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By the Numbers

**Gastroenterology**

- Print Circulation: 10,635
- Average Monthly Visits*: 116,791
- Average Monthly Pageviews*: 184,282
- Opt-in Email Subscribers†: 30,602

**Clinical Gastroenterology and Hepatology**

- Print Circulation: 17,884
- Average Monthly Visits*: 35,689
- Average Monthly Pageviews*: 58,455
- Opt-in Email Subscribers†: 21,713

**cmgh**

- Average Monthly Visits*: 8,161
- Average Monthly Pageviews*: 15,215
- Opt-in Email Subscribers†: 12,049

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*Adobe Analytics: Averages of January-June 2022
†Amazon SES: Averages of January-June 2022
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: www.gastrojournal.org

Facebook: gastroljournal

Twitter: @AGA_Gastro

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*Gastroenterology and Hepatology category—2021 Journal Citation Reports (Clarivate Analytics)*
EDITORIAL OVERVIEW

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, healthcare 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 www.cghjournal.org
Facebook Clinical Gastroenterology and Hepatology
Twitter @AGA_CGH

*S2023 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
EDITORIAL OVERVIEW

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 www.cmghjournal.org

Facebook Cellular and Molecular Gastroenterology and Hepatology

Twitter @AGA_CMGH

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
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

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg Monthly Pageviews</td>
<td>$8,300</td>
</tr>
<tr>
<td>Avg Monthly Unique Visitors</td>
<td>4,000</td>
</tr>
<tr>
<td>Avg Monthly Visits</td>
<td>5,000</td>
</tr>
</tbody>
</table>

Run-of-Site Banner Positions
728 x 90, 160 x 600, 300 x 250, and 320 x 50

Rate
ROS $125 CPM
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.

<table>
<thead>
<tr>
<th>Position</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 120 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>

**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

<table>
<thead>
<tr>
<th>Ad</th>
<th>Size (pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Rectangle</td>
<td>480 x 640</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

Rates

<table>
<thead>
<tr>
<th>Journal</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gastroenterology</td>
<td>$4,000</td>
</tr>
<tr>
<td>CGH</td>
<td>$2,500</td>
</tr>
<tr>
<td>Cellular</td>
<td>$500</td>
</tr>
<tr>
<td>GHA</td>
<td>$500</td>
</tr>
<tr>
<td>TIGE</td>
<td>$500</td>
</tr>
</tbody>
</table>

(3-month minimum)
**Average Monthly Metrics**

<table>
<thead>
<tr>
<th>Journal Title</th>
<th>Pageviews</th>
<th>Unique Visitors</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gastroenterology</td>
<td>184,282</td>
<td>91,981</td>
<td>116,791</td>
</tr>
<tr>
<td><a href="http://www.gastrojournal.org">www.gastrojournal.org</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clinical Gastroenterology and Hepatology</td>
<td>58,455</td>
<td>28,141</td>
<td>35,689</td>
</tr>
<tr>
<td><a href="http://www.cghjournal.org">www.cghjournal.org</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cellular and Molecular Gastroenterology and Hepatology</td>
<td>15,215</td>
<td>5,983</td>
<td>8,161</td>
</tr>
<tr>
<td><a href="http://www.cmghjournal.org">www.cmghjournal.org</a></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Adobe Analytics: Average of January-June 2022
Average Monthly Metrics*

**TIGE**

*www.tigejournal.org*

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

**Gastro Hep Advances**

*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

<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>

*MPU banners, positions 1, 2, 3, are stacked vertically*

**Metrics***

<table>
<thead>
<tr>
<th></th>
<th>Gastroenterology</th>
<th>Clinical Gastroenterology and Hepatology</th>
<th>Cellular and Molecular Gastroenterology and Hepatology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opt-in Distribution</td>
<td>30,602</td>
<td>21,713</td>
<td>12,049</td>
</tr>
</tbody>
</table>

