

# 2021 Recruitment/Classified Advertising Rates

Contact: Tim LaPella  
 Tel: 484-921-5001 Cell: 610-506-3474 Fax: 484-921-5005  
 E-mail: tlapella@mdedge.com

www.mdedge.com/gihepnews

BLACK & WHITE RATES*	1x	3x	6x	12x
King Full Page	\$5,008	\$4,570	\$4,401	\$4,221
King 1/2 Page	3,436	3,241	3,108	2,885
King 1/4 Page	1,868	1,843	1,599	1,464
King 1/8 Page	1,667	1,463	1,418	1,289
Island Full Page	3,592	3,410	3,321	3,178
Island 1/2 Page	2,960	2,735	2,755	2,470
Island 1/4 Page	1,664	1,463	1,408	1,289
Island 1/8 Page	1,328	1,295	1,262	1,115
1 col. x 5" up 150 words	746	699	680	611
1 col. x 4" up to 120 words	662	617	606	525
1 col. x 3" up to 90 words	531	495	460	423
1 col. x 2" up to 60 words	435	421	381	340
1 col. x 1" up to 30 words	317	303	288	273

\*State and local taxes may apply

PAGE SIZES	TYPE AREA		
King Full Page	10 <sup>3</sup> / <sub>4</sub> "	x	13 <sup>1</sup> / <sub>4</sub> "
King 1/2 Page Horizontal	9 <sup>1</sup> / <sub>2</sub> "	x	5 <sup>1</sup> / <sub>4</sub> "
King 1/2 Page Vertical	4 <sup>5</sup> / <sub>8</sub> "	x	10 <sup>5</sup> / <sub>8</sub> "
King 1/4 Page	4 <sup>5</sup> / <sub>8</sub> "	x	5 <sup>1</sup> / <sub>4</sub> "
King 1/8 Page	2 <sup>1</sup> / <sub>4</sub> "	x	5 <sup>1</sup> / <sub>4</sub> "
Full Island Page	7"	x	10"
Half Island Page Horizontal	7"	x	4 <sup>5</sup> / <sub>8</sub> "
Half Island Page Vertical	3 <sup>1</sup> / <sub>4</sub> "	x	10"
1/4 Island Page	3 <sup>1</sup> / <sub>4</sub> "	x	4 <sup>5</sup> / <sub>8</sub> "
1/8 Island Page	3 <sup>1</sup> / <sub>4</sub> "	x	2 <sup>1</sup> / <sub>4</sub> "

## COLOR

- 4-Color: add \$375
- Color Logo: \$205
- Color charges are in addition to earned black-and-white rates
- Bleed: No charge
- Colored Box: \$150

**CONFIDENTIAL BOX NUMBERS:** \$40

## COMPOSITION

- Black & White Only: Full page: \$200
- Half page: \$150
- Quarter page: \$100

**AGENCY DISCOUNT:** 15%—All rates noted on this card are GROSS for 1/4 page and larger size ads.

**CANCELLATIONS:** Must be received in writing on or before the announced closing date.

**AUDIENCE:** All U.S. members of the AGA Institute and all other non-member gastroenterologists and hepatologists.

**CIRCULATION:** 17,952 BPA Audited

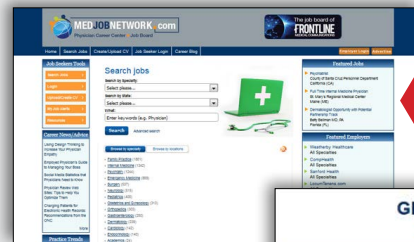
**ISSUANCE:** 12 times a year

## BONUS DISTRIBUTION

- **February Issue:** Crohn's & Colitis Congress; February 7-9, 2019; Las Vegas, NV
- **March Issue:** DDNA; March 15-16, 2019
- **May Issue:** DDW; May 18-21, 2019
- **October Issue:** ACG; October 25-30, 2019; San Antonio, TX

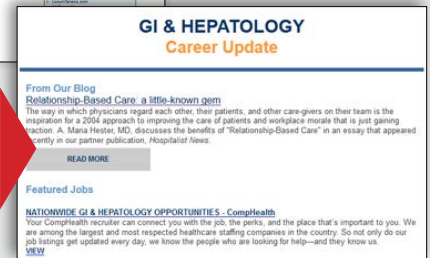
## DIGITAL ADVERTISING

increase your impact! GET MORE CANDIDATES!



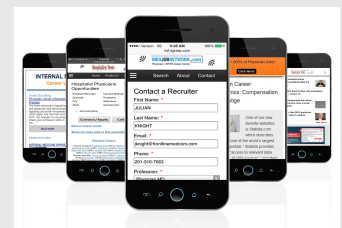
30 day Job Posting with a print ad: \$799/month

E-Newsletter with print ad: \$999/month (includes job posting)



Packages include our unique Intelligent Sourcing tools

All ads are optimized for viewing on mobile devices



## AD SPACE/MATERIALS DEADLINE

January	12/11/20	July	06/15/21
February	01/14/21	August	07/15/21
March	02/23/21	September	08/16/21
April	03/18/21	October	09/16/21
May	04/14/21	November	10/15/21
June	05/12/21	December	11/12/21