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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Global Print Circulation
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3,372
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Avg. Global Monthly Page Views
5,965

Affiliation
American Gastroenterological Association (AGA)

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

Editor-in-Chief
Vinod K. Rustgi, MD, MBA. Rutgers Robert Wood Johnson Medical School
& Shanthi Srinivasan, MD, Emory University School of Medicine

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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<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 300 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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Rate Card
Effective January 2024

Gastro Hep Advances

Page 2 of 4
**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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**eTOC Email**

<table>
<thead>
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<td>MPU</td>
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**AIP Email**

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<td>MPU</td>
<td>300 x 250</td>
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MPU banners, positions 1, 2, 3, are stacked vertically

Animation and expandable banners unavailable

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Contact your sales representative for all digital advertising rates and opportunities.
5. Payment

1. Applicability

The Client shall not be entitled to assign the TC or any part of it without the written consent of Elsevier. Assignment without the prior written consent of Elsevier shall be deemed null and void. Any assignment of the TC and/or any part of it to any person, firm or company. If any provision of the TC is found by any court, tribunal or other competent authority to be void or unenforceable, such provision shall be deemed severable and will not affect the validity and enforceability of any other provisions of the TC.

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If the Client determines, in its sole discretion, that the Advertising or Advertising Content does not comply with these terms and conditions, Elsevier shall have the right to cancel the advertising plan. In such event, Elsevier may either (i) publish alternative advertising or Advertising Content (if Client has paid Elsevier a flat fee). Elsevier will not be liable for the timely appearance or delivery of Advertising Content. If the Client wishes to change the date of its advertising, Elsevier shall not be liable for any additional costs incurred by Elsevier in the production of the advertising.

5. Indemnification

Client agrees to indemnify Elsevier and to hold Elsevier harmless from any and all claims, costs, penalties, losses, actions, suits, proceedings, demands, losses, damages, liabilities, and expenses (including reasonable legal fees and expenses incurred by Elsevier, arising out of or related to the Advertising or Advertising Content delivered to the Client. In such event, Elsevier may either (i) publish alternative advertising or Advertising Content (if Client has paid Elsevier a flat fee). Elsevier will not be liable for the timely appearance or delivery of Advertising Content. If the Client wishes to change the date of its advertising, Elsevier shall not be liable for any additional costs incurred by Elsevier in the production of the advertising.

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9. Other provisions

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