

## 2023 MEDIA KIT



Gastroenterology

Clinical Gastroenterology and Hepatology

Cellular and Molecular Gastroenterology  
and Hepatology

TIGE

Gastro Hep Advances



TABLE OF CONTENTS ►

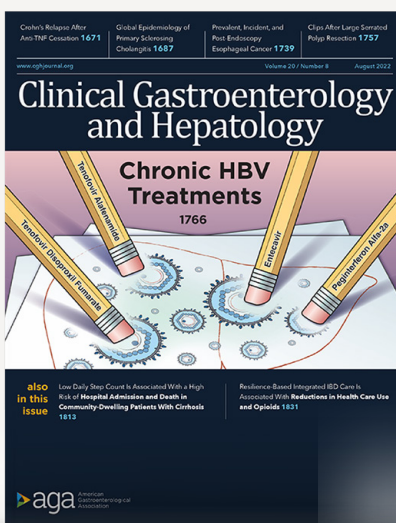
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# By the Numbers



Online-only

Print Circulation

10,635

Average Monthly Visits\*

116,791

Average Monthly Pageviews\*

184,282

Opt-in Email Subscribers†

30,602

Print Circulation

17,884

Average Monthly Visits\*

35,689

Average Monthly Pageviews\*

58,455

Opt-in Email Subscribers†

21,713

Average Monthly Visits\*

8,161

Average Monthly Pageviews\*

15,215

Opt-in Email Subscribers†

12,049



\*Adobe Analytics: Averages of January-June 2022

†Amazon SES: Averages of January-June 2022

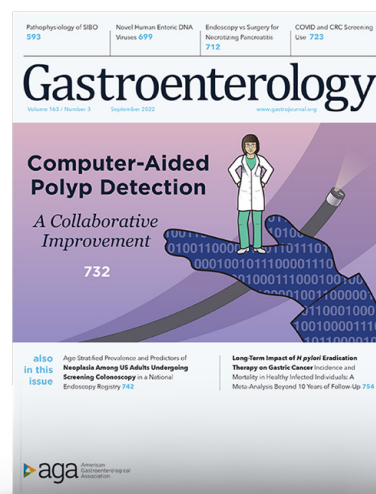
# Gastroenterology

## Editorial Direction

*Gastroenterology* is the most prominent journal in the field of gastrointestinal disease. The journal delivers up-to-date and authoritative coverage of basic, clinical, and translational gastroenterology. Regular features include articles by leading authorities and reports on the latest treatments for diseases. Original research is organized by clinical basic-translational content, as well as by alimentary tract, liver, pancreas, and biliary content. *Gastroenterology* also bridges the gap between basic and clinical science by publishing comprehensive reviews and perspectives on important topics such as pancreatitis and liver disease. Additional features include Covering the Cover; Mentoring, Training, and Education Corner; Press Highlights; Imaging and Advanced Technology; Gastroenterology in Motion; Clinical Challenges and Images in GI; Selected Summaries; Print and Digital Media Reviews; Continuing Medical Education Activities; Editorials; and Correspondence. Multimedia offerings include images, video abstracts, and podcasts. *Gastroenterology* also provides updates and commentary via Facebook, Twitter, LinkedIn, and its research blog, The AGA Journals Blog.

***Gastroenterology has the #3 Impact Factor, 33.883 out of 93 pubs\****

Established	1943
Issuance	13 times
Additional Special Issue	IBS (April)
Circulation	10,635
Impact Factor	33.883
Editorial/Advertising Ratio	90/10
Website	<a href="http://www.gastrojournal.org">www.gastrojournal.org</a>
Facebook	<a href="https://www.facebook.com/gastroljournal">gastroljournal</a>
Twitter	<a href="https://twitter.com/AGA_Gastro">@AGA_Gastro</a>



## Co-Editors-in-Chief

Paul Moayyedi, MD  
McMaster University

David Weinberg, MD  
Fox Chase Cancer Center

## Publisher

Latrice Castillo

## Societies & Affiliations

American Gastroenterological Association

## Market

Physicians and residents with a primary or secondary professional interest in gastrointestinal disorders and liver disease, including gastroenterologists, surgeons, pediatricians, radiologists, as well as specialists in internal medicine.

