



Rates & Media

2016

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Gary R. Lichtenstein, MD

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John Baillie, MB ChB, FRCP

Stephen B. Hanauer, MD

Joel E. Richter, MD

Eugene R. Schiff, MD

2015
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Mission

The mission of *Gastroenterology & Hepatology (G&H)* is to contribute to the advancement of these interrelated fields by providing indispensable editorial content to gastroenterologists and hepatologists. *G&H* fulfills the voiced need of practicing physicians for a practical and readable journal containing the most up-to-date clinical information in gastrointestinal disorders, including diseases of the liver and biliary tract.

G&H has three main editorial departments:

- Thought leader-driven review articles
- Clinical case studies with expert commentary
- Advances columns featuring engaging interviews with experts on current issues in IBD, IBS, GERD, hepatitis, and endoscopy

Editorial Direction

A peer-reviewed monthly journal, *G&H* provides editorial content encompassing a wide array of topics relevant and useful to the fields of gastroenterology and hepatology, both separately and together. Content is directed by the strong input of experts in the field. *G&H* contains several monthly columns providing cutting edge content on current issues in these fast-moving fields, including:

- Pro/Con: Experts present their views on controversial issues in gastroenterology and hepatology
- Clinical Trials Broadcast: Summaries of ongoing, phase III clinical trials in vital therapeutic areas
- Gastro/Hep News: Briefs about the latest developments and global meeting coverage
- Clinical Updates: Peer-reviewed updates on landmark therapeutic developments

Circulation

G&H circulates to nearly 18,000 gastroenterologists, hepatologists, pediatric gastroenterologists, colon and rectal surgeons, and NP/PA's identified as high prescribers of GI products.

| Specialty | Circulation |
|------------------------------------|---------------|
| Gastroenterologists | 14,489 |
| Pediatric Gastroenterology | 1,310 |
| Colon/Rectal Surgery | 600 |
| Hepatologists | 126 |
| NP's/PA's (Gastro Specialty) | 1,248 |
| Total Circulation | 17,773 |

2016 Print Advertising Rates

Effective Date: January 2016

Agency Commission: 15% of gross on space, color, and position if paid within 30 days.

Earned Rate: Frequency Discounts are earned on the basis of accumulated ad space placed within a 12-month period. All pages of a parent company and its subsidiaries placed in *Gastroenterology & Hepatology* are combined to determine the earned rate for the publication.

| B&W Page Rates | Full Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page |
|----------------|-----------|----------|----------|----------|----------|
| 1x | \$4,056 | \$3,465 | \$2,740 | \$2,080 | \$1,580 |
| 6x | \$3,935 | \$3,345 | \$2,625 | \$2,030 | \$1,460 |
| 12x | \$3,875 | \$3,280 | \$2,570 | \$1,965 | \$1,405 |
| 24x | \$3,820 | \$3,220 | \$2,505 | \$1,910 | \$1,340 |
| 36x | \$3,760 | \$3,160 | \$2,445 | \$1,850 | \$1,280 |
| 48x | \$3,725 | \$3,130 | \$2,420 | \$1,820 | \$1,250 |
| 60x | \$3,700 | \$3,100 | \$2,385 | \$1,790 | \$1,225 |
| 72x | \$3,665 | \$3,075 | \$2,355 | \$1,760 | \$1,190 |
| 84x | \$3,640 | \$3,050 | \$2,325 | \$1,730 | \$1,165 |
| 96x | \$3,580 | \$2,980 | \$2,270 | \$1,670 | \$1,100 |

| Color Rates * | 6-Color | 5-Color | 4-Color | 3-Color | 2-Color | Matched PMS | Metallic |
|---------------|---------|---------|---------|---------|---------|-------------|----------|
| | \$2,755 | \$2,445 | \$1,925 | \$1,925 | \$830 | \$885 | \$1,195 |

* In addition to earned BW rates; apply to each full or fractional page. No bleed charge.

