



Official newspaper of the AGA Institute  
mdedge.com/gihepnews

# GI & Hepatology News

# MDedge® | gihepnews

# 2025 ADVERTISING RATE CARD

## PUBLISHER'S STATEMENT

*GI & Hepatology News*® is the official newspaper of the AGA Institute. More than 19,000 gastroenterologists and hepatologists rely on *GI & Hepatology News* every month to cover the world of medicine with breaking news, medical meeting coverage, and expert perspectives both in print and online. The official newspaper of the AGA Institute was launched in partnership with Frontline Medical Communications in January 2007. Our independent reporting focuses on impacting the way gastroenterologists practice medicine, and news from the AGA Institute keeps active members up-to-date on educational opportunities and policy initiatives. All news articles are researched, written, and produced by professional medical journalists.

[www.mdedge.com/gihepnews](http://www.mdedge.com/gihepnews), part of the MDedge® web portal, is the online destination of *GI & Hepatology News*. This site provides news and views that matter to physicians in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, and special reports are immediately accessible online and through e-blasts and newsletters.

*GI & Hepatology News* is the best way for physicians to stay current, save time, and gain perspective.

## ADVERTISING / CONTRACTS / INSERTION ORDERS

### CHERYL WALL

Director Business Development  
978-356-0032  
[cwall@mdedge.com](mailto:cwall@mdedge.com)

## PRINT PRODUCTION

### REBECCA SLEBODNIK

Director of Production/  
Manufacturing  
240-221-2417  
[rslebodnik@mdedge.com](mailto:rslebodnik@mdedge.com)

**Frontline Medical Communications**  
**283-299 MARKET ST**  
**(2 GATEWAY BUILDING)**  
**4TH FLOOR**  
**NEWARK, NJ 07102**  
**973-206-3434**  
[www.frontlinerrates.com](http://www.frontlinerrates.com)



**FRONTLINE**  
MEDICAL COMMUNICATIONS.

## CONTACTS / COVER

## PRINT ADVERTISING

- General Information
- Editorial Calendars
- Circulation
- Closing Dates
- Advertising Rates
- Advertising Incentives & Opportunities
- Discounts & Combinations
- Cover Tips, Outserts, Reprints
- Printing Information

For further information,  
contact the sales representative

## GENERAL INFORMATION

*GI & Hepatology News* is published by Frontline Medical Communications (FMC).

- **ISSUANCE:** Monthly
- **ESTABLISHED:** 2007
- **ORGANIZATION AFFILIATION:** AGA Institute; AAM
- **EDITORIAL/ADVERTISING RATIO** 55% editorial/45% advertising
- **CONTRACT AND COPY REGULATIONS**
  - a. All contracts and contents of advertisements are subject to FMC's approval. FMC reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
  - b. FMC reserves the right to inspect and approve all website advertising. Proof must be submitted to FMC no later than the ad space closing date.
  - c. Sweepstakes ads are prohibited by AMA list rental agreement.
  - d. FMC reserves the right to put the word "Advertisement" on advertising which, in FMC's opinion, resembles editorial material.
  - e. FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of

- space. No exceptions to published rates.
- f. Only insertions of a parent company and subsidiaries are combined to determine the earned rate.
- g. Rates are subject to change with 90 days' notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.
- h. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, FMC reserves the right to repeat a former ad.

- **AGENCY COMMISSION, CREDIT AND DISCOUNT TERMS**
  - a. Agency Commission: 15% on all ads.
  - b. Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due FMC for contracted and published ad space.
  - c. 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

- **POLICY ON PLACEMENT OF ADVERTISING** Interspersed

- **BONUS DISTRIBUTION**
  - a. Convention Bonus Distribution: *\*pending live conferences*

**May Issue:**  
DDW: Digestive Disease Week  
San Diego; May 3-6, 2025

- **CANCELLATIONS**
  - a. Notification in writing of space cancellations must be received by space closing deadline.
  - b. If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
  - c. Cover positions are non-cancelable within 60 days of the issue's closing date.