## Indexed in

Biological Abstracts, Chemical Abstracts, Current Awareness in Biological Sciences, Current Contents, Excerpta Medica, MEDLINE®, Nutrition Abstracts, Science Citation Index, Scopus



\*Gastroenterology and Hepatology category—2021 Journal Citation Reports® (Clarivate Analytics)



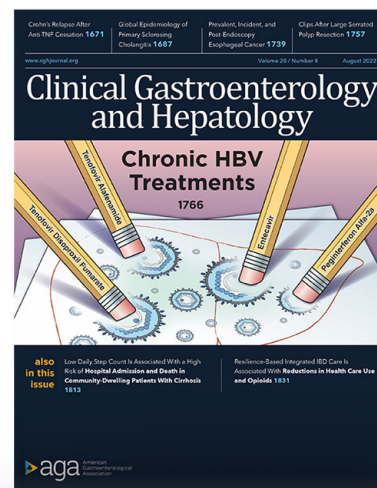
# Clinical Gastroenterology and Hepatology

## Editorial Direction

The mission of *Clinical Gastroenterology and Hepatology* (CGH) is to provide readers with a broad spectrum of themes in clinical gastroenterology and hepatology, including the diagnostic, endoscopic, interventional, and therapeutic advances in cancer, inflammatory diseases, functional gastrointestinal disorders, nutrition, absorption, and secretion. This peer-reviewed journal includes original articles as well as scholarly reviews, with the goal that all articles published will be immediately relevant to the practice of gastroenterology and hepatology. In addition to peer-reviewed articles, the journal includes invited key reviews and articles on endoscopy/practice-based technology, health-care policy, and practice management. Multimedia offerings include images, video abstracts, and podcasts.

Established	2003
Issuance	13 times*
Circulation	17,884
Impact Factor	13.576
Editorial/Advertising Ratio	80/20
Website	<a href="http://www.cghjournal.org">www.cghjournal.org</a>
Facebook	<a href="https://www.facebook.com/ClinicalGastroenterologyandHepatology">Clinical Gastroenterology and Hepatology</a>
Twitter	<a href="https://twitter.com/AGA_CGH">@AGA_CGH</a>

**\*2023 Features a Special May Edition: Updates in Clinical Hepatology**



## Societies & Affiliations

American Gastroenterological Association

## Publisher

Latrice Castillo

## Editor-in-Chief

Charles Kahi, MD

Indiana University Health

## Market

Physicians, physician-scientists, and residents with a primary or secondary professional interest in gastrointestinal disorders and liver disease, including gastroenterologists, surgeons, pediatric gastroenterologists, hepatologists, as well as specialists in internal medicine. Indexed in Biological Abstracts, Current Contents, Excerpta Medica, MEDLINE®, Nutrition Abstracts, Science Citation Index, Scopus



# Cellular and Molecular Gastroenterology and Hepatology

## Editorial Direction

The mission of *Cellular and Molecular Gastroenterology and Hepatology* (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. Studies published in CMGH address important questions using tissues or cells from patients or animal models 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. The journal maximizes its digital platform by including graphical abstracts, animated illustrations, large data sets, video microscopy, endoscopy, and whole animal imaging approaches.

Established	2015
Issuance	Online-only 8 times per year
Website	<a href="http://www.cmghjournal.org">www.cmghjournal.org</a>
Facebook	<a href="#">Cellular and Molecular Gastroenterology and Hepatology</a>
Twitter	<a href="#">@AGA_CMGH</a>

## Societies & Affiliations

American Gastroenterological Association

## Publisher

Latrice Castillo



## Co-Editors-in-Chief

Michael Pack, MD  
Perelman School of Medicine  
University of Pennsylvania  
Philadelphia, PA

Klaus H Kaestner, PhD, MS  
Perelman School of Medicine  
University of Pennsylvania  
Philadelphia, PA

## Market

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.

## Indexed In

Embase, PMC/PubMed, Scopus



### Editorial 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.

### Organizational Affiliation

American Gastroenterological Association (AGA)

### Global Print Circulation

Online-only

### Specialty

Gastroenterology/Hepatology

### Publisher

Latrice Castillo

### Co-Editors-in-Chief

Vinay Chandrasekhara, MD

Michael Kochman, MD

### Audience

Gastroenterologists, internists, proctologists, colorectal surgeons, abdominal surgeons, and hepatologists, physician assistants and nurse practitioners who perform GIE.