| | |
|------------------------------|---|
| Inserts | 2-page, 4-page, 6-page, 8-page (earned BW rate) plus \$700 (net) production charge. |
| BRC's | \$1,530 |
| Cover Tips (supplied) | \$17,250 net |

| Covers and Premium Rates | Position | BW Rate Plus |
|--------------------------|-------------------------------------|--------------|
| | Cover 4 (2 page minimum) | 50% |
| | Cover 2 (2 page minimum) | 25% |
| | Page opposite 1st Table Contents | 20% |
| | Page opposite 2nd Table of Contents | 15% |
| | Page opposite First Editorial Page | 15% |

Continuity Discount Program: Advertise your product in all 12 issues in 2016, and receive a 5% discount off each insertion as placed. Advertise your product in 9 issues in 2016, and receive a 3% discount off each insertion as placed.

Value Added Services

New Product Introduction Program: Advertise your new product in three consecutive issues of *G&H* and receive the following:

- 1st Month:** Free four-color photo with full page New Drug Review column plus thought leader commentary on clinical significance of approval
- 2nd Month:** Third-party market research or ad-test study on your new product/campaign from our exhibit booth at one of the major conventions *G&H* attends during the year
- 3rd Month:** Complimentary subscription to *G&H* for your sales force (maximum 200 copies)

Bonus Distribution: The most recent issues of *Gastroenterology & Hepatology* will be made available to all attendees at the following major gastroenterology and hepatology meetings:

DDW (Digestive Disease Week): May Issue

ACG (American College of Gastroenterology): October Issue

AASLD (American Association for the Study of Liver Diseases): November Issue

Annual Advances in the Inflammatory Bowel Diseases CCFA Meeting: December Issue

2016 Issue and Closing Dates

| Date | Space | Material | Inserts |
|-----------|---------|----------|----------|
| January | 12/1/15 | 12/15/15 | 12/22/15 |
| February | 1/1/16 | 1/15/16 | 1/22/16 |
| March | 2/1/16 | 2/15/16 | 2/25/16 |
| April | 3/1/16 | 3/15/16 | 3/25/16 |
| May | 4/1/16 | 4/15/16 | 4/24/16 |
| June | 5/2/16 | 5/16/16 | 5/23/16 |
| July | 6/1/16 | 6/15/16 | 6/24/16 |
| August | 7/1/16 | 7/15/16 | 7/25/16 |
| September | 8/1/16 | 8/15/16 | 8/25/16 |
| October | 9/1/16 | 9/15/16 | 9/26/16 |
| November | 10/3/16 | 10/14/16 | 10/25/16 |
| December | 11/1/16 | 11/15/16 | 11/25/16 |

MECHANICAL SPECIFICATIONS

Publication Binding: Perfect bound.

Production Contact: do@clinicaladvances.com or 212-995-5568.

Ad Sizing:

| Ad Unit | Trim Size | Bleed | Live Area |
|-----------------------------|------------------------------------|---|---|
| Full Page | 8 1/8" (width) x 10 7/8" (height) | 8 3/8" x 11 1/8" (Bleed should extend at least 1/8" beyond trim size on all sides) | Maintain 1/2" safety zone for live content inside trim. Allow an extra 1/4 inch for gutter binding. |
| 2-Page Spread | 16 1/4" (width) x 10 7/8" (height) | 16 1/2" x 11 1/8" (Bleed should extend 1/8" beyond trim size on all sides) | Maintain 1/4" safety zone for live content inside trim. Allow an extra 1/8" safety for gutter allowance. |
| Half Page Horizontal | 8 1/8" (width) x 5.0" (height) | Ad can bleed on top and sides only. (Extend bleed out 1/8" beyond trim size) | Maintain 1/2" safety zone for live content inside trim. |
| Half Page Vertical | 4.0" (width) x 10 7/8" (height) | Ad can bleed on top, bottom, and either into gutter or outer edge. (Extend bleed out 1/8" beyond trim size) | Maintain 1/2" safety zone for live content inside trim. Also, if bleeding into gutter, allow an extra 1/4 inch for binding. |
| Quarter Page | 4.0" (width) x 5.0" (height) | Ad can bleed on top and gutter or outer edge. (Extend bleed out 1/8" beyond trim size) | Maintain 1/2" safety zone for live content inside trim. Also, if bleeding into gutter, allow an extra 1/4 inch for binding. |

