Overview

*Techniques and Innovations in Gastrointestinal Endoscopy (TIGE)* provides a comprehensive overview of clinical conditions and gastrointestinal endoscopic procedures. Each issue of *TIGE* focuses on the pathophysiology of select conditions and technical performance of gastrointestinal procedures for management of these conditions, in combination with best practices, expert opinion and innovations. Regular features include reviews and peer-reviewed original research by world-renowned experts in the field of gastrointestinal endoscopy. Videos are included to maximize the clinical applicability of *TIGE*’s content.
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 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>
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**TRACKING PIXELS**
No

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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 its agent(s) ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and any sentence referring to the Client in these terms and conditions shall be deemed to include a reference to a third party or its agent(s) where the meaning so requires.

2. Offer and acceptance/Description

Each order for the products and services ordered by the Client to Elsevier shall be deemed to be an offer to the Client that Elsevier shall have the exclusive right to accept or decline. If Elsevier accepts the offer, it shall be deemed to have delivered to the Client the products and services ordered by the Client.

3. Payment

3.1 Payment terms shall be as stated in the agreement or invoice. Where no time is stated in the agreement or invoice, then payment shall be due on receipt of invoice. Any accounts payable and due to Elsevier shall be subject to the right to charge interest on the outstanding amount at the agreed rate of interest to be charged by Elsevier and calculated from the due date of the invoice until payment in full is received by Elsevier.

4. Price, taxes and duties

4.1 Prices stated in the agreement shall include all applicable taxes and duties.

5. Implementation

5.1 Unless otherwise agreed by Elsevier in writing, all payments for the Products and Services shall be made in accordance with the payment terms stated in the agreement or invoice which shall be deemed to be accepted by the Client. Any failure by the Client to pay any amount due to Elsevier on the due date shall entitle Elsevier to charge interest at the agreed rate of interest from the due date until payment in full is received by Elsevier.

6. Delivery

6.1 Delivery of the Products and Services shall be made in accordance with the agreement or invoice. Any date of delivery stated in the agreement or invoice is an estimate only and Elsevier shall not be liable for any delay in the delivery of the Products and Services.

7. Title

7.1 Title to all right, title and interest in the Products and Services shall remain with Elsevier until full payment in full of all amounts due to Elsevier has been received by Elsevier.

8. Risk of loss

8.1 Risk of loss, destruction or damage shall pass to the Client on receipt of the Products and Services.

9. Force majeure

9.1 Either party shall be excused from the performance of its obligations under this agreement to the extent that such performance is prevented by conditions beyond its control, including but not limited to, acts of God, fire, flood, strike, lockout, riot, civil commotion, war or governmental restrictions.

10. Indemnification

10.1 The Client shall indemnify, defend, and hold harmless Elsevier and its affiliates, officers, directors and employees from and against any and all claims, actions, and causes of action, including reasonable legal fees and expenses incurred in connection with such claims, actions, and causes of action, whether arising out of the Client's use of the Products and Services or arising out of any other cause.

11. Limitation of liability

11.1 Elsevier shall not be liable to the Client for any indirect, incidental, special, punitive, or consequential damages, losses, or expenses, including, but not limited to, lost profit and lost savings.

12. Entire agreement

12.1 This agreement constitutes the entire agreement between the parties and supersedes all prior agreements, understandings and negotiations.

13. General

13.1 Any breach of this agreement by either party constitute an entire and complete agreement and shall be binding upon the parties and their respective successors and assigns.

14. General

14.1 The Client shall be liable for all costs and expenses reasonably incurred by Elsevier in defending any such action, suit, or proceeding and the Client shall indemnify and hold harmless Elsevier from and against any such costs and expenses.

15.1 Any and all disputes between the parties relating to any transaction or transaction under this agreement shall be settled by arbitration in accordance with the then current rules of the American Arbitration Association.

16. Governing law and venue

16.1 This agreement shall be governed by and construed in accordance with the laws of the State of California, and the federal laws of the United States applicable to agreements such as this, and the parties hereby submit to the jurisdiction of the federal and state courts located in and adjudicated in the County of Santa Clara, California.

17. Effective date

17.1 This agreement shall be effective as of the date hereof and shall continue in full force and effect until terminated.

18. Termination

18.1 Either party may terminate this agreement at any time by giving written notice to the other party.

19. Assignment

19.1 Neither party may assign this agreement, or any of its rights or obligations hereunder, without the prior written consent of the other party.

20. Severability

20.1 If any portion of this agreement is held to be invalid or unenforceable, such invalidity or unenforceability shall not affect any of the other provisions of this agreement.

21. Notices

21.1 All notices, demands, demands, and consents under this agreement shall be in writing, and shall be delivered by personal delivery, certified mail, return receipt requested, or by reputable national courier service.

22. Survival

22.1 The provisions which by their nature are intended to survive the termination of this agreement shall survive such termination.

23. No waiver

23.1 The failure of either party to enforce any right hereunder shall not be deemed a waiver of any future right to enforce such right or any other right hereunder.

24. Headings

24.1 The headings of this agreement are for convenience only and shall not be construed as a part of this agreement.

25. Interpretation

25.1 The terms "includes" and "including" shall be deemed to be followed by the word "without limitation" and the singular includes the plural and vice versa.

26. Counterparts

26.1 This agreement may be executed in counterparts, and each counterpart shall constitute an original but all such counterparts shall together constitute a single agreement.

27. Confidentiality

27.1 The Client agrees to maintain the confidentiality of all information disclosed to it by Elsevier except as required by law.

28. Legal actions

28.1 Any legal action or proceeding relating to this agreement shall be brought in the courts of the State of California, County of Santa Clara, or in the United States District Court for the Northern District of California, and the parties hereby consent to the exclusive jurisdiction of such courts and agree to the personal jurisdiction over them in such courts.

29. No oral modifications

29.1 No modifications, amendments, or waivers of the terms or conditions of this agreement shall be effective unless in writing and signed by an authorized representative of each party.