### Average monthly metrics

Avg Monthly Pageviews	14,660
Avg Monthly Unique Visitors	3,500
Avg Monthly Visits	3,875

### Run-of-Site Banner Positions

728 x 90, 160 x 600, 300 x 250, and 320 x 50

### Rate

ROS \$125 CPM

# Gastro Hep Advances

## Editorial Overview

*Gastro Hep Advances* (GHA) is the newest peer-reviewed journal to join the AGA family of publications; debuting its inaugural issue in January 2022.

It is a broad-scope, online-only, open access journal that publishes papers on basic, clinical, and translational gastroenterology and hepatology. As an open access journal, GHA helps authors meet their funding mandates while providing 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. GHA is published six times per year with the number of issues increasing over time.

## Organizational Affiliation

American Gastroenterological Association (AGA)

## Global Print Circulation

Online-only

## Specialty

Gastroenterology/Hepatology

## Publisher

Latrice Castillo

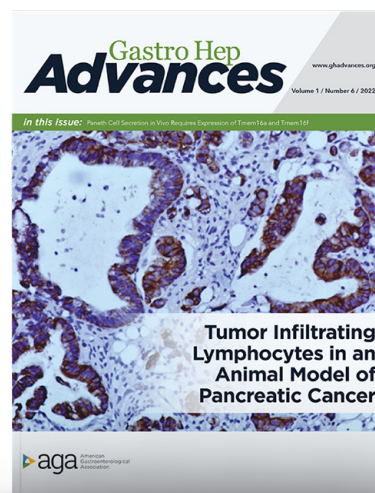
## Co-Editors-in-Chief

Vinod K. Rustgi, MD, MBA, AGAF

Shanthi Srinivasan, MD, AGAF

## Audience

Gastroenterologists, internists, proctologists, colorectal surgeons, abdominal surgeons, and hepatologists, physician assistants and nurse practitioners who perform GIE.



## Average monthly metrics

Avg Monthly Pageviews	\$8,300
Avg Monthly Unique Visitors	4,000
Avg Monthly Visits	5,000

## Run-of-Site Banner Positions

728 x 90, 160 x 600, 300 x 250, and 320 x 50

## Rate

ROS \$125 CPM





# Journal Website Banner Advertising



Maximize your reach by adding a digital advertising campaign to your print schedule.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

Position	Ad	Size (pixels)	Expandable (pixels)	Expandable Direction
Top	Leaderboard	728 x 90	728 x 315	Down
Top	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 120 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

## Sticky Banners

Leaderboard remains in place during scroll for 8 seconds. and Rectangle on ROS pages remains in place on right side throughout scroll.

## Rates

\$125 CPM/Geotarget



# Website Banner Advertising (Prestitial)



## Prestitial Banner Ads

Prestitial banner ads on the AGA websites appear for 7 seconds to non-logged in users on desktop devices only one time per journal per visit.

### Interstitial Banner Sizes

Ad	Size (pixels)
Large Rectangle	480 x 640
Rectangle	300 x 250

### Rates

Gastroenterology	\$4,000
CGH	\$2,500
Cellular	\$500
GHA	\$500
TIGE	\$500
(3-month minimum)	

# Journal Website Banner

## Advertising (continued)



### Average Monthly Metrics\*

*Gastroenterology*  
[www.gastrojournal.org](http://www.gastrojournal.org)

Pageviews	184,282
Unique Visitors	91,981
Visits	116,791

*Clinical Gastroenterology and Hepatology*  
[www.cghjournal.org](http://www.cghjournal.org)

