6</td>
<td>December 2023</td>
<td>10/20/2023</td>
<td>10/25/2023</td>
<td>11/01/2023</td>
</tr>
<tr>
<td>166/1</td>
<td>January 2024</td>
<td>11/17/2023</td>
<td>11/22/2023</td>
<td>12/01/2023</td>
</tr>
</tbody>
</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>$ 4,075</td>
<td>$ 3,155</td>
<td>$ 2,100</td>
</tr>
<tr>
<td>6x</td>
<td>$ 4,005</td>
<td>$ 3,065</td>
<td>$ 2,075</td>
</tr>
<tr>
<td>12x</td>
<td>$ 3,865</td>
<td>$ 3,020</td>
<td>$ 2,055</td>
</tr>
<tr>
<td>24x</td>
<td>$ 3,790</td>
<td>$ 2,960</td>
<td>$ 2,050</td>
</tr>
<tr>
<td>36x</td>
<td>$ 3,750</td>
<td>$ 2,855</td>
<td>$ 2,020</td>
</tr>
<tr>
<td>48x</td>
<td>$ 3,715</td>
<td>$ 2,795</td>
<td>$ 1,965</td>
</tr>
<tr>
<td>72x</td>
<td>$ 3,605</td>
<td>$ 2,720</td>
<td>$ 1,895</td>
</tr>
<tr>
<td>120x</td>
<td>$ 3,525</td>
<td>$ 2,680</td>
<td>$ 1,890</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MATCHED COLOR</th>
<th>4 COLOR</th>
<th>STANDARD COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 1,250</td>
<td>$ 2,415</td>
<td>$ 1,095</td>
</tr>
</tbody>
</table>

Cover Tips: $21,300
Outserts: $22,000

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.
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>
</tr>
</thead>
<tbody>
<tr>
<td>164/1</td>
<td>January 2023</td>
<td>11/10/2022</td>
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<tr>
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<td>01/17/2023</td>
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<td>April 2023</td>
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Classified / back of book print advertising

Rates

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<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>
<th>1/8 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 4,540</td>
<td>$ 3,745</td>
<td>$ 2,665</td>
<td>$ 1,425</td>
</tr>
<tr>
<td>3x</td>
<td>$ 4,390</td>
<td>$ 3,575</td>
<td>$ 2,630</td>
<td></td>
</tr>
<tr>
<td>6x</td>
<td>$ 4,255</td>
<td>$ 3,520</td>
<td>$ 2,600</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>4 COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>$ 2,515</td>
<td>$ 690</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>$ 1,105</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$ 1,260</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: 8-1/4" x 10-7/8"
Keep live matter 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

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7-3/4&quot; x 10-3/8&quot;</td>
<td>8-1/2&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>15&quot; x 10&quot;</td>
<td>16-3/4&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8-1/2&quot; x 5-11/16&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; x 13&quot;</td>
<td>4-3/8&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2&quot; x 5&quot;</td>
<td></td>
</tr>
</tbody>
</table>
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/. 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

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: 8-1/2" x 11-1/8"
Size - 4 page: 17" 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

Gastroenterology
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.
# Digital Specs

## 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

### AIP Email

<table>
<thead>
<tr>
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<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.

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability
These terms and conditions shall apply to all offers, proposals, made between Elsevier and any third party or its agent(s) ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). They supersede any previous understanding and agreement between the parties.

2. Execution and modification of the order
Any modifications to the products or service descriptions, budget or schedule shall not be binding on Elsevier unless confirmed in writing and signed by an authorized signatory of Elsevier. No oral modifications shall be binding on Elsevier.

3. Execution and modification of the order
Any modifications to the products or service descriptions, budget or schedule shall not be binding on Elsevier unless confirmed in writing and signed by an authorized signatory of Elsevier. No oral modifications shall be binding on Elsevier.

4. Prices, taxes and currencies
Unless otherwise agreed by Elsevier in writing the prices for the Products and Services subject to the TC shall be based on the list prices in effect at the time of acceptance. The Client may not be entitled to any discount, rebates or prices on the products and services included in the TC without written authorization from Elsevier, as set forth in the TC.

5. Payment, disputes and claims
The Client shall pay to Elsevier all sums due to it under the TC in full and on time, unless and to the extent permitted by law, except for any amounts which are unenforceable under the law, and the remainder of such provision shall continue in full force and effect. Elsevier may at its discretion, in addition to any other rights and remedies which it may have, set off any amount payable to the Client under any other agreement or arrangements or proceedings in any jurisdiction without prejudice to Elsevier's rights to recover the full amount due or any part thereof.

6. Distribution
The Client shall not engage in any advertising, reproduction, exhibition or sale of any of the products or services of Elsevier without Elsevier's prior written consent.

7. Intellectual property
The Client shall not use the products or services in any manner that would infringe any intellectual property rights of Elsevier or any other third party unless and to the extent permitted by law.

8. Liability and claims
The liability of Elsevier under the TC shall be limited to the extent of any illegality, invalidity, voidness, voidability, cancellability or unenforceability under the law, and the remainder of such provision shall continue in full force and effect. Elsevier may, at its discretion, in addition to any other rights and remedies which it may have, set off any amount payable to the Client under any other agreement or arrangements or proceedings in any jurisdiction without prejudice to Elsevier's rights to recover the full amount due or any part thereof.

9. Force majeure
The TC shall not be considered a reason for rejecting delivery or, as the case may be, modifying the agreed price. The Client shall be responsible for all losses resulting from any uncollected amounts. Delays or failures in obtaining such payments will not affect the Client's obligation to make payments to Elsevier under clause 8.

10. Audit
The Client shall allow Elsevier's authorized representative at any reasonable time to have access to the Client's premises (or that of any third party on whose premises) for the purpose of inspecting the Client's facilities, books and records to verify the Client's compliance with the TC.