

GastroEndoNews.com

Unit
970 × 250
300 × 600
970 × 90
728 × 90
320 × 50
300 × 250

Instream Video
Monthly Flat Rate

52,355

Website page views per month

44,791

Unique visitors per month

24,605

Registered Users

Data supplied by Google Analytics.



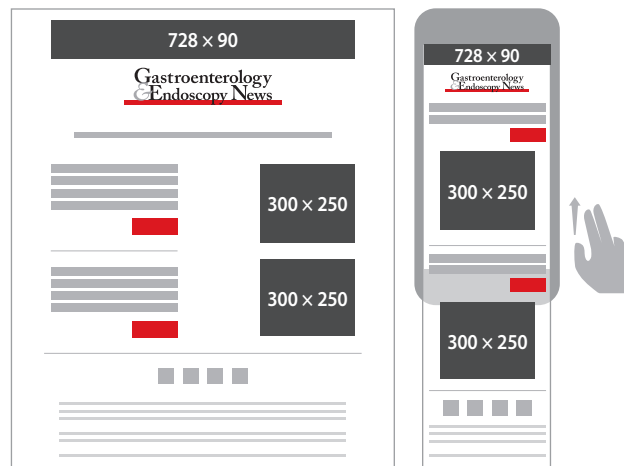
e-Newsletter

e-Newsletter
728 × 90
300 × 250
Targeted e-Newsletter
Conference Callout
728 × 90
300 × 250
Both

Targeted e-Newsletter

Received by more than 12,000 clinicians, this 100% share of voice e-Newsletter is an opportunity for clients to select a specific gastroenterology disease state, technique or procedure for clinicians to *Focus On*....

- Inflammatory Bowel Disease
- Barrett's Esophagus
- Endoscopic Ultrasound
- Hepatology
- NASH/NAFLD
- Irritable Bowel Syndrome
- Ulcerative Colitis
- CRC Screening



12,271

Opt-in recipients

44.8%

Open rate

18.9%

click-through rate

Data supplied by Robly.

Contact Information

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Corporate Office

West Redding, CT

Digital Media Planner 2025

GastroEndoNews.com Digital Ad Specifications

Website

Desktop

Dimensions	970 × 250	970 × 90	728 × 90*	300 × 250	300 × 600
Name	Billboard	Super Leaderboard	Leaderboard	Medium Rectangle	Half Page
Initial File Size	50k	50k	50k	50k	50k
Polite File Size	100k	100k	100k	100k	100k
Rich Media	Yes	Yes	Yes	Yes	Yes
Third Party	Yes	Yes	Yes	Yes	Yes
Expandable (user initiated)	-	2× (970 × 180)	2× (728 × 180)	2× (600 × 250)	2× (600 × 600)
Expandable Direction	-	Down	Down	Right or Left	Left
Static Image	jpg/gif	jpg/gif	jpg/gif	jpg/gif	jpg/gif
HTML 5	Yes	Yes	Yes	Yes	Yes
Frame Rate	24	24	24	24	24
Border	1px	1px	1px	1px	1px
Animation/Looping	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Z-Index	1,000,000	1,000,000	2,000,000	3,000,000	3,000,000

Mobile

Dimensions	320 × 50*	300 × 250	300 × 600
Name	Mobile Leaderboard	Medium Rectangle	Half Page
File Size	30k	30k	30k
Rich Media	Yes	Yes	Yes
Third Party	Yes	Yes	Yes
Static Image	jpg/gif	jpg/gif	jpg/gif
HTML 5	Yes	Yes	Yes
Border	1px	1px	1px
Animation/Looping	Yes	Yes	Yes

e-Newsletter

Dimensions	728 × 90	300 × 250	300 × 600
Name	Leaderboard	Medium Rectangle	Half Page
File Size	40k	40k	40k
Rich Media	No	No	No
Pixel Tracker	Yes	Yes	Yes
Static Image	jpg/gif	jpg/gif	jpg/gif
HTML 5	No	No	No
Border	1px	1px	1px
Animation/Looping	Yes	Yes	Yes

Standard turnaround time is three days upon receipt of creative.

Submitted creative is subject to approval by the publication.

All DFA tags must be submitted as Internal Redirects with the exception of tracking pixels.

All audio must be user initiated (via click).

Expandables must be “click to expand” or “roll to expand” with a 1 sec delay. Any expanding or out-of-page media must have a clearly visible close button or “X.”

* If you reserve a Leaderboard (728 × 90), you must also provide a Mobile Leaderboard (320 × 50) file to appear on mobile devices.

Animated gifs are permitted but only the first frame will display for many email clients. Please ensure the first frame has brand name and call to action.

DFA and Pointroll users must submit a 1×1 and click tracker.

Advertorial Spotlight:

Title: 50 characters including spaces

Description: 400 characters including spaces

Photo/Logo: 100 × 100 (maximum size)

Please submit digital ad materials to digitalads@mcmahonmed.com

In the submission email, include the name of the website and the month in which the ad is scheduled to run.