Pageviews	58,455
Unique Visitors	28,141
Visits	35,689

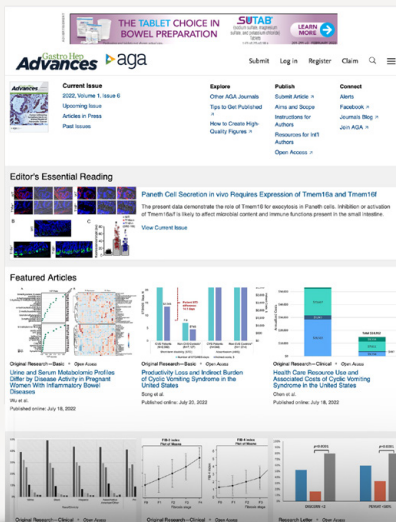
*Cellular and Molecular Gastroenterology and Hepatology*  
[www.cmghjournal.org](http://www.cmghjournal.org)

Pageviews	15,215
Unique Visitors	5,983
Visits	8,161



\*Adobe Analytics: Average of January-June 2022

# Journal Website Banner Advertising (continued)



## Average Monthly Metrics\*

### TIGER

[www.tigerjournal.org](http://www.tigerjournal.org)

Pageviews	14,660
Unique Visitors	3,500
Visits	3,875

### Gastro Hep Advances

[www.ghadvances.org](http://www.ghadvances.org)

Pageviews	8,300
Unique Visitors	4,000
Visits	5,000



\*June 2022



# Table of Contents Email (eTOC) Advertising



## Monthly eTOCs

Each month, registered subscribers receive the Table of Contents email (eTOC) for *Gastroenterology*, *Clinical Gastroenterology and Hepatology*, and *Cellular and Molecular Gastroenterology and Hepatology* providing a preview of what's coming in their next issue. Metrics are sent on a monthly basis.

eTOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

***Gastroenterology*, *Clinical Gastroenterology and Hepatology*, and *Cellular and Molecular Gastroenterology and Hepatology*, site eTOC email**

Position	Ad	Size (pixels)
Top	Leaderboard	728 x 90
Middle	MPU	300 x 250
MPU banners, positions 1, 2, 3, are stacked vertically		
Formats	jpeg, png, gif, (static image only)	
Tracking pixels	No	
Max file size	200 KB	

Animation and expandable banners unavailable

## Metrics\*

### *Gastroenterology*

Opt-in Distribution 30,602

### *Clinical Gastroenterology and Hepatology*

Opt-in Distribution 21,713

### *Cellular and Molecular Gastroenterology and Hepatology*

Opt-in Distribution 12,049

## Rates

### *Gastroenterology*

eTOC 728 x 90 - \$3,750  
eTOC 300 x 250 - \$3,500

### *CGH*

eTOC 728 x 90 - \$3,150  
eTOC 300 x 250 - \$3,050

### *CMGH*

eTOC 728 x 90 - \$1,200  
eTOC 300 x 250 - \$1,000



\*Amazon SES: January-June 2022

# Article-In-Press Email Alerts



## Monthly AIP Email Alerts

After editorial board approves an article(s) to appear in a future issue of the journal, an AIP email alert is deployed to opt-in subscribers.

### Banner Positions

Leaderboard	728 x 90
Medium Rectangle (bottom)	300 x 250

### Metrics\*

#### *Gastroenterology*

Opt-in Distribution	3,500
Average Monthly Sends	20

#### *Clinical Gastroenterology and Hepatology*

Opt-in Distribution	1,450
Average Monthly Sends	18

### Rates

#### *Gastroenterology*

\$4,000/month (100% Share of Voice)  
2-month minimum

#### *Clinical Gastroenterology and Hepatology*

\$3,000/month (100% Share of Voice)  
2-month minimum



\*Amazon SES: January-June 2022

# Gastroenterology

## Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1X	\$4,075	\$3,155	\$2,100
6X	\$4,005	\$3,065	\$2,075
12X	\$3,865	\$3,020	\$2,055
24X	\$3,790	\$2,960	\$2,050
36X	\$3,750	\$2,855	\$2,020
48X	\$3,715	\$2,795	\$1,965
72X	\$3,605	\$2,720	\$1,895
120X	\$3,525	\$2,680	\$1,890