**Rates**

<table>
<thead>
<tr>
<th></th>
<th>Gastroenterology</th>
<th>Clinical Gastroenterology and Hepatology</th>
<th>Cellular and Molecular Gastroenterology and Hepatology</th>
</tr>
</thead>
<tbody>
<tr>
<td>eTOC 728 x 90</td>
<td>$3,750</td>
<td>$3,150</td>
<td>$1,200</td>
</tr>
<tr>
<td>eTOC 300 x 250</td>
<td>$3,500</td>
<td>$3,050</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

---

*Amazon SES: January-June 2022*
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**

<table>
<thead>
<tr>
<th>Journal</th>
<th>Opt-in Distribution</th>
<th>Average Monthly Sends</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Gastroenterology</em></td>
<td>3,500</td>
<td>20</td>
</tr>
<tr>
<td><em>Clinical Gastroenterology and Hepatology</em></td>
<td>1,450</td>
<td>18</td>
</tr>
</tbody>
</table>

**Rates**

<table>
<thead>
<tr>
<th>Journal</th>
<th>Share of Voice</th>
<th>Minimum Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Gastroenterology</em></td>
<td>100% Share of Voice</td>
<td>2-month minimum</td>
</tr>
<tr>
<td><em>Clinical Gastroenterology and Hepatology</em></td>
<td>100% Share of Voice</td>
<td>2-month minimum</td>
</tr>
</tbody>
</table>

*Amazon SES: January-June 2022
PRINT RATES & CLOSING DATES

Gastroenterology

**Black & White Rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4,075</td>
<td>$3,155</td>
<td>$2,100</td>
</tr>
<tr>
<td>6x</td>
<td>$4,005</td>
<td>$3,065</td>
<td>$2,075</td>
</tr>
<tr>
<td>12x</td>
<td>$3,865</td>
<td>$3,020</td>
<td>$2,055</td>
</tr>
<tr>
<td>24x</td>
<td>$3,790</td>
<td>$2,960</td>
<td>$2,050</td>
</tr>
<tr>
<td>36x</td>
<td>$3,750</td>
<td>$2,855</td>
<td>$2,020</td>
</tr>
<tr>
<td>48x</td>
<td>$3,715</td>
<td>$2,795</td>
<td>$1,965</td>
</tr>
<tr>
<td>72x</td>
<td>$3,605</td>
<td>$2,720</td>
<td>$1,895</td>
</tr>
<tr>
<td>120x</td>
<td>$3,525</td>
<td>$2,680</td>
<td>$1,890</td>
</tr>
</tbody>
</table>