- **EDITORIAL**  
The official newspaper of the AGA Institute provides cutting-edge news from clinical meetings, FDA coverage and clinical trial results, expert commentary, and reporting on the business and politics of gastroenterology.

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## EDITORIAL MEETING CALENDAR

### 2025 GI & Hepatology Conference Schedule

ON SITE MEETING COVERAGE	COVERAGE BEGINS	PRINT EDITION
American Society of Clinical Oncology – GI Cancers (ASCO-GICS)	01/23/25	March
European Crohn's and Colitis Organisation (ECCO)	02/19/25	April
Digestive Disease Week (DDW 2025)	05/3/25	July
European Association for the Study of the Liver (EASL) – International Liver Congress	05/7/25	August

For further information, contact the sales representative

## CIRCULATION

*GI & Hepatology News* reaches over 20,000 US members of the AGA and all other US non-member gastroenterologists.

CIRCULATION ANALYSIS					
Specialty	Office-Based	Residents	Hospital Staff	Osteopaths	TOTAL QUALIFIED
Gastroenterology	8,498	866	806	600	10,770
Hepatology	49	-	20	-	69
Members of the AGA	-	-	-	-	9,337
<b>Total Distribution</b>	<b>8,547</b>	<b>866</b>	<b>826</b>	<b>600</b>	<b>20,176</b>

Source: July 2024 AAM Circulation Statement  
 For more detailed AAM circulation information, [click here](#).

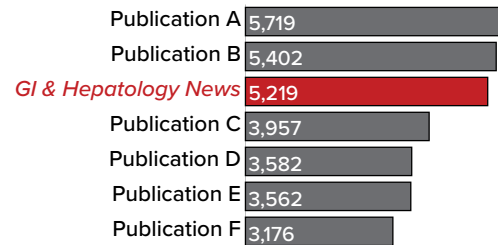
## ISSUE AND CLOSING DATES

Issue Date	Space Close	Materials Due
January	December 2, 2024	December 9, 2024
February	January 8	January 15
March	February 4	February 11
April	March 7	March 14
May	April 4	April 11
June	May 6	May 13
July	June 5	June 12
August	July 9	July 16
September	August 6	August 13
October	September 8	September 15
November	October 9	October 16
December	October 31	November 7

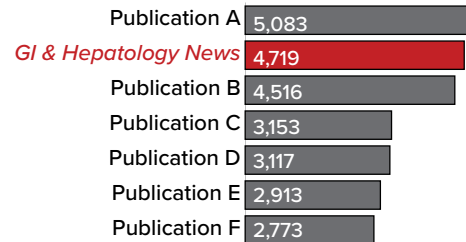
Stated Date of Mailing and Class: 15th of publication month. Standard class.

## READERSHIP SCORES

### Average Page Exposures



### High Readers



Source: Kantar Media, Medical/Surgical May 2024  
 Media Measurement Study  
 © Copyright 2024 Kantar

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# ADVERTISING INCENTIVE PROGRAMS & FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT AND COMBINATION RATES

## Corporate Discount

Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2025. Full year 2024 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2025. All manufacturer promotional spend will be credited towards the corporate level, including electronic and print advertising, reprints and programs (nonCME). Discounts will be applied to print advertising only purchased in regularly issued FMC professional publications. The FMC Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied (see Order of Print Discounts). Spend levels and associated discounts are listed in the graphic on the right.

2024 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2025 Discount	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

Each page of an insert counts as a unit. Each demographic/regional/split page counts as a unit. Insertions of parent companies and subsidiaries are combined to determine the earned rate. Co-marketed products may select the earned frequency discount of either company.

## Corporate Frequency Discount Program

Earned frequencies are determined by the number of pages in all FMC publications to provide maximum frequency discounts to advertisers, regardless of size. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly. (All FMC publications have the same frequency levels through the 240x.)

