Gastro Hep Advances

Overview

Gastro Hep Advances is the newest peer-reviewed journal published by the American Gastroenterological Association (AGA), joining Gastroenterology, Clinical Gastroenterology and Hepatology (CGH), Cellular and Molecular Gastroenterology and Hepatology (CMGH), and Techniques and Innovations in Gastrointestinal Endoscopy (TIGE). Gastro Hep Advances is a broad-scope, online-only, open access journal that publishes papers on basic, clinical and translational gastroenterology and hepatology. The open access model enables authors with funding mandates to have a high-quality home for their research. In addition to full-length original research articles, the journal publishes comprehensive reviews as well as commentaries and editorials. A core objective is to publish papers cascaded from AGA’s other journals that represent outstanding science and therefore qualify for publication in a journal supported by the AGA brand. Gastro Hep Advances also strongly encourages the submission of manuscripts not originally submitted to the other AGA journals. Gastro Hep Advances is less concerned with novelty and subjective perceptions of significance; its aim is to publish digestive disease research that is technically, ethically, and scientifically sound. Gastro Hep Advances will be published 8 times in 2023 with the number of issues increasing over time. Shortly after articles are accepted, they will be posted to the "Articles in Press" page of the journal’s website. As a new journal, Gastro Hep Advances is not yet indexed in PubMed Central. At present, only federally funded research will be deposited into PubMed Central, which satisfies the National Institutes of Health access policy. Application and admission into PubMed Central - which would permit depositing of all accepted articles, regardless of funding status - is a major strategic goal of the journal and one we are diligently working towards. The journal’s website will also support multimedia files and supplemental data including images, video and audio files. Gastro Hep Advances provides updates and commentary via Facebook and Twitter.

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Affiliation
American Gastroenterological Association (AGA)

Audience
Internal Medicine, Primary Care Physicians,
Gastroenterologists, Hepatologists, Pathologists, GI Surgeons

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>
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<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</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>
<td>Left</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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</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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<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

### AIP Email

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