

# PRACTICAL GASTROENTEROLOGY

practicalgastro.com

A Peer-Review Journal

Est. 1977

## Advertising Rates for 2024

FRONTIERS IN ENDOSCOPY

INFLAMMATORY BOWEL DISEASE

FUNDAMENTALS OF ERCP

ULCERATIVE COLITIS & CROHN'S DISEASE

LIVER DISEASE

NUTRITION REVIEWS IN GASTROENTEROLOGY

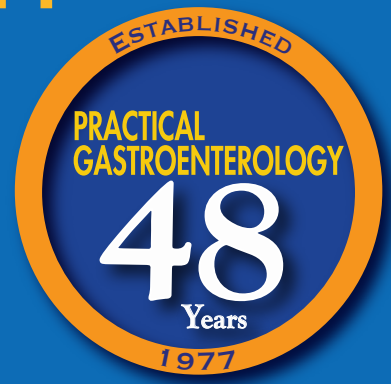
EPIDEMIOLOGY OF GASTROINTESTINAL CANCERS

PEDIATRIC LITERATURE

SPECIAL ARTICLES, SUPPLEMENTS, E-MAIL BLASTS,  
OUTSERTS, REPRINTS, WEBSITE BANNER ADS, COVER TIPS,  
DIGITAL PRACTICAL GASTROENTEROLOGY APP

### *FEATURED DEPARTMENTS:*

*CASE REPORTS, FELLOWS' CORNER, BOOK REVIEWS,  
FROM THE PEDIATRIC LITERATURE, MEDICAL BULLETIN BOARD,  
MEETINGS CALENDAR, CROSSWORD PUZZLE*



# PRACTICAL GASTROENTEROLOGY

Est. 1977

Published by

**PRACTICAL GASTROENTEROLOGY PUBLISHING, INC.**

99B Main Street, Westhampton Beach, NY 11978

Phone: 631.288.4404 Fax: 631.288.4435 Website: [practicalgastro.com](http://practicalgastro.com)

## ADVERTISING OFFICE

**National Accounts Director:**

Vivian Mahl

**Phone:** 631.790.1179

**e-mail:** [practicalgastro1@aol.com](mailto:practicalgastro1@aol.com)

## STAFF

**Publisher:** Vivian Mahl

**Circulation Manager:** James Green

**Managing Editor:** Adrien Mahl

**Art Direction:** A Design

## RATES

### 1. Discounts and Effective Date:

(a) **Continuity Discount Program:** Advertise your product in all 12 issues in 2024 and receive a 10% discount off each insertion as placed. Advertise your product in 9 issues in 2024 and receive a 5% discount off each insertion as placed.

(b) **Agency Commission:** 15%. Payment must be received within 30 days of invoice date. Publisher shall have the right to hold the advertiser and its agency jointly and severally liable for monies that are due and payable to the Publisher for advertising ordered by either the advertiser or its agency and published.

(c) **Effective Rate Date:** All months 2024. All contract advertisers will be protected under these rates for the calendar year 2024.

### 2. Earned Rates:

Earned rates are based on advertising frequency within a 12 month period. All units, regardless of size, are counted in determining frequency discounts. Space purchased by parent or subsidiary companies is combined for accounting of earned rates.

### 3. Rates:

Frequency	1 Page	2/3 Page	1/2 Page	1/3 Page
48 Times	\$5,095	\$4,200	\$3,835	\$3,510
36 Times	\$5,165	\$4,245	\$3,890	\$3,535
24 Times	\$5,305	\$4,370	\$3,975	\$3,600
12 Times	\$5,360	\$4,530	\$4,165	\$3,760
6 Times	\$5,705	\$4,675	\$4,265	\$3,890
1 Time	\$5,840	\$4,820	\$4,290	\$3,985

4. **Color:** In addition to earned black & white rates: **Four-Color Process:** \$1,995 per page.

### 5. Premium Positions Available by Contract:

(a) **Cover 2:** Earned rate and color charges plus 35% of earned rate. **Cover 4:** Earned rate and color charges plus 50% of earned rate. We reserve the right to polybag outserts and supplements with the journal.

(b) **Page Opposite Table of Contents, Page Opposite Editorial Board, Page Opposite First Editorial and Centerfold:** Earned rate and color charges plus 10% of earned rate.

