



## Editor-in-Chief

Gary R. Lichtenstein, MD

## Section Editors

John Baillie, MD

Stephen B. Hanauer, MD

Eugene R. Schiff, MD

Joel E. Richter, MD

# Rates & Media

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## 2010

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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 over 16,000 gastroenterologists, hepatologists, pediatric gastroenterologists, colon and rectal surgeons, and primary care physicians identified as high prescribers of GI products.

Specialty	Circulation
Gastroenterologists .....	13,262
Pediatric Gastroenterology .....	858
Colon/Rectal Surgery .....	1,493
Hepatologists .....	118
Primary Care Physicians .....	1,000
<b>Total Circulation .....</b>	<b>16,731</b>

## 2010 Advertising Rates

**Effective Date:** January 2010

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

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

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 12 issues and receive a 5% discount on each insertion.

## 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 150-word press release listed in our FDA Drug Watch column plus thought leader commentary on clinical relevance 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): September Issue
- AASLD (American Association for the Study of Liver Diseases): October Issue
- 6th Annual Advances in the Inflammatory Bowel Diseases Meeting: November Issue

## 2010 Issue and Closing Dates

Date	Space	Material	Inserts
January	12/1/09	12/15/09	12/20/09
February	1/1/10	1/15/10	1/20/10
March	2/1/10	2/15/10	2/20/10
April	3/1/10	3/15/10	3/20/10
May	4/1/10	4/15/10	4/20/10
June	5/1/10	5/15/10	5/20/10
July	6/1/10	6/15/10	6/20/10
August	7/1/10	7/15/10	7/20/10
September	8/1/10	8/15/10	8/20/10
October	9/1/10	9/15/10	9/20/10
November	10/1/10	10/15/10	10/20/10
December	11/1/10	11/15/10	11/20/10

## Journal Bookmark

*G&H* will print from advertiser's film a custom Journal Bookmark insert, with a specially designed perforated outside flap that the reader can tear off and use as a bookmark. The Journal Bookmark will have the advertiser's name on the front and back and offers a premium advertising position since the book will often break at this insert. All printing and preparation work is included. Cost is \$19,500 gross.

## Belly Band and Belly Tip

*G&H* will print from advertiser's film a belly band that wraps around the outside of *Gastroenterology & Hepatology*. The advertisement shows on the front of the publication with the indication information typically on the inside of the belly band and editorial information on the outside back of the belly band. All printing, affixing and preparation is included.

\* The cost to run a Belly Band to the full circulation of *G&H* is \$19,110 gross. (Belly Bands provided by advertiser)

\* The cost of a Belly Tip to the full circulation of *G&H* is \$19,110 gross. (Belly Tips provided by advertiser)

**Please see the following page for production specifications.**

## MECHANICAL SPECIFICATIONS

**Publication Binding:** Perfect bound.

### Ad Sizing:

Ad Unit	Trim Size	Bleed	Live Area
<b>Full Page</b>	8 1/8" (width) x 10 7/8" (height)	Extend bleed 1/8" beyond trim size on all sides	Maintain 1/2" safety zone for live content inside trim
<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.

For additional fractional sizes, contact production at [vtr@clinicaladvances.com](mailto:vtr@clinicaladvances.com)

### 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): 18,000.
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, Brett Merker. (see address below). For contracts or insertion orders, please contact the publisher.

**Belly-Band and Belly Tip Specifications:** **Belly Band:** Width: Total Width: 18.5 (Front panel 8" wide, 1/8" thickness x 2, back panel 8" wide including 1.5" overlap). Height: 6.0". Paper weight: use 70 lb stock.

**Belly 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.

#### Associate Publisher

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