Diseases of the Esophagus

Diseases of the Esophagus covers all aspects of the esophagus - etiology, investigation and diagnosis, and both medical and surgical treatment. The journal includes primary research papers, short reports, commissioned review articles, correspondence, book and equipment reviews, and annotated abstracts.

http://academic.oup.com/dote

UNIQUES

2,757

IMPRESSIONS

26,028

TARGET AUDIENCE

Gastroenterology doctors and researchers, specialists in the field of esophageal diseases

FREQUENCY

12

IMPACT FACTOR

2.571

AFFILIATIONS

International Society for Diseases of the Esophagus

About Corporate Sales

Oxford University Press’s high-quality, peer-reviewed content offers advertisers and sponsors various opportunities to partner with highly credible brands. At Oxford, we have an experienced global Advertising and Corporate sales force dedicated to serving the needs of our corporate clients and customers.
Overview

<table>
<thead>
<tr>
<th>RANKING</th>
<th>48/79 Science: GASTROENTEROLOGY &amp; HEPATOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMPACT FACTOR AND RANKING SOURCE</td>
<td>2016 Journal Citation Reports® (Clarivate Analytics, 2017)</td>
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<tr>
<td>AVERAGE MONTHLY AVAILABLE AD IMPRESSIONS</td>
<td>26,028</td>
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<tr>
<td>VIEWS</td>
<td>9,536</td>
</tr>
<tr>
<td>CO-EDITOR-IN-CHIEF</td>
<td>Giovanni Zaninotto</td>
</tr>
<tr>
<td>CO-EDITOR-IN-CHIEF</td>
<td>Neil Gupta</td>
</tr>
</tbody>
</table>

Sales Contact
Contact your sales manager today to discuss the opportunities available to you.

**Amy Foote**  
Reprints and Advertising Account Manager  
919-677-0977 x 5391  
amy.foote@oup.com

**Angela Joines**  
Supplements, US Corporate Sales Manager  
(+1) 919-432-2610  
angela.joines@oup.com
Audience

Work with us to maximize your exposure to the best in the field.

**TARGET AUDIENCE**

Gastroenterology doctors and researchers, specialists in the field of esophageal diseases

**Web Traffic**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>UK</td>
<td>5%</td>
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<tr>
<td>REST OF EUROPE</td>
<td>22%</td>
</tr>
<tr>
<td>NORTH AMERICA</td>
<td>24%</td>
</tr>
<tr>
<td>REST OF WORLD</td>
<td>48%</td>
</tr>
</tbody>
</table>
Online Advertising

For the quickest way to reach your target audience, explore our digital advertising options.

Advertising Options

**Leaderboard**

Make your message the first thing an online reader sees when browsing our journals with our premium position leaderboard advertising.

**Skyscraper**

Place your message alongside the latest research and always in view with our skyscraper advertising options.

**Mid Page Unit (MPU)**

New premium position available to maximize visibility of your campaign.

Online Rates

<table>
<thead>
<tr>
<th>TYPE</th>
<th>SIZE (PIXELS, WIDTH X HEIGHT)</th>
<th>CPM*</th>
<th>GEO-TARGETED CPM*</th>
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<tr>
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<td>US$90</td>
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<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
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<tr>
<td>MPU</td>
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<td>US$80</td>
<td>US$90</td>
</tr>
</tbody>
</table>

*Minimum order 10,000 impressions
Reach a highly engaged ‘opted-in’ audience by placing ads in our New Issue Alerts (formerly eTOCs / e-mail Table of Contents) which are sent out ahead of each new print issue. Each alert offers four advertising positions (one leaderboard and three MPUs) which can be purchased individually, or block booked for exclusive use and maximum campaign impact. It is also possible to independently geo-target each of the four advertising positions. The cost is subject to the number of advertising positions taken, and any requirements for geo-targeting. For a bespoke quote please contact your Sales Manager.
Online Advertising

Recruitment Advertising

Precision recruitment advertising now available on the Journals Career Network.

As an employer, associate your brand with a specific journal or group of titles across the desired discipline to maximize the exposure of the position to the brightest candidates in the field.

Please contact The KERH Group at: info@kerhgroup.com or call 1-855-895-5374
Related Journals

For advertising options in related journals and package deals across related subject areas, contact your advertising sales manager.

**Annals of Oncology**

[annonc.oxfordjournals.org](annonc.oxfordjournals.org)

**Carcinogenesis**

[carcin.oxfordjournals.org](carcin.oxfordjournals.org)
Terms and Conditions

1. APPLICABILITY
These terms and conditions shall apply to all offers, proposals and agreements made between Oxford University Press (“OUP”) and any third party or its agent (“the Advertiser”) relating to the provision of advertising (“the Advertising”) in OUP’s products, including products OUP creates on behalf of third parties (“the Products”) and, along with the relevant Oxford Advertising Order Confirmation, shall form the entire agreement between the parties (“the Agreement”). The Agreement supersedes any previous terms and conditions. Any general terms and conditions proposed by the Advertiser shall not apply and the Agreement will prevail. Unless otherwise permitted herein, any variation to the Agreement and any representations about the Products shall have no effect unless expressly agreed in writing and signed by an authorized signatory of OUP.