Reproduction Specifications

| | |
|--------------|--|
| File Formats | Please provide a high-resolution, press-ready PDF file of your ad on a cd. |
| Proofs | Include a high-resolution color proof of any color pages. Include color bars, registration, crop and bleed marks. And a laser of any black and white page. |
| Color | Set up color ads as CMYK. |
| Paper Stock | Ads that run on Body Pages will print on: 45# coated paper. Ads that run on covers will print on 80# coated paper. |
| Screen | Covers, inside, and 4-color process: 150-line screen. |

Specifications for Printed Inserts

| | |
|-----------------|---|
| Sizes | 2-, 4-, 6-, or 8-page folded supplied inserts. Maximum 8 3/8" and specification. |
| Insert Trimming | The final supplied trim size needs to be 8 3/8" x 11 1/8" Inserts jog to foot. This means that our printer trims 1/8" from the top. Keep this in mind in your design. Gutter safety: Allow 1/4" visual safety zone for live matter (type/images) from gutter (binding) edge. Also, an additional 1/8" to 1/4" can be lost from gutter edge when bound into the magazine. So, to be on the safe side, the total visual safety zone for live matter you should allow on either side of the gutter edge is 1/2" Insert quantity (includes spoilage allowance): 20,000. |
| Shipping | Preprinted inserts should be shipped directly to the printer at the address below. Please note the journal name and issue date on your shipment. Also please send a sample to the publisher, Steve Kurlander. (see address below). For contracts or insertion orders, please contact the publisher. |

Belly-Band and Belly Tip Specifications:

Cover Tip: Trim Size: 7.75" (width) x 4.0" (height). Extend bleed out 1/8" beyond trim. Paper weight: Use 70 lb. or 80 lb.

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Steve Kurlander or Paul McDaniel
 Gastro-Hep Communications, Inc.
 611 Broadway, Suite 310
 New York, NY 10012
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 Fax: 212-995-5572
 e-mail: shk@clinicaladvances.com or p hm@clinicaladvances.com

(Please send all run-of-book ad materials to attn: Steve Kurlander at the above address)

Printer

(Use this address only for preprinted ad inserts and cover tips)
 Dartmouth Printing Company
 69 Lyme Road
 Hanover, NH 03755
 Attn: Donna McKee, G&H, Issue Date

**Please indicate counts on the packing slip and on each of the cartons*

2015 Average Stats*

Average visit duration = 1.9 minutes

- Average monthly unique visitors = 1,120
- Average monthly visits = 5,033
- Average monthly page views = 7,548
- Average monthly impressions = 32,425
- 8,000 per 25% share of voice (SOV)

*Based on average stats Jan-Jun 2015, Google Analytics, WordPress, US only

Gastroenterologyandhepatology.net is the online home of the monthly journal, *G&H—Gastroenterology & Hepatology*. Access to the Web site is free for recipients of the print edition of *G&H*. Gastroenterologyandhepatology.net complements the journal's goal to improve the quality of GI care by addressing gastro-hep for all disease stages and presentations.

Ad Sizes Available

- Leaderboard (728 × 90)
- Medium Rectangle (300 × 250)
- Wide Skyscraper (160 × 600)

Discounts

A 20% discount is offered to campaigns advertising in the same print edition of *G&H*.

The screenshot displays the website layout with several ad placements marked:

- Leaderboard (728 × 90)**: Located at the top center and bottom center of the page.
- Medium rectangle (300 × 250)**: Located on the right side of the page, below the 'In This Issue' section.
- Wide skyscraper (160 × 600)**: Located on the right side of the page, below the 'Medium rectangle' ad.

The website content includes a navigation menu (Home, Archives, Supplements, Videos, MMP Home), a search bar, and a featured article section titled 'In This Issue: August 2015' with sub-sections like 'Diet and Inflammatory Bowel Disease', 'Gastrointestinal Complications After Bariatric Surgery', and 'Treatment of Intermediate-Stage Hepatocellular Carcinoma'. A 'Letter From the Editor' section and a 'Twitter' feed are also visible.