**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

**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*
<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication Date</th>
<th>Space Closing</th>
<th>Print Materials Due</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>164/1</td>
<td>January 2023</td>
<td>11/10/22</td>
<td>11/16/22</td>
<td>11/21/22</td>
</tr>
<tr>
<td>164/2</td>
<td>February 2023</td>
<td>12/21/22</td>
<td>12/28/22</td>
<td>1/5/23</td>
</tr>
<tr>
<td>164/3</td>
<td>March 2023</td>
<td>1/23/23</td>
<td>1/26/23</td>
<td>2/2/23</td>
</tr>
<tr>
<td>164/5</td>
<td>April 2023 Special Issue</td>
<td>2/21/23</td>
<td>2/24/23</td>
<td>3/3/23</td>
</tr>
<tr>
<td>164/7</td>
<td>June 2023</td>
<td>4/21/23</td>
<td>4/26/23</td>
<td>5/3/23</td>
</tr>
<tr>
<td>165/1</td>
<td>July 2023</td>
<td>5/22/23</td>
<td>5/25/23</td>
<td>6/2/23</td>
</tr>
<tr>
<td>165/2</td>
<td>August 2023</td>
<td>6/19/23</td>
<td>6/22/23</td>
<td>6/29/23</td>
</tr>
<tr>
<td>165/3</td>
<td>September 2023</td>
<td>7/20/23</td>
<td>7/25/23</td>
<td>8/1/23</td>
</tr>
<tr>
<td>165/4</td>
<td>October 2023</td>
<td>8/22/23</td>
<td>8/25/23</td>
<td>9/1/23</td>
</tr>
<tr>
<td>165/5</td>
<td>November 2023</td>
<td>9/21/23</td>
<td>9/26/23</td>
<td>10/3/23</td>
</tr>
<tr>
<td>165/6</td>
<td>December 2023</td>
<td>10/20/23</td>
<td>10/25/23</td>
<td>11/1/23</td>
</tr>
<tr>
<td>166/1</td>
<td>January 2024</td>
<td>11/17/23</td>
<td>11/22/23</td>
<td>12/1/23</td>
</tr>
</tbody>
</table>
### Black & White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3,370</td>
<td>$2,218</td>
<td>$1,625</td>
</tr>
<tr>
<td>6x</td>
<td>$3,185</td>
<td>$2,110</td>
<td>$1,545</td>
</tr>
<tr>
<td>12x</td>
<td>$3,055</td>
<td>$2,010</td>
<td>$1,455</td>
</tr>
<tr>
<td>24x</td>
<td>$2,955</td>
<td>$1,945</td>
<td>$1,425</td>
</tr>
<tr>
<td>36x</td>
<td>$2,880</td>
<td>$1,875</td>
<td>$1,355</td>
</tr>
<tr>
<td>48x</td>
<td>$2,795</td>
<td>$1,775</td>
<td>$1,295</td>
</tr>
<tr>
<td>72x</td>
<td>$2,715</td>
<td>$1,630</td>
<td>$1,265</td>
</tr>
<tr>
<td>120x</td>
<td>$2,630</td>
<td>$1,570</td>
<td>$1,230</td>
</tr>
</tbody>
</table>

### 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)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication Date</th>
<th>Space Closing</th>
<th>Print Materials Due</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>21/2</td>
<td>February 2023</td>
<td>12/21/22</td>
<td>12/28/22</td>
<td>1/5/23</td>
</tr>
<tr>
<td>21/3</td>
<td>March 2023</td>
<td>1/25/23</td>
<td>1/30/23</td>
<td>2/6/23</td>
</tr>
<tr>
<td>21/4</td>
<td>April 2023</td>
<td>2/22/23</td>
<td>2/27/23</td>
<td>3/6/23</td>
</tr>
<tr>
<td>21/5</td>
<td>May 2023</td>
<td>3/27/23</td>
<td>3/30/23</td>
<td>4/6/23</td>
</tr>
<tr>
<td>21/6</td>
<td>May 2023 Special Issue</td>
<td>3/27/23</td>
<td>3/30/23</td>
<td>4/6/23</td>
</tr>
<tr>
<td>21/7</td>
<td>June 2023</td>
<td>4/26/23</td>
<td>5/1/23</td>
<td>5/8/23</td>
</tr>
<tr>
<td>21/8</td>
<td>July 2023</td>
<td>5/24/23</td>
<td>5/30/23</td>
<td>6/6/23</td>
</tr>
<tr>
<td>21/10</td>
<td>September 2023</td>
<td>7/26/23</td>
<td>7/31/23</td>
<td>8/7/23</td>
</tr>
<tr>
<td>21/11</td>
<td>October 2023</td>
<td>8/23/23</td>
<td>8/28/23</td>
<td>9/5/23</td>
</tr>
<tr>
<td>21/12</td>
<td>November 2023</td>
<td>9/26/23</td>
<td>9/29/23</td>
<td>10/6/23</td>
</tr>
<tr>
<td>21/13</td>
<td>December 2023</td>
<td>10/25/23</td>
<td>10/30/23</td>
<td>11/6/23</td>
</tr>
<tr>
<td>22/1</td>
<td>January 2024</td>
<td>11/21/23</td>
<td>11/28/23</td>
<td>12/5/23</td>
</tr>
</tbody>
</table>
The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.