2. OFFER AND ACCEPTANCE / DESCRIPTION
Each order for Advertising by the Advertiser from OUP shall be deemed to be an offer by the Advertiser to purchase the Advertising subject to the Agreement. By placing an order for Advertising with OUP you hereby agree to all these terms and conditions. No order placed by the Advertiser shall be deemed accepted until an Advertising Order Confirmation is issued by OUP or (if earlier) OUP delivers the Products containing the advertising content (“the Advertising”). OUP will not be liable for any typographical errors, including, but not limited to, any errors or omissions on the order form or elsewhere on OUP’s website. OUP reserves the right to refuse to accept an order on any grounds. OUP reserves the right to refuse to deliver Advertising that it believes to be illegal.

3. RATES AND PRICES
Unless otherwise agreed by OUP in writing, all prices are subject to change at OUP’s sole discretion. OUP reserves the right to make changes to the prices of products at any time without notice. If OUP changes the price of a product, OUP will notify the Advertiser in writing. If the Advertiser accepts the price change, OUP will invoice the Advertiser for the advertising order. If the Advertiser does not accept the price change, OUP will cancel the advertising order and refund any payments already made.

4. PAYMENT
All payments must be made in accordance with OUP’s current payment terms. OUP reserves the right to charge interest on overdue accounts at a rate of 1.5% per annum on the overdue amount. Interest will be calculated from the due date of the invoice. Interest will accrue daily and will be compounded monthly. If the Advertiser fails to pay any amount due to OUP, OUP may (without prejudice to any other rights) suspend the delivery of any advertising.

5. DELIVERY OF ADVERTISING
The Advertiser shall ensure that the Advertising is supplied to OUP in a form acceptable to OUP. OUP reserves the right to refuse to accept any Advertising that does not meet OUP’s specifications. The Advertiser shall ensure that all Advertising is supplied to OUP in a timely manner. OUP will not be liable for any delays or errors caused by the Advertiser.

6. MODIFICATIONS OF THE ADVERTISING
OUP and, where an association or society (collectively an “Association”) is associated with the OUP Product, the Association explicitly retain the right to reject and/or request modifications to the Advertising. In the event the Advertising is rejected, OUP will use reasonable efforts to provide the Advertiser with notification to allow the Advertiser to modify or supply a substitute Advertising. If the Advertising is rejected and the modified Advertising is not received by OUP before the Deadline, the Advertiser shall be considered past due and the terms of clause 6.2 above shall apply. Incorrectly sized Advertisements will be returned to the Advertiser (or its supplier, as the case may be) for correction. OUP will be entitled automatically to adjust the format of the Advertising to ensure that it meets OUP’s requirements.

7. MOBILE APPLICATION ADVERTISING
The Advertiser understands and agrees that end-user viewability of Advertising in a mobile application (“an App”) will depend on the end-user downloading the App and all relevant updates, which is beyond OUP’s control. Consequently, it is acknowledged that Advertisements appearing in an App may not be viewable during the campaign by all end-users. Similarly, in the event an end-user does not update an App, the Advertising may remain viewable beyond the end date of the campaign. It is understood and agreed that OUP shall bear no liability whatsoever, including that the Advertiser shall not be entitled to any refunds, in the event that OUP Advertising is not viewable during the campaign or remains viewable after the campaign’s end date due to these and similar circumstances.

8. CANCELLATIONS; CHECKING/VOUCHER COPIES
Without prejudice to any rights the Advertiser may have under applicable law, if the Advertiser cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing. This fee will be calculated to cover any external or internal costs which have been incurred or committed to and including the date of cancellation. No new external costs will be incurred or committed and will be charged for either partially or fully cancelling an order. OUP reserves the right to refuse to cancel any order or to cancel any order in whole or in part at any time before the Deadline at its sole discretion.

9. VOUCHER/ CHECKING COPIES
OUP cannot guarantee the provision of any voucher/checking copies after publication of the Product.
9. INTELLECTUAL PROPERTY

Copyright and other intellectual property rights to all OUP proposals, publications and other Products shall remain with OUP unless agreed otherwise in writing signed by both parties. The Advertiser shall not acquire any intellectual property rights in the Products. No part of the OUP proposals, publications or Products may be stored in an automated data file and/or reproduced, whether electronically, mechanically, by photocopying, recording or in any other manner or form, without the specific prior written permission of OUP.

