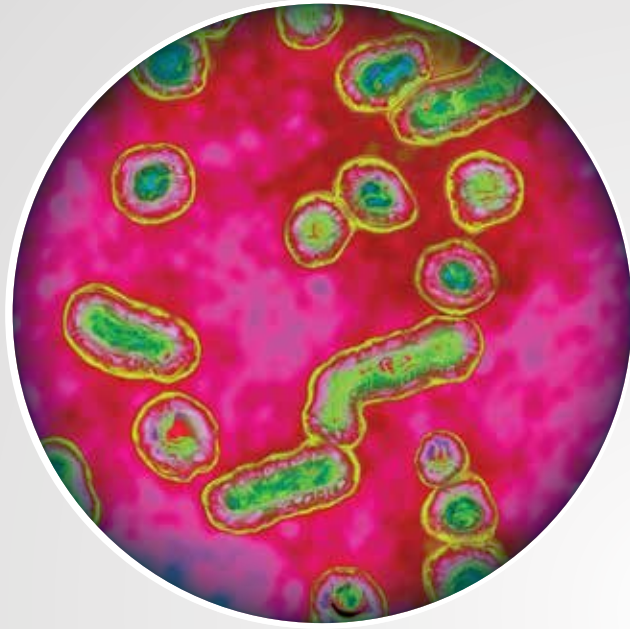


# GASTROENTEROLOGY & HEPATOLOGY

The Independent Peer-Reviewed Journal



## Rates & Media

# 2017

Indexed through the National Library  
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2016  
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• *Now Being Circulated to All  
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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 .....	14,697
Pediatric Gastroenterology .....	1,396
Colon/Rectal Surgery .....	600
Hepatologists .....	129
NP's/PA's (Gastro Specialty) .....	724
<b>Total Circulation .....</b>	<b>17,546</b>

## 2017 Print Advertising Rates

**Effective Date:** January 2017

**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	\$2,075	\$1,925	\$830	\$885	\$1,195

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

<b>Inserts</b>	2-page, 4-page, 6-page, 8-page (earned BW rate) plus \$700 (net) production charge.
<b>BRC's</b>	\$1,530
<b>Cover Tips (supplied)</b>	\$20,250 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%

## 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

## 2017 Issue and Closing Dates

Date	Space	Material	Inserts
January	12/1/16	12/15/16	12/22/16
February	1/1/17	1/15/17	1/23/17
March	2/1/17	2/15/17	2/25/17
April	3/1/17	3/15/17	3/25/17
May	4/1/17	4/15/17	4/24/17
June	5/2/17	5/16/17	5/25/17
July	6/1/17	6/15/17	6/24/17
August	7/1/17	7/15/17	7/25/17
September	8/1/17	8/15/17	8/25/17
October	9/1/17	9/15/17	9/26/17
November	10/3/17	10/14/17	10/25/17
December	11/1/17	11/15/17	11/25/17

## MECHANICAL SPECIFICATIONS

**Publication Binding:** Perfect bound.

**Production Contact:** [design@clinicaladvances.com](mailto:design@clinicaladvances.com) or 212-995-5568.

### Ad Sizing:

Ad Unit	Trim Size	Bleed	Live Area
<b>Full Page</b>	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.
<b>2-Page Spread</b>	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.
<b>Half Page Horizontal</b>	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.
<b>Half Page Vertical</b>	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.
<b>Quarter Page</b>	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 <b>high-resolution, press-ready PDF file</b> 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 <b>directly to the printer</b> 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.

### Cover Tip Specifications:

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

#### Publisher

Steve Kurlander or Paul McDaniel  
 Gastro-Hep Communications, Inc.  
 611 Broadway, Suite 310  
 New York, NY 10012  
 Tel: 212-995-2211 or 212-995-5552  
 Fax: 212-995-5572  
 e-mail: [shk@clinicaladvances.com](mailto:shk@clinicaladvances.com) or [p hm@clinicaladvances.com](mailto: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)  
 Publishers Press  
 13487 South Preston Highway  
 Lebanon Junction, KY 40150  
 Attn: Kevin Baugh, G&H, Issue Date

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

## 2016 Average Stats\*

- Average visit duration = 1.0 minutes
- Average monthly unique visitors = 1,233
- Average monthly visits = 5,467
- Average monthly page views = 8,198
- Average monthly impressions = 64,000
- 16,000 per 25% share of voice (SOV)