## Color Rates

Standard Color	\$1,095
Matched Color	\$1,250
4 Color	\$2,415

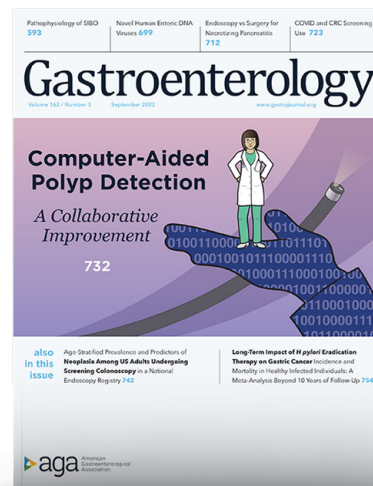
### Premium Positions

Cover 4	50% B/W page rate
Cover 2	35% B/W page rate
Cover 3	25% B/W page rate
Opposite TOC	25% B/W page rate
First right hand page	25% B/W page rate
Other preferred positions	10% B/W page rate

### Cover Tips

\$21,300 Net Client Provided

(Standard 2-sided; please contact your sales representative for larger unit pricing)



### Outserts

\$22,000 Net Client Provided

(Up to 4 pages; please contact your sales representative for larger unit pricing)

### Inserts

Furnished inserts are billed at the black and white rate times the number of insert pages

2-page insert (one leaf) Two-times earned frequency rate

4-page or larger insert B&W earned frequency page rate

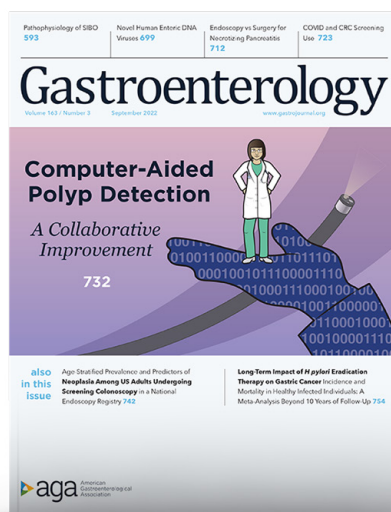
### 2023 Gastroenterology Combo Buy

Receive an additional 15% discount off your net *Gastroenterology* rate, when the brand advertises the same ad unit, in the same month of *Clinical Gastroenterology and Hepatology*. Discount only applies to *Gastroenterology*; cover tips and outserts are not included.



\* All ads must go through an approval process

# Gastroenterology (cont'd)



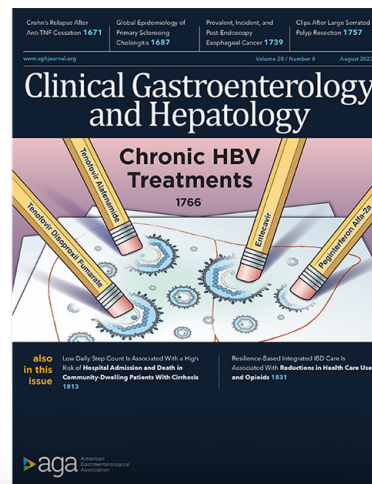
Issue	Publication Date	Space Closing	Print Materials Due	Inserts Due
164/1	January 2023	11/10/22	11/16/22	11/21/22
164/2	February 2023	12/21/22	12/28/22	1/5/23
164/3	March 2023	1/23/23	1/26/23	2/2/23
164/4	April 2023	3/3/23	3/8/23	3/15/23
164/5	April 2023 Special Issue	2/21/23	2/24/23	3/3/23
164/6	May 2023	3/23/23	3/28/23	4/4/23
164/7	June 2023	4/21/23	4/26/23	5/3/23
165/1	July 2023	5/22/23	5/25/23	6/2/23
165/2	August 2023	6/19/23	6/22/23	6/29/23
165/3	September 2023	7/20/23	7/25/23	8/1/23
165/4	October 2023	8/22/23	8/25/23	9/1/23
165/5	November 2023	9/21/23	9/26/23	10/3/23
165/6	December 2023	10/20/23	10/25/23	11/1/23



# Clinical Gastroenterology and Hepatology

## Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1X	\$3,370	\$2,185	\$1,625
6X	\$3,185	\$2,110	\$1,545
12X	\$3,055	\$2,010	\$1,455
24X	\$2,955	\$1,945	\$1,425
36X	\$2,880	\$1,875	\$1,355
48X	\$2,795	\$1,775	\$1,295
72X	\$2,715	\$1,630	\$1,265
120X	\$2,630	\$1,570	\$1,230