NEW FOR 2016

Gastroenterology & Hepatology e-TOCs

Two E-mails for Every Issue of G&H

e-TOC 1 – “Coming This Month” – delivered two weeks before the printed issue mails

- e-TOC links to gastroenterologyandhepatology.net
- Contents of current issue
- Highlights of past issues

e-TOC 2 – “In This Issue” – delivered days before the issue reaches the mailbox

- e-TOC links to gastroenterologyandhepatology.net
- Contents of current issue
- Highlights of future issues

Leaderboard (728 × 90)

GASTROENTEROLOGY & HEPATOLOGY
The Independent Peer-Reviewed Journal

Website | Archives | Supplements | Videos | MMP Home

September 2015

Coming in the September Issue of G&H

Sex-Specific Issues in Inflammatory Bowel Disease
Elizabeth Rosenblatt, MD, and Sunanda Kane, MD, MSPH

Autoimmune Pancreatitis: A Multiorgan Disease Presenting a Conundrum for Clinicians in the West
Sileen Kim, MD, Rebecca Vosklander, MD, Franklin E. Kasmin, MD, William H. Brown, MD, Rifat Mannan, MD, and Jerome H. Siegel, MD, RPh

Advances in Capsule Endoscopy
Ryan Scott, MD, and Robert Enns, MD

September Columns

Fecal Microbiota Transplantation for the Treatment of Inflammatory Bowel Disease
David T. Rubin, MD

Screening for Barrett Esophagus With a Nonendoscopic Sponge Capsule
Rebecca Fitzgerald, MD

The Relationship Between the Gut Microbiota and Liver Disease
Jasmohan S. Bajaj, MD, MS

Novel Peppermint Oil Formulation for Dietary Management of Irritable Bowel Syndrome
Brooks Cash, MD

Pancreatic Pseudocyst Drainage Using Lumen-Apposing Metal Stents
Michel Kahalish, MD, AGAF, FACG, FASGE

Supplements to G&H

The Gastro & Hep Report

New and Emerging Treatment Options for Irritable Bowel Syndrome

Emerging Treatment Options in Mild to Moderate Ulcerative Colitis

Emerging Data on Multianalyte Algorithm Assays in Breast Cancer: A Clinical Review

Highlights in the Treatment of Hepatitis C Virus From the 2014 Liver Meeting

The Gastro & Hep Report Fall 2014

Medium rectangle (300 x 250)

Wide skyscraper (160 x 600)

Stay Connected

Forward To A Friend

Highlights From Past Issues

[Diet and Inflammatory Bowel Disease-Mutated Non-Small Cell Lung Cancer](#)

[Gastrointestinal Complications After Bariatric Surgery](#)

[Gastro-Hep News](#)

[Polycystic Liver Disease](#)

[Treatment of Intermediate-Stage Hepatocellular Carcinoma](#)

[Very-Early-Onset Inflammatory Bowel Disease](#)

[Lymphocytic Esophagitis](#)

[Endoscopic Approach to Reopening a Completely Obstructed Esophagus](#)

Leaderboard (728 × 90)

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Online Advertising Rates & Closing Dates

G&H e-TOC Sponsorship

- Single sponsor = \$5,500
- Partial sponsor = \$3,500

Gastroenterologyandhepatology.net Advertising Rates

- Up to 4 advertisers per month
- Equal SOV per advertiser
- \$3,800 for leaderboard, medium rectangle, and skyscraper ads
- 20% discount for print advertisers in the same month

Digital Cancellations

In accordance with the AAAA/IAB Standard Terms and Conditions for Internet Advertising Version 3.0) found at http://www.iab.net/media/file/IAB_4Astsandcs-FINAL.pdf, Advertiser may cancel the I/O as follows:

For Flat-Fee or Fixed Placements:

- With minimum of 30 days prior written notice: no penalty
- With less than 30 days prior written notice: Advertiser is responsible for any contracted media to be served within 30 days