## Prescribing Information (PI) Page Discounts:

Advertisers with more than two PI pages qualify for a 50% discount on the earned B&W rate for the 3rd and remaining PI pages.

## Order of print ad discounts (As applicable)

1) Corporate earned frequency; 2) Journal Combination; 3) Journal list match; 4) New business or launch; 5) Journal continuity; 6) Corporate discount; 7) Agency discount.

## Earned Frequency

Rate is determined by the number of units within a 12-month period (calendar or fiscal). A unit is a page or fraction of a page (e.g. a spread counts as 2 units; a king page or fraction counts as a page).

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# ADVERTISING INCENTIVE PROGRAMS & FRONTLINE MEDICAL COMMUNICATIONS CORPORATE DISCOUNT AND COMBINATION RATES

(cont'd)

## New Product Launch Program

Place your new product launch unit in four (4) consecutive issues of *GI & Hepatology News* and receive 50% off the space and color charges of your fourth (4th) insertion. Only new products and line extensions are eligible for this program. Pre-launch ad units are not eligible. Launch ad unit must be same size for all four insertions. Discounted ad unit counts towards earned frequency. All FMC combination discounts apply. Launch Program may not be combined with Continuity Discount Program. Premium position charges do not qualify for 50% discount. Full-run ads only.

## Continuity Discount Program

Please select one program. (Programs cannot be combined.)

- a. Run an ad for the same product in six (6) issues of *GI & Hepatology News* during 2025 and receive 50% off your 7th insertion. Ads do not need to run consecutively, but ad unit size must be identical for all seven insertions. Premium position charges do not qualify for 50% discount.
- b. Run an ad for the same product in every issue (12) of *GI & Hepatology News* during 2025 and receive the 12th insertion at no charge. Varying ad unit sizes will be averaged to determine free ad unit. Premium position charges still applicable on free ads. Free ads count towards earned frequency.

- c. Run an ad for the same product in every issue (12) of *GI & Hepatology News* during 2025 and deduct 8.3% off each insertion throughout the year.

Program available to full-run and full-cost split-run advertisers; ROB production charges apply. Cover tips do not get counted towards continuity discount program.

## Split Runs

### ■ SPECIFICATIONS

1. Split runs can be either geographic (state or zip code) or demographic. If FMC matches supplied data, records must include Medical Education (M.E.) numbers.
2. Inserts are accepted. Run of book splits are accepted for ad units 2 pages and under.
3. All split-run ROB advertising units must be the same size.
4. Split-run additional production charges are commissionable.
5. Split runs for a percentage of the circulation in any combination buy are calculated at the individual publication's rates.
6. The Publisher (FMC) reserves the right to circulate a targeted advertisement to an audience greater than the contracted demographic/targeted list, unless specifically noted on the insertion order.

### ■ SPLIT-RUN RATES—INSERTS

1. If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost.
2. If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost.
3. If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost.
4. No production charges for inserts.

### ■ SPLIT-RUN RATES—RUN-OF-BOOK

1. If utilizing less than 25% of the publication's circulation—rate is 50% of the full-run cost plus full color charges.
2. If utilizing 26-50% of the publication's circulation—rate is 60% of the full-run cost plus full color charges.
3. If utilizing 51% or more of the publication's circulation—rate is 100% of the full-run cost plus full color charges.
4. Split-run Production Charges—Run-of-book: \$900 per split-run insertion.

### ■ DISCOUNTS

Split-run advertisers do not qualify for combination, continuity, or new business/launch programs. Split-run insertions do count toward earned frequency and corporate discounts do apply.