## Color Rates

Standard Color	\$990
Matched Color	\$1,065
4 Color	\$2,160

### Premium Positions

Cover 4	50% B/W page rate
Cover 2	35% B/W page rate
Cover 3	25% B/W page rate
Opposite TOC	25% B/W page rate
Other preferred positions	10% B/W page rate

### Cover Tips

\$25,000 Net Client Provided

(Standard 2-sided; please contact your sales representative for larger unit pricing)

### Outserts

\$26,180 Net Client Provided

(Up to 4 pages; please contact your sales representative for larger unit pricing)

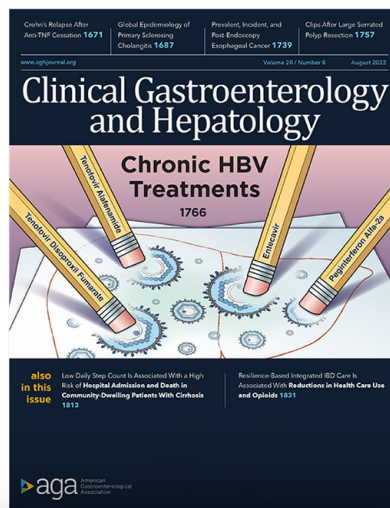
### Inserts

Furnished inserts are billed at the black and white rate times the number of insert pages 2-page insert (one leaf) Two-times earned frequency rate 4-page or larger insert B&W earned frequency page rate.



\* All ads must go through an approval process

# Clinical Gastroenterology and Hepatology (cont'd)



Issue	Publication Date	Space Closing	Print Materials Due	Inserts Due
21/1	January 2023	11/21/22	11/28/22	12/05/22
21/2	February 2023	12/21/22	12/28/22	1/5/23
21/3	March 2023	1/25/23	1/30/23	2/6/23
21/4	April 2023	2/22/23	2/27/23	3/6/23
21/5	May 2023	3/27/23	3/30/23	4/6/23
21/6	May 2023 Special Issue	3/27/23	3/30/23	4/6/23
21/7	June 2023	4/26/23	5/1/23	5/8/23
21/8	July 2023	5/24/23	5/30/23	6/6/23
21/9	August 2023	6/22/23	6/27/23	7/6/23
21/10	September 2023	7/26/23	7/31/23	8/7/23
21/11	October 2023	8/23/23	8/28/23	9/5/23
21/12	November 2023	9/26/23	9/29/23	10/6/23
21/13	December 2023	10/25/23	10/30/23	11/6/23



# Reprint Capabilities

(continued)



## ePrints

Educate HCPs on the latest treatment options, or help to drive a change in existing prescribing habits by using ePrints - encrypted, electronic copies of PDF articles that you can distribute by email, post on a website or use in Rep e-detailing.

### Multicopy Prints

Elsevier ePrints are created with official journal covers. Any article available in Elsevier's digital archive can be made into an ePrints PDF valid for 12 months.

### Mobile ePrints

Downloadable ePrints designed for use on mobile and tablet devices. Can be used for email blasts and on-the-go consumption - perfect for Rep e-detailing.

### QR Codes

Integrate QR codes into your advertising to allow quick mobile access to your reprint.

## Order Reprints Online

MedReprints is an online portal to order Elsevier and non-Elsevier published journal article reprints.

Visit us at [medreprints.com](http://medreprints.com) where selecting and ordering your reprints is simple:

- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process







## Journal Website Banner Ads

### Creative Sizes

#### Leaderboard

728 x 90

Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

#### Skyscraper

160 x 600

Placement: Journal pages. Right hand column of journal page, displays on all noncontent pages (content pages = abstract and full text articles\*)

#### Large Rectangle

300 x 250

Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles\*)

#### Mobile Leaderboard

320 x 50

### Specifications

Desktop/Tablet	HTML5, 150kB
Size	200KB max
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
File Format	.gif, .jpg or .swf [rich media]
Required Resolution	72 dpi
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required



\*Generic list of non-content pages available upon request though will vary by journal

