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.
**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 (PICTELS)</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 300 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 offers, proposals and agreements made between Elsevier and any third party or any of its third parties ("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"). These terms and conditions are subject to change at the sole discretion of Elsevier. The Client may not assign, sell, distribute or otherwise transfer the Products and/or Services to any third party without the written consent of Elsevier.

2. Offer and acceptance/ Description

Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer to Elsevier to supply the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or Elsevier delivers the Products or issues the invoice to the Client. The Client acknowledges that it is the Client’s responsibility to review all invoices and proposals to ensure that the products purchased and described in the orders are delivered correctly prior to acceptance and payment. All orders for products and services are subject to Elsevier’s current price lists. The Client acknowledges that, unless otherwise agreed in writing, no terms and conditions supplied by or on behalf of the Client shall have the effect of modifying any of the terms and conditions of the TC. All orders must be placed, and all payments shall be made, in accordance with the TC. The TC shall take precedence over any other terms and conditions, including any that may be contained in any form of purchasing agreement, unless otherwise agreed in writing.

3. Intellectual property

Copyright and other intellectual property rights to all Elsevier proposals, publications and other Products shall remain with Elsevier unless otherwise agreed in writing. The Client acknowledges that the Client is solely responsible for obtaining all necessary licenses or consents required for the use of the Products and/or Services and that Elsevier will not be responsible for obtaining such licenses or consents. The Client represents and warrants that it has the necessary licenses or consents required for the use of the Products and/or Services.

4. Liability and claims

To the maximum extent permitted by relevant legislation, Elsevier shall not be liable to the Client or any third party for any indirect, special, or consequential loss or damage, whether caused by the negligence of Elsevier or otherwise, nor for any loss resulting from any failure to achieve any predicted or expected result or for any loss resulting from any breach of warranty or condition.

5. Force majeure

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, or appropriation or other causes beyond the control of a party, either party is unable to perform in whole or in part its obligations under this TC, the adversely affected party may by written notice to the other party invoke the provisions of this TC, and if such notice is not given, the adversely affected party may give written notice of its intention to terminate this TC on the five business days after the date of such notice, the TC shall be deemed to have been terminated on the date of such notice. The provisions of this TC shall apply to all such modifications or supplements to the TC, and no such modification or supplement shall be effective unless agreed to in writing by both parties.

6. Distribution

The Client shall not engage, reproduce, or distribute any of the Products or any other products of Elsevier to its affiliates, or sell or distribute or otherwise transfer the Products or any other products of Elsevier to any third party without the written consent of Elsevier. The Client shall not use, re-use, distribute or otherwise make available any of the Products or any other products of Elsevier, except as specifically provided for in this TC, except where required by law.

7. Cancellations & Returns

In the event that a Client cancels an order for any reason, Elsevier shall be entitled to charge the full cost of the Products or Services to the Client.

8. Payment

Payment must be made within thirty (30) days of the invoice date. Payment is due in full at the time of the invoice. All amounts are payable in the currency of the applicable Elsive invoice. The Client acknowledges that it is the Client’s responsibility to review all invoices and proposals to ensure that the products purchased and described in the orders are delivered correctly prior to acceptance and payment. All orders for products and services are subject to Elsevier’s current price lists. The Client acknowledges that, unless otherwise agreed in writing, no terms and conditions supplied by or on behalf of the Client shall have the effect of modifying any of the terms and conditions of the TC. All orders must be placed, and all payments shall be made, in accordance with the TC. The TC shall take precedence over any other terms and conditions, including any that may be contained in any form of purchasing agreement, unless otherwise agreed in writing.

9. Audit

Elsevier shall be entitled to conduct an audit to verify the Client’s compliance with the terms and conditions of the TC. The Client acknowledges that it is the Client’s responsibility to review all invoices and proposals to ensure that the products purchased and described in the orders are delivered correctly prior to acceptance and payment. All orders for products and services are subject to Elsevier’s current price lists. The Client acknowledges that, unless otherwise agreed in writing, no terms and conditions supplied by or on behalf of the Client shall have the effect of modifying any of the terms and conditions of the TC. All orders must be placed, and all payments shall be made, in accordance with the TC. The TC shall take precedence over any other terms and conditions, including any that may be contained in any form of purchasing agreement, unless otherwise agreed in writing.