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# ADVERTISING RATES

<b>BLACK-AND-WHITE RATES</b>										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$6,935	\$6,805	\$6,670	\$6,520	\$6,450	\$6,360	\$6,250	\$6,040	\$5,960	\$5,890
3/4 Page	5,655	5,530	5,435	5,310	5,245	5,200	5,085	4,905	4,850	4,795
Island Page	4,160	4,100	3,995	3,930	3,870	3,820	3,735	3,620	3,585	3,535
1/2 Page	3,360	3,315	3,255	3,185	3,125	3,095	3,040	2,940	2,915	2,870
1/4 Page	2,620	2,590	2,520	2,475	2,450	2,435	2,375	2,285	2,265	2,240

<b>BLACK-AND-WHITE (ROB) + 4-COLOR RATES</b>										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$9,470	\$9,340	\$9,205	\$9,055	\$8,985	\$8,895	\$8,785	\$8,575	\$8,495	\$8,425
3/4 Page	8,190	8,065	7,970	7,845	7,780	7,735	7,620	7,440	7,385	7,330
Island Page	6,695	6,635	6,530	6,465	6,405	6,355	6,270	6,155	6,120	6,070
1/2 Page	5,895	5,850	5,790	5,720	5,660	5,630	5,575	5,475	5,450	5,405
1/4 Page	5,155	5,125	5,055	5,010	4,985	4,970	4,910	4,820	4,800	4,775

<b>COLOR RATES (In addition to black &amp; white rates)</b>	
Four Color Rates	\$2,535
Five Color Rates (4C + PMS)	\$3,855

<b>SPECIAL POSITIONS</b>
Cover 2/Page 3 – Earned king rate + 30% (plus color)
Fourth Cover – Earned king rate + 60% (plus color)
Center Spread – Earned king rate + 25% (plus color)
Please consult sales representative for additional special positions.

<b>INSERT RATES</b>										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$8,575	\$8,435	\$8,235	\$8,075	\$7,990	\$7,875	\$7,680	\$7,440	\$7,385	\$7,285
2-Page King	14,285	14,045	13,725	13,430	13,275	13,115	12,880	12,440	12,280	12,155
4-Page A-size	17,145	16,865	16,460	16,150	15,955	15,760	15,385	14,920	14,765	14,550
4-Page King	28,570	28,075	27,455	26,855	26,555	26,240	25,755	24,895	24,560	24,315
6-Page A-size	25,715	25,305	24,685	24,230	23,935	23,650	23,055	22,360	22,155	21,820
6-Page King	42,855	42,110	41,195	40,280	39,825	39,365	38,630	37,340	36,850	36,460
8-Page A-size	34,295	33,745	32,915	32,295	31,910	31,530	30,750	29,805	29,535	29,085
8-Page King	57,140	56,140	54,925	53,710	53,090	52,500	51,490	49,775	49,120	48,620

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## GASTROENTEROLOGY DATA TRENDS: 5TH ANNUAL SPECIAL ISSUE

AGA Key Opinion Leaders will select critical data points focusing on incidence, prevalence, demographics, symptoms, diagnostics, clinical guidelines, standards of care, treatment, drug usage, and more, in this eye-catching infographic format.

AGA Data Trends provides insight into key disease states that impact the practice of gastroenterologists and hepatologists, healthcare procedures and patients.

Topics may include: IBD, UC, Crohn's, IBS, EoE, C-diff, Liver Disease, HCC, CRC, HCV, ...



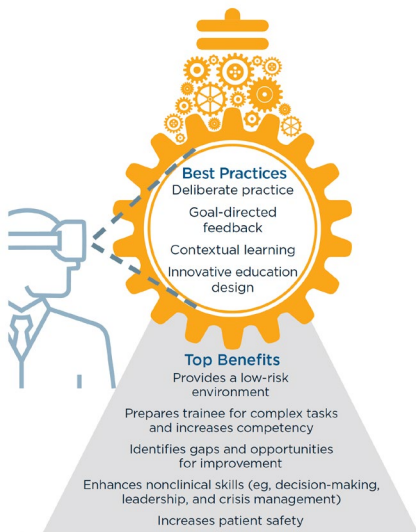
- Issue Date: April 2025
- Distribution: 20,000+ print
- Bonus Distribution: DDW
- PDF: [mdedge.com/gihepnews](http://mdedge.com/gihepnews)
- Space Reservations: March 14, 2025
- Materials due: March 28, 2025
- Inserts due: April 4, 2025

