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.
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

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

**AIP 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>Side</td>
<td>Skyscraper</td>
<td>160 x 600</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

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, and agreements made between Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Service") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties ("the TC"). These terms supersede any previous oral or written agreement between the parties ("the TC").
- Elsevier reserves the right to modify any of the above terms and conditions at any time for any reason, and such modifications shall take effect immediately upon the posting of the modified terms and conditions on Elsevier's website. All changes will be posted on Elsevier's website, and it is the Client's responsibility to review them periodically. The Client's continued use of the Products and/or Services shall constitute the Client's acceptance of the modified terms and conditions.

2. Products and Services
- Elsevier shall provide the Products and/or Services to the Client as described in the order acknowledgement. The Client acknowledges that it is responsible for checking the accuracy of the order acknowledgement, and it may be necessary to amend the full price list and/or delivery schedule at Elsevier's discretion. If, at the request of the Client, Elsevier delivers the Products or issues the invoice to the Client prior to the performance of the Products or Services, the Client shall have no right to cancel or rescind the order unless such cancellation or rescission is expressly agreed to in writing by Elsevier.
- The Client shall make all payments due under the TC in accordance with the relevant payment terms as set out in the order acknowledgement. No payment shall be deemed to have been made until Elsevier has received the full amount due.

3. Payment
- The Client shall pay for the Products and/or Services in accordance with the payment terms specified in the order acknowledgement. Payment terms include, but are not limited to, payment before delivery or payment with credit terms. Any payment terms not specified in the order acknowledgement shall be deemed to be net 30 days from the date of delivery. The Client shall pay for all Products and/or Services without any set-off, deduction, or abatement, whether by way of set-off, counterclaim, discount, abatement, or otherwise.

4. Statements and Taxes
- Any statements or taxes shall be invoiced to the Client in accordance with the order acknowledgement. The Client shall pay for all such statements or taxes within the time specified in the order acknowledgement. If the Client fails to pay such amounts within the specified time, Elsevier may charge interest on such amounts at a rate determined by Elsevier from time to time.

5. Delivery and Shipment
- Elsevier shall deliver the Products and/or Services to the Client at the address specified in the order acknowledgement. The Client shall have no right to cancel or rescind the order unless such cancellation or rescission is expressly agreed to in writing by Elsevier. Any shipping charges or delivery fees incurred in connection with the delivery of the Products and/or Services shall be borne by the Client.

6. Returns
- The Client shall be responsible for inspecting the Products upon delivery. Any returns of the Products shall be subject to the relevant Elsevier company's return policy. If the Client is not satisfied with the Products, it shall notify Elsevier in writing within the time specified in the order acknowledgement, and Elsevier shall have the right to accept such returns and issue a refund or credit, subject to the relevant Elsevier company's return policy.

7. Right to Accept or Reject
- Elsevier reserves the right to accept or reject any order for products or services. The Client shall be notified in writing of any such acceptance or rejection. If Elsevier accepts an order, the Client agrees to accept the terms and conditions of the order as set out in the order acknowledgement. If Elsevier rejects an order, the Client agrees to accept the terms and conditions of the rejection as set out in the order acknowledgement.

8. Cancellation
- The Client shall have the right to cancel the order for any reason, provided that it gives written notice of such cancellation to Elsevier within the time specified in the order acknowledgement. If the Client cancels the order before the Closing Date, copy run in previous issue may be inserted. The Client shall keep a complete copy of all materials delivered before the Closing Date and shall return to Elsevier any unused copies of the Products or Services.

9. Right to Cancel
- If Elsevier is unable to deliver the Products or Services as specified in the order acknowledgement, the Client shall have the right to cancel the order and terminate the TC. The Client shall notify Elsevier in writing of such cancellation and termination, and Elsevier shall refund any monies paid by the Client in advance.

10. Reprints
- If the Client requests reprints of the Products, Elsevier shall provide such reprints to the Client at a price determined by Elsevier. The Client shall pay for all such reprints within the time specified in the order acknowledgement. If the Client fails to pay for such reprints within the specified time, Elsevier may charge interest on such amounts at a rate determined by Elsevier from time to time.

11. Audit
- Elsevier reserves the right to audit the Client's records in connection with the TC. The Client shall permit Elsevier to make such audit and provide Elsevier with all information reasonably required for the audit.

12. Intellectual Property
- The Client agrees not to use any of the Products or Services in a manner that may infringe any intellectual property rights of Elsevier or any third party. The Client acknowledges and agrees that it shall not use any of the Products or Services in any manner that violates the intellectual property rights of Elsevier or any third party.

13. Payment
- The Client shall make all payments due under the TC in accordance with the relevant payment terms as set out in the order acknowledgement. No payment shall be deemed to have been made untilElsevier has received the full amount due.

- The Client agrees not to use any of the Products or Services in a manner that may infringe any intellectual property rights of Elsevier or any third party. The Client acknowledges and agrees that it shall not use any of the Products or Services in any manner that violates the intellectual property rights of Elsevier or any third party.

15. Payment
- The Client shall make all payments due under the TC in accordance with the relevant payment terms as set out in the order acknowledgement. No payment shall be deemed to have been made untilElsevier has received the full amount due.

16. Intellectual Property
- The Client agrees not to use any of the Products or Services in a manner that may infringe any intellectual property rights of Elsevier or any third party. The Client acknowledges and agrees that it shall not use any of the Products or Services in any manner that violates the intellectual property rights of Elsevier or any third party.

17. Payment
- The Client shall make all payments due under the TC in accordance with the relevant payment terms as set out in the order acknowledgement. No payment shall be deemed to have been made untilElsevier has received the full amount due.

18. Intellectual Property
- The Client agrees not to use any of the Products or Services in a manner that may infringe any intellectual property rights of Elsevier or any third party. The Client acknowledges and agrees that it shall not use any of the Products or Services in any manner that violates the intellectual property rights of Elsevier or any third party.

19. Payment
- The Client shall make all payments due under the TC in accordance with the relevant payment terms as set out in the order acknowledgement. No payment shall be deemed to have been made untilElsevier has received the full amount due.