Cellular and Molecular Gastroenterology and Hepatology

Overview

CMGH is the newest peer-reviewed journal published by the American Gastroenterological Association (AGA), joining Gastroenterology and Clinical Gastroenterology and Hepatology. The mission of CMGH is to publish impactful digestive biology research that ranges from mechanisms of normal function to pathobiology and covers a broad spectrum of themes in gastroenterology, hepatology, and pancreatology. The journal reports the latest advances in cell biology, immunology, physiology, microbiology, genetics, and neurobiology of gastrointestinal, hepatobiliary, and pancreatic health and disease. The research CMGH publishes is hypothesis driven, mechanistically novel, and appropriately designed and powered. Studies published in CMGH address important questions using tissues or cells from patients or animal models in order to make fundamental discoveries and translate them to human disease.

In an effort to distribute its content to the widest audience possible, CMGH is an open access, all-digital journal.

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Global Print Circulation
Online Only
Affiliation
AGA Institute

Audience
Researchers with a primary or secondary interest in gastrointestinal disorders and liver disease, including gastroenterologists and hepatologists, as well as specialists in basic cell and developmental biology, biochemistry, genetics, immunology, molecular biology, microbiology, pathology, pharmacology, or physiology.

Editor-in-Chief
Jerrold R. Turner, MD, PhD, AGAF

Digital Specs

Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
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<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>
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<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
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</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

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<tbody>
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<tr>
<td>Middle</td>
<td>MPU</td>
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</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

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1. Applicability

2. Offer and acceptance/ Description

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