### DISPLAY RATES: all NET costs

5% discount with commitment before July 1

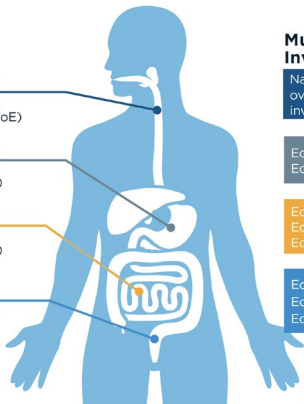
Device:	\$15,000+
1 to 3 Pages ROB:	\$25,000
For any premium position	\$35,000
4 to 5 Pages:	\$35,000
6 to 7 Pages:	\$40,000
8+ Pages	\$45,000
Cover tips: (client supplied)	\$35,000+

Contact Cheryl Wall at [cwall@mdedge.com](mailto:cwall@mdedge.com) for pricing details.



### EGID Location and Condition

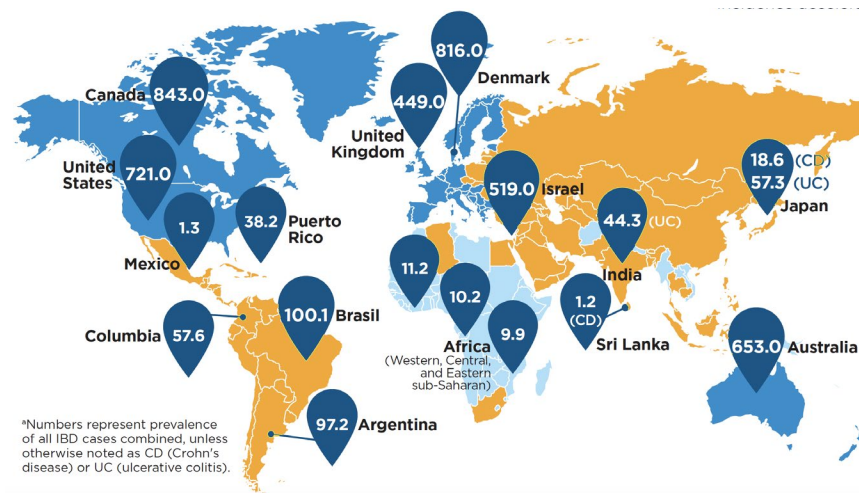
- Esophagus →**  
Eosinophilic Esophagitis (EoE)
- Stomach →**  
Eosinophilic Gastritis (EoG)
- Small bowel →**  
Eosinophilic Enteritis (EoN)
- Colon →**  
Eosinophilic Colitis (EoC)



### Multiple Areas of Involvement

- Naming consensus not reached for overlapping stomach and esophageal involvement.
- Eosinophilic Gastritis and Enteritis  
Eosinophilic Gastritis and Duodenitis
- Eosinophilic Duodenitis (EoD)  
Eosinophilic Jejunitis (EoJ)  
Eosinophilic Ileitis (EoI)
- Eosinophilic Gastritis and Colitis  
Eosinophilic Duodenitis and Colitis  
Eosinophilic Ileitis (EoI)

Multiple naming convention applies when both possible locations are affected.



\*Numbers represent prevalence of all IBD cases combined, unless otherwise noted as CD (Crohn's disease) or UC (ulcerative colitis).

