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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Digital Specs

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<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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<td>Top</td>
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<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>
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<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
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<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
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<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
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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).

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<td>Middle</td>
<td>MPU</td>
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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

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