Hard Copy Reprints

Customizable Options

Printing

- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI and inventory number

Packaging

- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs
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**

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

*Generic list of non-content pages available upon request though will vary by journal
**Rich Media Expanding & HTML In-Page Ads**

**Creative Sizes**

<table>
<thead>
<tr>
<th>Creative Size</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Expands ▼ down (max size)</td>
<td>728 x 315</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Expands ▲ left (max size)</td>
<td>300 x 600</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Expands ▶ right (max size)</td>
<td>600 x 250</td>
</tr>
<tr>
<td>Mobile Leaderboard</td>
<td>320 x 50</td>
</tr>
</tbody>
</table>

**Rich Media Specifications**

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

**Additional Notes:**

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

---

*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

<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>

**MPU banners, positions 1, 2, 3, are stacked vertically**

<table>
<thead>
<tr>
<th>Formats</th>
<th>jpeg, png, gif, (static image only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tracking pixels</td>
<td>No</td>
</tr>
<tr>
<td>Max file size</td>
<td>200 KB</td>
</tr>
</tbody>
</table>

*Animation and expandable banners unavailable*

#### Email Specifications

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>40KB (200KB max)</td>
</tr>
<tr>
<td>Rotation</td>
<td>No</td>
</tr>
<tr>
<td>Required Resolution</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Acceptable File Format</td>
<td>.gif or .jpg</td>
</tr>
<tr>
<td>Rich Media</td>
<td>No</td>
</tr>
<tr>
<td>Animation</td>
<td>No</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
<tr>
<td>3rd Party Tags</td>
<td>No</td>
</tr>
</tbody>
</table>
Mechanical Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/4&quot; x 10-7/8&quot;</td>
<td>—</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-3/4&quot; x 10-3/8&quot;</td>
<td>8-1/2&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>15&quot; x 10&quot;</td>
<td>16-3/4&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8-1/2&quot; x 5-11/16&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; x 10&quot;</td>
<td>4-3/8&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2&quot; x 5&quot;</td>
<td>—</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Binding</th>
<th>Perfect; jogs to foot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printing process</td>
<td>Web</td>
</tr>
<tr>
<td>Halftone screen</td>
<td>Cover, 150 line screen</td>
</tr>
<tr>
<td></td>
<td>Text, 150 line screen</td>
</tr>
</tbody>
</table>

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).

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. 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

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

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

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

<table>
<thead>
<tr>
<th>Insert Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page insert</td>
<td>8-1/2” x 11-1/8”</td>
</tr>
<tr>
<td>4-page insert</td>
<td>17” x 11-1/8”, furnish folded to 8-1/2” x 11-1/8”</td>
</tr>
</tbody>
</table>

**Trimming**

1/8” trimmed off top, bottom, gutter and face. Keep all live matter 1/4” from all trim edges. Note that a ½” 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 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.

### 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.

---

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

Integrated Advertising

Bill Hipple
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 646-671-0385
Email: b.hipple@elsevier.com

Joe Skey
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 856-325-7977
Email: j.skey@elsevier.com

Jim Secretario
CMGH
Elsevier
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New York, NY 10169
Tel: 917-678-0541
Email: j.secretario@elsevier.com

Contracts, Insertion Orders & Production Materials

John Marmero
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 212-633-3657
Fax: 212-633-3846
Email: j.marmero@elsevier.com

Send new print ad files and submit pickup ads to www.ads4els.com

Recruitment & Classified Advertising

Kenneth Naylor
Elsevier
230 Park Avenue
New York, NY 10169
Tel: 212-633-3835
Fax: 212-633-3846
Email: k.naylor@elsevier.com

Visit www.elsmediakits.com to view other media kits and rate cards.