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## COVER TIPS

This is a great cost-effective way to get your message to an engaged audience with the brand they trust most. Count on prime exposure when you use a cover tip for:

- A new product launch
- A coming soon ad
- An upcoming event



## FRONT COVER BANNER AD

- Advertisement runs on the lower right-hand corner of the cover
- Cost is the same as a four-color King page at your earned frequency rate
- Corporate discount applies; commissionable
- **SIZE:** 5 5/8" x 1 3/4"
- Email file to [mdproduction@mdedge.com](mailto:mdproduction@mdedge.com)

## OUTSERTS

Outserts are a great opportunity to capture high visibility through *GIHEP News* that's highly read and trusted. Your preprinted outserts are placed with a current issue and polybagged for outstanding exposure. Please note: multiple items may appear within a polybag. Disease state exclusivity within the polybag is guaranteed. This is a cost-effective way to get your message to an engaged audience with a brand they trust most. Samples must be submitted for review. Availability contingent upon approval. Minimum size: 7"x5"; minimum weight: on 70# text; outserts over 3.2 oz. may incur additional costs.

Please contact sales representative for quantity with spoilage.

### SAMPLES ONLY SHIP TO:

Quad  
 Attn: Todd Kelley / *publication name and issue date*  
 N61 W23044 Harry's Way  
 Sussex, WI 53089-3995  
 and  
 Rebecca Slebodnik  
 7222 Talisman Lane  
 Columbia, MD 21045

### FOR APPROVED COVER TIPS / OUTSERTS SHIP TO:

Quad  
 Attn: Tony Lechner/*Publication Name and Issue Date*  
 N11896 Hwy. 175  
 Lomira, WI 53048

## SPACE RESERVATIONS

Available on a first-come, first-served basis. Space closing dates for issue are not applicable for cover tips. Agreements should be sent in as soon as approval is received. Please contact the sales representative.

SPECIFICATIONS		DESCRIPTION	TOTAL NET COST
Size: 10" x 6" or smaller	standard	2 page - single leaf	Please contact sales representative for pricing.
Multi page or pita pocket	non standard	minimum size: 7"(W) x 5"(H) maximum size: 10"(W) x 8"(H)	

Costs include tipping to front cover and polybagging. For demos and other custom elements, please consult the sales representative for pricing. Cost is net; non-commissionable. Client provides printed materials.

**All Non-Standard cover tips must supply a sample or accurate mock-up at least three weeks prior to materials' due date.**

Any cover tip that includes a folded PI:

- Will incur an additional charge
- PI must be enclosed within the covertip and closed with a wafer seal.

Cancellations of less than 60 days written notice will incur a fee equal to the cost of the secured cover tip.

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## PRINTING INFORMATION

Frontline Medical Communications (FMC) publications are printed offset in a tabloid news format. Black-and-white, four, and five-color advertisements are accepted.

■ **BINDING:** Saddle Stitch

■ **AD SPECIFICATIONS**

See next page for all ad dimensions

a. **Full Page ads require bleed**

- Bleed size: 10 3/4" x 13 1/4"
- Trim: 10 1/2" x 13"
- LIVE: 9 3/4" x 12 1/4"
- Keep live matter 3/8" from all trim edges

b. **Partial Page Ads do not bleed**

■ **RUN-OF-BOOK REPRODUCTION REQUIREMENTS**

- PDF/X-1a required
- All images must be CMYK (RGB not accepted)
- All files must be at 100%
- Digital files will not be altered or manipulated
- Color Proofs accepted but not required

**Production Contact:** Rebecca Slebodnik  
240-221-2417, [rslebodnik@mdedge.com](mailto:rslebodnik@mdedge.com)

■ **FILE RELEASE INSTRUCTIONS**

Email files to [mdproduction@mdedge.com](mailto:mdproduction@mdedge.com).

Indicate in the body of the email:

- Publication name,
- Issue date,
- Product,
- Manufacturer,
- Contact name, email and telephone number.

When uploading multiple files, please place all files in a folder and compress with ZIP.

When the same ad is running in multiple publications, please only upload once, indicating each publication in the body of the email.