## CIRCULATION

### 6. Description of Circulation Parameters:

(a) **Office-based:** All Gastroenterologists, Colon & Rectal Surgeons, Pediatric Gastroenterologists, GI Nurse Practitioners and GI Physician Assistants, Hepatologists and Abdominal Surgeons.

(b) **Hospital-based:** All Gastroenterologists, Colon & Rectal Surgeons, Pediatric Gastroenterologists, Gastroenterology Residents, GI Nurse Practitioners and GI Physician Assistants, Hepatologists and Abdominal Surgeons.

Circulation	
Gastroenterologists	17,432
Colon & Rectal Surgeons	2,282
Pediatric Gastroenterologists	1,987
GI PAs and NPs	1,836
Hepatologists	139
Abdominal Surgeons	63
TOTAL	23,739

## 7. Miscellaneous:

(a) Contracts are accepted with the understanding that rates will be guaranteed for four months beyond last issue closed prior to announcement date. Contracts can then be terminated without short rate if rates are increased.

(b) **Cancellation Requirements:** Not accepted after closing date; covers and special positions on 90 days' written notice.

## INSERT INFORMATION

### 8. Inserts:

All inserts charged page for page at earned black & white rate.

### 9. Insert Requirements:

Inserts to be supplied untrimmed, folded, printed and ready for binding.

Single leaf insert .....8.125" x 11"

4-page insert .....8.125" x 11"

Trim size.....7.875" x 10.75"

Keep live matter at least .375 from top, bottom and sides.

#### Maximum stock specifications:

One leaf (two-page) inserts - 80 lb. maximum, bulking factor no greater than .004" for coated or uncoated stock. Multiple leaf inserts - 70 lb. maximum, bulking factor no greater than .004" per leaf for coated or uncoated stock.

### 10. Quantity Required:

All months are 25,000. **Due Date:** 21st of month preceding month of issue.

### 11. Shipping Instructions:

Carton packing preferred. Mark with count, date of issue and name of publication.

#### Ship to:

Quad Insert Receiving  
Attn: Practical Gastro/PRA035  
N61 W23044 Harry's Way  
Sussex, WI 53089-3995  
Phone: (414) 208-2558

## ISSUANCE AND CLOSING

### 12. First Issue:

January 2024 through December 2024.

### 13. Frequency: Monthly.

### 14. Issuance Date: Last Day of Month of Issue.

### 15. Mailing:

(a) **Mailing:** First class mail.

(b) **Mailing Cover:** With wrapper.

### 16. Closing Dates:

#### Reservations:

5th of preceding month of issue date.

#### Materials:

21st of preceding month of issue date.

### 17. Bonus Distribution of Conference Issues:

**January:** GUILD Conference

**February:** Microbiome Meeting

**April:** Digestive Disease Week

**September:** American College of Gastroenterology

**October:** AASLD The Liver Meeting

**November:** Advances in IBD

**December:** Crohn's & Colitis Congress

## EDITORIAL

### 18. General Editorial Direction:

#### (a) Statement of Editorial Direction:

*PRACTICAL GASTROENTEROLOGY* is an independent professional clinical journal focusing on the diagnosis, therapy and management of digestive diseases. Filled with topical articles, *PRACTICAL GASTROENTEROLOGY* is a reader-friendly journal that publishes open-ended series on GI concerns encountered in daily practice. *PRACTICAL GASTROENTEROLOGY* also commissions original articles by physicians in medically related disciplines.

#### (b) Special Editorial Departments:

Medical Bulletin Board, Meetings Calendar, From the Pediatric Literature, Book Reviews, Case Reports and Fellows' Corner.

(c) **Series in Progress:** The Microbiome and Disease, Frontiers in Endoscopy, Inflammatory Bowel Disease, Ulcerative Colitis, Crohn's Disease, Pediatric Gastroenterology, Nutrition, Colorectal Cancer, Liver Disorders, Diseases of the Biliary Tract, Celiac Disease, Epidemiology of Gastrointestinal Cancers, Hepatitis C, Irritable Bowel Syndrome, Diseases of the Pancreas, Gastrointestinal Motility and Functional Bowel Disorders and Original Research.