10. Notice of default

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, or appropriation or other causes beyond the control of a party, either party is unable to perform in whole or in part its obligations under this TC, the adversely affected party may by written notice to the other party invoke the provisions of this TC, and if such notice is not given, the adversely affected party may give written notice of its intention to terminate this TC on the five business days after the date of such notice, the TC shall be deemed to have been terminated on the date of such notice. The provisions of this TC shall apply to all such modifications or supplements to the TC, and no such modification or supplement shall be effective unless agreed to in writing by both parties. The Client hereby agrees and acknowledges that it is the Client’s responsibility to review all invoices and proposals to ensure that the products purchased and described in the orders are delivered correctly prior to acceptance and payment. All orders for products and services are subject to Elsevier’s current price lists. The Client acknowledges that, unless otherwise agreed in writing, no terms and conditions supplied by or on behalf of the Client shall have the effect of modifying any of the terms and conditions of the TC. All orders must be placed, and all payments shall be made, in accordance with the TC. The TC shall take precedence over any other terms and conditions, including any that may be contained in any form of purchasing agreement, unless otherwise agreed in writing.

11. Force majeure

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, or appropriation or other causes beyond the control of a party, either party is unable to perform in whole or in part its obligations under this TC, the adversely affected party may by written notice to the other party invoke the provisions of this TC, and if such notice is not given, the adversely affected party may give written notice of its intention to terminate this TC on the five business days after the date of such notice, the TC shall be deemed to have been terminated on the date of such notice. The provisions of this TC shall apply to all such modifications or supplements to the TC, and no such modification or supplement shall be effective unless agreed to in writing by both parties.

12. Audit

Elsevier shall be entitled to conduct an audit to verify the Client’s compliance with the terms and conditions of the TC. The Client hereby agrees and acknowledges that it is the Client’s responsibility to review all invoices and proposals to ensure that the products purchased and described in the orders are delivered correctly prior to acceptance and payment. All orders for products and services are subject to Elsevier’s current price lists. The Client acknowledges that, unless otherwise agreed in writing, no terms and conditions supplied by or on behalf of the Client shall have the effect of modifying any of the terms and conditions of the TC. All orders must be placed, and all payments shall be made, in accordance with the TC. The TC shall take precedence over any other terms and conditions, including any that may be contained in any form of purchasing agreement, unless otherwise agreed in writing.

13. Cancellations & Returns

In the event that a Client cancels an order for any reason, Elsevier shall be entitled to charge the full cost of the Products or Services to the Client.

14. Notice of default

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, or appropriation or other causes beyond the control of a party, either party is unable to perform in whole or in part its obligations under this TC, the adversely affected party may by written notice to the other party invoke the provisions of this TC, and if such notice is not given, the adversely affected party may give written notice of its intention to terminate this TC on the five business days after the date of such notice, the TC shall be deemed to have been terminated on the date of such notice. The provisions of this TC shall apply to all such modifications or supplements to the TC, and no such modification or supplement shall be effective unless agreed to in writing by both parties.

15. Audit

Elsevier shall be entitled to conduct an audit to verify the Client’s compliance with the terms and conditions of the TC. The Client hereby agrees and acknowledges that it is the Client’s responsibility to review all invoices and proposals to ensure that the products purchased and described in the orders are delivered correctly prior to acceptance and payment. All orders for products and services are subject to Elsevier’s current price lists. The Client acknowledges that, unless otherwise agreed in writing, no terms and conditions supplied by or on behalf of the Client shall have the effect of modifying any of the terms and conditions of the TC. All orders must be placed, and all payments shall be made, in accordance with the TC. The TC shall take precedence over any other terms and conditions, including any that may be contained in any form of purchasing agreement, unless otherwise agreed in writing.

16. Force majeure

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, or appropriation or other causes beyond the control of a party, either party is unable to perform in whole or in part its obligations under this TC, the adversely affected party may by written notice to the other party invoke the provisions of this TC, and if such notice is not given, the adversely affected party may give written notice of its intention to terminate this TC on the five business days after the date of such notice, the TC shall be deemed to have been terminated on the date of such notice. The provisions of this TC shall apply to all such modifications or supplements to the TC, and no such modification or supplement shall be effective unless agreed to in writing by both parties.