■ **INSERTS AND INSERT REQUIREMENTS**

a. **General Conditions**

Publication accepts both full King-size and "A-size" (minimum size: 7 3/4" x 10 1/2") inserts for full run. Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires pre-clearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with FMC for availability and quantities.

b. **Mechanical Specifications**

**Maximum Paper Weight:**

- Two-page (single-leaf) and Four-page (double-leaf) inserts: 80 lb. text coated or matte
- Larger inserts: Consult FMC

**Size Requirements:**

- Full King-size: 10 3/8" x 12 7/8", must furnish trimmed; no portion will trim with publication
- "A-size": 7 3/4" x 10 1/2", must furnish trimmed; no portion will trim with publication
- Note: Multiple-leaf inserts to be furnished folded

**Quantity:**

- Consult FMC Production as quantity varies

**Shipping of Inserts:**

- Separate shipments by publication and issue date. Do not combine multiple issue dates on same skid.

**Ship inserts to:**

**GI & Hepatology News**

Quad  
Attn: Tony Lechner/Publication Name and Issue Date  
N11896 Hwy. 175  
Lomira, WI 53048

■ **POLYBAGGING GUIDELINES**

Polybagging is available for promotional outserts with all publications. All incur either Ride-Along, Standard A, or Periodical postal rates. Contact your sales representative for details.

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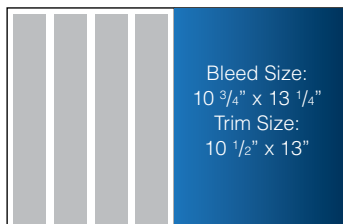
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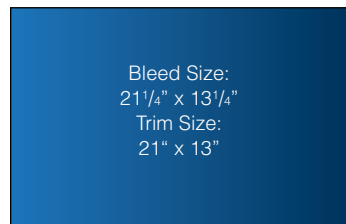
For further information, contact the sales representative

## SPECIFICATIONS

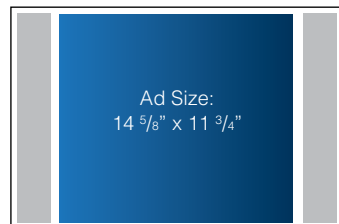
King-size Page



King-size Spread



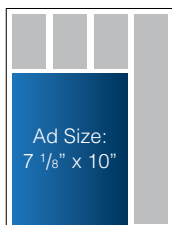
3/4 Vertical Spread



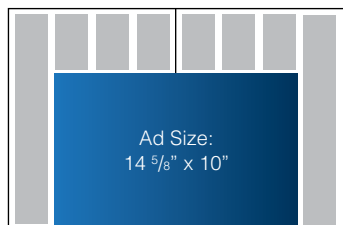
3/4 Vertical



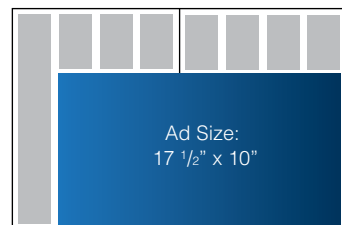
Island Page



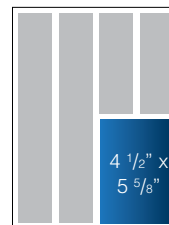
Island Spread



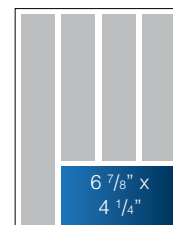
Island Page + 3/4 Page Horiz.