# Digital Media (continued)



## Rich Media Expanding & HTML In-Page Ads<sup>†</sup>

### Creative Sizes

<b>Leaderboard</b>	<b>728 x 90</b>
Expands ▼ down (maximum size)	728 x 315
<b>Skyscraper</b>	<b>160 x 600</b>
Expands ◀ left (maximum size)	300 x 600
<b>Large Rectangle</b>	<b>300 x 250</b>
Expands ▶ right (maximum size)	600 x 250
<b>Mobile Leaderboard</b>	<b>320 x 50</b>

### Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

### Rich Media Specifications

Desktop/Tablet	HTML5, 150KB
Initial Size	150KB
Subsequent Size	2.2 MB
Back-up .gif	200KB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max Video File Size	N/A
Expansion Method	On click
Hotspot requirements	Not to exceed 1/4 size of original ad
Close Button Requirements	8pt - 16 pt (11px - 21px)



<sup>†</sup>Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 7 business days before launch.

# Digital Media (continued)



## Table of Contents (TOC) Email Banner Ads

Position	Ad	Size (pixels)	Email Specifications	
Top	Leaderboard	728 x 90	Size	40KB (200KB max)
Middle	MPU	300 x 250	Rotation	No
MPU banners, positions 1, 2, 3, are stacked vertically			Required Resolution	72 dpi
Formats	jpeg, png, gif, (static image only)		Acceptable File Format	.gif or .jpg
Tracking pixels		No	Rich Media	No
Max file size		200 KB	Animation	No
Animation and expandable banners unavailable			Target URL	Required
			3rd Party Tags	No

## Mechanical Specifications

Ad Size	Non Bleed	Bleed
Trim	8-1/4" x 10-7/8"	—
Full Page	7-3/4" x 10-3/8"	8-1/2" x 11-1/8"
Spread	15" x 10"	16-3/4" x 11-1/8"
1/2 Horizontal	7" x 5"	8-1/2" x 5-11/16"
1/2 Vertical	3-1/2" x 10"	4-3/8" x 11-1/8"
1/4 Page	3-1/2" x 5"	—

Keep live matter 1/4" from all trim edges.

Binding	Perfect; jogs to foot
Printing process	Web
Halftone screen	Cover, 150 line screen Text, 150 line screen

## Print Ad Specifications

### File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues. Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. *If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.*

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document.

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

*Note: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.*

### Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

### Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

### Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No rotation.
- No content is to be within 1/4" of all trim edges.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.





# Print Media (continued)

- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

## Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

## Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

*NOTE: Any non-intended spot colors will be converted to CMYK.*

## Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

## Proofs

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit [www.swop.org/certification/systemlist.asp](http://www.swop.org/certification/systemlist.asp). Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

## Delivery

Submit PDF ad files to Elsevier ad portal at [www.ads4els.com](http://www.ads4els.com)

## Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.



# Print Media (continued)

## Insert Requirements:

2-page insert	8-1/2" x 11-1/8"
4-page insert	17" x 11-1/8", furnish folded to 8-1/2" x 11-1/8"
Trimming	1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter/spine.
Insert Stock Weight	For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.
Closing Date for Booking Inserts	Same as ad space closing
Insert Delivery Date	See Insert due dates. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.
Insert Quality	Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

## Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

## Insert Shipment Address

### Gastroenterology

#### LSC Communications

13487 South Preston Highway  
Lebanon Junction, KY 40150  
Attn: Elsevier Team

### Clinical Gastroenterology and Hepatology

#### LSC Communications

13487 South Preston Highway  
Lebanon Junction, KY 40150  
Attn: Elsevier Team

## Disposition of Reproduction Material

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.



Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

# Contacts

## Integrated Advertising

### Bill Hipple

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### Joe Skey

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### Jim Secretario

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Email: j.secretario@elsevier.com

Visit [www.elsmediakits.com](http://www.elsmediakits.com) to view other media kits and rate cards.

## Contracts, Insertion Orders & Production Materials

### John Marmero

Elsevier  
230 Park Avenue  
New York, NY 10169  
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Fax: 212-633-3846  
Email: j.marmero@elsevier.com

Send new print ad files and submit pickup ads to  
[www.ads4els.com](http://www.ads4els.com)

## Recruitment & Classified Advertising

### Kenneth Naylor

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