Send all digital material to Paul McDaniel at phm@clinicaladvances.com

Distribution

| Specialty | E-Mail Distribution |
|---------------------|---------------------|
| Gastroenterologists | 10,468 |

CAH&O e-TOC Closing Dates*

| Email Date | Insertion Order Due | Ad Material Due |
|------------|---------------------|-----------------|
| 1/7/2016 | 12/24/2015 | 1/6/2016 |
| 1/21/2016 | 1/7/2016 | 1/14/2016 |
| 2/4/2016 | 1/21/2016 | 1/28/2016 |
| 2/18/2016 | 2/4/2016 | 2/11/2016 |
| 3/3/2016 | 2/18/2016 | 2/25/2016 |
| 3/17/2016 | 3/3/2016 | 3/10/2016 |
| 4/7/2016 | 3/17/2016 | 3/24/2016 |
| 4/21/2016 | 4/7/2016 | 4/14/2016 |
| 5/5/2016 | 4/21/2016 | 4/28/2016 |
| 5/19/2016 | 5/5/2016 | 5/12/2016 |
| 6/2/2016 | 5/19/2016 | 5/26/2016 |
| 6/16/2016 | 6/2/2016 | 6/19/2016 |
| 7/7/2016 | 6/16/2016 | 6/23/2016 |
| 7/21/2016 | 7/7/2016 | 7/14/2016 |
| 8/4/2016 | 7/21/2016 | 7/28/2016 |
| 8/18/2016 | 8/4/2016 | 8/11/2016 |
| 9/8/2016 | 8/18/2016 | 8/25/2016 |
| 9/22/2016 | 9/18/2016 | 9/15/2016 |
| 10/6/2016 | 9/22/2016 | 9/29/2016 |
| 10/20/2016 | 10/6/2016 | 10/14/2016 |
| 11/10/2016 | 10/20/2016 | 10/22/2016 |
| 11/24/2016 | 11/10/2016 | 11/17/2016 |
| 12/8/2016 | 11/24/2016 | 12/1/2016 |
| 12/22/2016 | 12/8/2016 | 12/15/2016 |

*Dates are subject to change.

Digital Specifications

| Specification | Website | e-TOC |
|---|--|--|
| Accepted ad sizes | Leaderboard (728 × 90) | Leaderboard (728 × 90) |
| | Medium rectangle (300 × 250) | Medium rectangle (300 × 250) |
| | Wide skyscraper (160 × 600) | Wide skyscraper (160 × 600) |
| Ad expansion available | Yes | N/A |
| Ad expansion sizes | Leaderboard (728 × 90) | N/A |
| | Wide skyscraper (160 × 600) | N/A |
| Ad expansion notes | Ad must require user initiation before expansion. Expanded ad must include clearly visible close controls. | N/A |
| Ad formats | JPG, GIF, SWF, FLV files, HTML, rich media, Javascript, third-party served ads | JPG, GIF, animated GIF, third-party served ads |
| Maximum file size | 40K | 40K |
| Rich media file size | 60K | N/A |
| Animation time | 3 frames & 30 seconds, 3 loops | 3 frames & 30 seconds, 3 loops** |
| Border | All ads with white or partially white background must use a 1-pixel black border | All ads with white or partially white background must use a 1-pixel black border |
| Third-party click and pixel tracking available? | Yes | Yes |
| Alternate text required | Yes | Yes |
| URL | Provide URL for any links | Provide URL for any links |

For times when the user's browser does not support creative functionality (i.e. FlashTM, HTML5), provide a standard image file.

*Sizes include larger-scaled version for iPad retina display.

**Outlook 2007 does not support animated GIFs and displays only a static image of the GIF. Please ensure that the first frame of the animated GIF makes sense as a static image.

HSP utilizes MOAT analytics for comprehensive data on advertising viewability. Contact Paul McDaniel for more information.

Contact

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 phm@clinicaladvances.com
 Direct (212) 995-5552 • Cell (917) 656-7994

Production: Derek Oscarson
 do@clinicaladvances.com • (212) 995-5568

Send all insertion orders to:
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