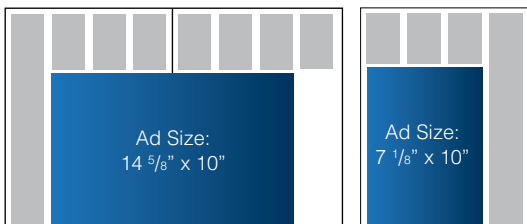
1/4 Page Vertical



1/4 Page Horizontal



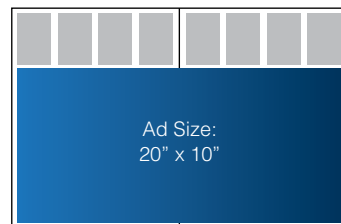
Island Spread + Island Page



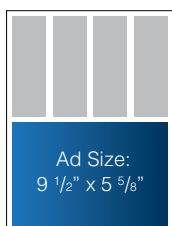
3/4 Horizontal



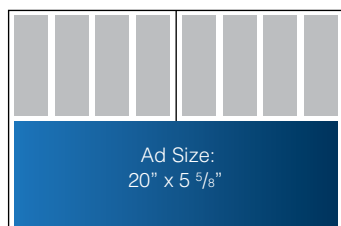
3/4 Horizontal Spread



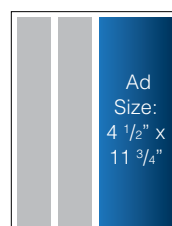
1/2 Page Horizontal



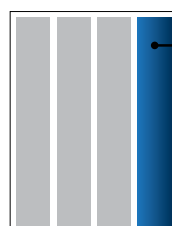
1/2 Horizontal Spread



1/2 Page Vertical



1/4 Page Column



Journal Trim Size: 10 <sup>1</sup>/<sub>2</sub>" x 13"

Live matter: Allow <sup>3</sup>/<sub>8</sub>" safety from all trim edges

Type of Binding: Saddle Stitch

Only Full Page Ads Bleed

### CONTACTS / COVER

### PRINT ADVERTISING

General Information

Editorial Calendars

Circulation

Closing Dates

Advertising Rates

Advertising Incentives & Opportunities

Discounts & Combinations

Cover Tips, Outserts, Reprints

Printing Information

For further information,  
contact the sales representative

## ADVERTORIALS

The advertorial must include the following:

“Advertisement” should be printed horizontally and centered at the top of each advertising unit in 12 pt black type.

The format/presentation of the advertorial should NOT mimic the publication. It should not be confused with editorial content in the publication.

A prominent display of the company name, logo, or both so that readers can quickly ascertain that the information is an advertisement from the company and not part of the newspaper’s editorial content. The point size should be at least 14 pt

The Publisher will send the advertorial for a medical review. Final PDF should be shared with FMC Editorial and Production prior to space close to ensure adequate time for medical review.

**ADDITIONAL NOTES:**

If the advertorial contains a sponsorship line, the client must also add the following disclaimer:

Neither the Editorial Advisory Board of *GI & Hepatology News* nor the publication’s reporting or editing staff contributed to this content.

## REPRINTS / EPRINTS

Reprints are a basic necessity for medical meetings, conferences, and exhibit booths. They are a valuable tool for direct mail, press kits, sales force education, sales calls, leave behinds, new product launches, formulary kits, and much more. They are a welcome educational service to physicians, nurses, pharmacists, and other healthcare providers. Reprints/ePrints help your sales force speak to clinicians with knowledge and relevance. We can also recommend related articles to create a comprehensive review package for your customers. Reprints of articles and custom reprints are available.

### REPRINTS—USA & CANADA ONLY

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2407 Timberloch Place, Suite B  
The Woodlands, TX 77380  
Toll Free: 877-652-5295  
Email: [frontline@wrightsmedia.com](mailto:frontline@wrightsmedia.com)  
[www.wrightsmedia.com](http://www.wrightsmedia.com)

### REPRINTS—ALL OTHER

**CONTACT:**

Ray Thibodeau, Executive Vice President  
Content Ed Net  
350 South Main St., Suite 113B  
Doylestown, PA 18901  
Phone: 267-895-1758  
Cell: 215-933-8484  
Skype: raythibodeau1  
Email: [Ray.Thibodeau@contentednet.com](mailto:Ray.Thibodeau@contentednet.com)  
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