\*Based on average stats Jan-Jun 2016,  
Google Analytics, Xaxis, 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 x 90)
- Medium Rectangle (300 x 250)
- Wide Skyscraper (160 x 600)

## Discounts

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

The screenshot displays the website for Gastroenterology & Hepatology. At the top, there is a 'Leaderboard (728 x 90)' ad space. Below the navigation bar, the main content area features 'In This Issue: August 2015' with several featured articles. On the right side, there are three ad placements: a 'Medium rectangle (300 x 250)', a 'Twitter (Square)' ad, and a 'Wide skyscraper (160 x 600)' ad. At the bottom of the page, another 'Leaderboard (728 x 90)' ad space is visible. The footer includes navigation links and the logo for MDP Millennium Medical Publishing.



# 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 x 90)**

GASTROENTEROLOGY & HEPATOLOGY  
The International Journal of Gastroenterology and Hepatology

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 Susanto Kone, MD, MPH

**Autoimmune Pancreatitis: A Multigen Disease Presenting a Conundrum for Clinicians in the West**  
Steven Kim, MD, Terence G. Callan, MD, Fawcett E. Kamin, MD, William H. Brunt, MD, Rajat Narain, MD, and Jerome H. Sarge, MD, MPH

**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**  
Arvindhat S. Bhat, MD, MS

**Novel Peppermint Oil Formulation for Dietary Management of Irritable Bowel Syndrome**  
Rochelle Gersh, MD

**Pancreatic Pseudocyst Drainage Using Lumen-Apposing Metal Stents**  
Murali Kumburi, MD, Adam F. Fazio, FRCGS

**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)**

**Highlights From Past Issues**

[Distal Inflammatory Bowel Disease: Mucosal Non-Small Cell Lung Cancer](#)

[Gastrointestinal Complications After Bariatric Surgery](#)

[Gastro-Int. News](#)

[Etiologic Liver Diseases](#)

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

[Veno-Cava-Cross Inflammatory Bowel Disease](#)

[Lymphocytic Esophagitis](#)

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

**Wide skyscraper (160 x 600)**

**Stay Connected**

**Forward To A Friend**

**Leaderboard (728 x 90)**

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New York, NY 10012

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# Online Advertising Rates & Closing Dates

## G&H e-TOC Sponsorship

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

## Gastroenterologyandhepatology.net Advertising Rates

- Up to 4 advertisers per month
- Equal SOV per advertiser
- \$3,800 net 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](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](mailto:phm@clinicaladvances.com)

## Distribution

Specialty	E-Mail Distribution
Gastroenterologists	13,000

## CAH&O e-TOC Closing Dates\*

Email Date	Insertion Order Due	Ad Material Due
1/7/2017	12/23/2016	1/5/2017
1/21/2017	1/6/2017	1/13/2017
2/4/2017	1/20/2017	1/27/2017
2/18/2017	2/3/2017	2/11/2017
3/3/2017	2/17/2017	2/25/2017
3/17/2017	3/3/2017	3/10/2017
4/7/2017	3/24/2017	3/31/2017
4/21/2017	4/7/2017	4/14/2017
5/5/2017	4/21/2017	4/28/2017
5/19/2017	5/5/2017	5/12/2017
6/2/2017	5/19/2017	5/26/2017
6/16/2017	6/2/2017	6/19/2017
7/7/2017	6/16/2017	6/23/2017
7/21/2017	7/7/2017	7/14/2017
8/4/2017	7/21/2017	7/28/2017
8/18/2017	8/4/2017	8/11/2017
9/8/2017	8/18/2017	8/25/2017
9/22/2017	9/22/2017	9/15/2017
10/6/2017	9/22/2017	9/29/2017
10/20/2017	10/6/2017	10/14/2017
11/10/2017	10/20/2017	10/22/2017
11/24/2017	11/10/2017	11/17/2017
12/8/2017	11/24/2017	12/1/2017
12/22/2017	12/8/2017	12/15/2017

\*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

### Advertising:

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

Steve Kurlander  
 shk@clinicaladvances.com  
 Direct (212) 995-2211 • Cell (914) 720-4485

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**Send all insertion orders to:**  
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