### 19. Subscription Data:

Distributed free to certain qualified physicians and surgeons in the United States. Others: \$145.00 per year domestic. 10% Agency discount.

### 20. Circulation Verification:

(a) **Audit:** BPA.

(b) **Mailing House:** IQVIA, Inc.

### 21. Coverage and Market:

(a) **Coverage:** National.

(b) **Market Served:** Medical and osteopathic physicians, surgeons in the United States.

## GENERAL INFORMATION

### 22. (a) Requirements for Acceptance of Advertising:

Advertisements must be acceptable to the Editor and the Publisher.

**(b) Requirements for Ad Clearance:** Publisher reserves the right to review advertising copy to determine if it is in harmony with our policy of service to the medical profession under which the journal is published. Advertising copy should be received one week prior to closing date.

### 23. New Product Releases: Yes, with 4-color photos.

### 24. Policy on Placement of Advertising:

Advertising is fully interspersed on a rotating basis throughout the journal and is always placed next to editorial material.

### 25. Advertising/Editorial Ratio:

Editorial content will average about 55%.

### 26. Services to Advertisers:

#### (a) Digital Practical Gastroenterology:

Download our App for web-based devices free on iTunes, Apple, Amazon and Google Play.

#### (b) Web Site Banner Advertising:

\$5,000/month. Free link.

#### (c) Editorial Reprints:

\$4.95 each or less for bulk orders.

#### (d) Business Reply Cards:

Same rate as 2-page insert.

**(e) Polybagged Supplements, Monographs, Newsletters, Detailing Aids:** \$4.95 each or less for bulk orders. 24,000 unit minimum.

#### (f) FREE Booth Surveys:

At Digestive Disease Week, American College of Gastroenterology, Advances in IBD, GUILD Conference and Crohn's & Colitis Congress.

**(g) Outserts:** Quantity: All months are 25,000. Competitor separation is waived for polybagged outserts. \$39,000 gross.

**(h) Cover Tips:** Up to 7.875" wide × 10.75" high. 100 lb. stock. Quantity: All months are 25,000. We reserve the right to deliver cover tips as polybagged outserts depending on orders received in any particular month. Separation minimums do not apply for cover tips and outserts. \$39,000 gross.

## Non-Bleed Sizes    Bleed Sizes

Unit Sizes	WIDTH	X	DEPTH
Spread (Gutter Bleed)	5" × 10"		16" × 11"
Full Page	7" × 10"		8.125" × 11"
2/3 Page (vertical)	4.25" × 10"		6" × 11"
1/2 Page (vertical)	4" × 10"		5" × 11"
1/2 Page (horizontal)	7" × 4.875"		8.125" × 5.5"
1/3 Page (vertical)	2.125" × 10"		3" × 11"

## MECHANICAL REQUIREMENTS

### 27. Page Sizes:

Trim size of page is 7.875" wide × 10.75" high. Allow .125" over trim for any position of ad that is to bleed. Copy that is not to bleed should be kept at least .375" from trimmed edge.

### 28. Page Stock:

**(a) Inside Pages:** 60 lb. coated web offset.

**(b) Covers:** 100 lb. coated offset.

**(c) Cover Tip:** 100 lb. stock.

### 29. Type of Binding: Perfect bound.

### 30. Halftone Screen:

133 line recommended. 150 line maximum for 2/C and 4/C.

### 31. Reproduction Requirements:

Practical Gastroenterology is printed web offset. All AAA/MPA/ABP offset standards apply.

**(a) Preferred Material:** For complete digital file specs, please contact Michael Murphy at Quad. **phone:** (414) 208-2558

**(b) B/W-2/C Density:** Maximum, 160%; 2nd color not to exceed 85%.

**(c) 4/C Density:** Maximum, 260%; Yellow, 85%; Magenta, 85%; Cyan, 85%; Black, 85%.

#### (d) Number of Proofs:

Must meet SWOP standards.

**(e) Proofing:** B/W head/foot; cover side/side.

#### (f) Rotation of Colors:

Cyan, Magenta, Yellow, Black.

### 32. Disposition of Reproduction Material:

Reproduction material will be held one year from date of last insertion and then destroyed unless we are specifically instructed to do otherwise.



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