10. APPROVAL, REMOVAL AND TERMINATION RIGHTS

OUP reserves the right to reject any Advertisement that is not consistent with OUP’s and/or the Associations’ relevant Association’s standards. In addition, OUP shall have the right, at any time, to remove any Advertisement and/or terminate this Agreement if OUP determines, in its sole discretion, that the Advertisement or any portion thereof (i) violates OUP’s and/or the Association’s policies; (ii) violates any law, rule, regulation or industry code or if OUP is directed to do so by any law enforcement agency, court or government agency; (iii) is subject to a claim asserted by an entity with respect to its trademark, trade names, service marks or other proprietary right; or (iv) is otherwise objectionable to OUP. In such event, OUP may either (i) publish an alternative Advertisement in consultation with the Advertiser and on a schedule to be determined by OUP in its sole discretion; or (ii) cancel this Agreement. In such event, the Advertiser will be responsible for any and all costs and fees associated with removing and/or modifying the Advertisement. OUP will not be liable for the timely appearance or accuracy of any Advertisement supplied by the Advertiser. OUP may terminate this Agreement at any time: (i) in the event of a breach of this Agreement by the Advertiser; (ii) if the Advertiser will have a receiver or administrative receiver appointed over it, or over any part of its undertaking or assets or will pass a resolution for winding up (otherwise than for the purpose of a bona fide scheme of solvent amalgamation or reconstruction) a court of competent jurisdiction will make an order to that effect or if the other party will enter into any voluntary arrangement with its creditors or will become subject to an administration order or if such party is in any equivalent situation under its own jurisdiction; or (iii) if this Agreement is assigned or otherwise transferred to or to a direct competitor of the non-transferring party. Orders must specify a definite schedule of insertions, issues and size of space for the Advertisement. Two or more Advertisers are not permitted to use space under the same order. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements has been given a discounted rate for volume by OUP, and the Advertiser does not order the quoted volume, OUP shall be entitled to recalculate the price for the actual volume at the end of the applicable year at a reduced discount and the Advertiser shall pay any additional amount found owing to OUP.

11. LIABILITY AND CLAIMS

TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS (i) OUP shall not be liable for any of the following losses which may arise by reason of any breach of this Agreement or any implied warranty, condition or other term, any representation or any duty of any kind imposed on OUP by operation of law: (a) lost anticipated profits or expected future business; (b) damage to reputation or goodwill; (c) any damages, costs or expenses payable by the Advertiser to any third party; (d) loss of any order or contract; or (e) any loss that was not foreseeable by the Advertiser and OUP at the time this Agreement was entered into; or (f) any loss not caused by any breach on the part of OUP; and (ii) NEITHER PARTY SHALL BE RESPONSIBLE FOR DEATH OR PERSONAL INJURY EXCEPT THAT RESULTING FROM ITS OWN NEGLIGENCE OR WILLFUL INTENT OR THE NEGLIGENCE OF ITS EMPLOYEES OR OTHERS FOR WHOM THE PARTY IS LEGALLY RESPONSIBLE. NOTHING IN THE AGREEMENT SHALL BE CONSTRUED AS CREATING AN OBLIGATION TO IDENTIFY THE OTHER PARTY AGAINST THE OTHER PARTY’S OWN NEGLIGENCE. OUP’S LIABILITY FOR ANY OTHER LOSS IMPUTABLE TO IT SHALL IN EVENT BE LIMITED TO THE INVOICE VALUE OF THE PART OF THE AGREEMENT TO WHICH THE LIABILITY ARISES. TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS OUP EXPRESSLY EXCLUDES ANY LIABILITY FOR BREACH OF ANY IMPLIED OR EXPRESS WARRANTY OF AS TO MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. NOTHING IN THIS CONTRACT SHALL LIMIT THE ADVERTISER’S EXISTING LEGAL OR STATUTORY RIGHTS WHERE IT IS ACTING AS A CONSUMER. Moreover, nothing in this clause shall limit either party’s liability for death or personal injury, fraud or misrepresentation or any other liability that cannot be excluded or limited by law. The Advertiser has entered into this Agreement with the knowledge that the liability of OUP is to be limited in accordance with these terms and conditions and the charges have been agreed accordingly. The Advertiser acknowledges that a higher price would be payable for the Advertising but for such limitations.

12. REPRESENTATIONS AND WARRANTIES; INDEMNIFICATION

The Advertiser is solely responsible for any legal liability arising out of or relating to any of the Advertising/Advertisement. The Advertiser represents and warrants that (i) the Advertiser holds the necessary rights to permit the use of the Advertisement by OUP for the purposes of this Agreement; (ii) the use, reproduction, distribution, or transmission of the Advertisement will not violate any civil or criminal laws, rules or regulations or industry codes or any rights of any third parties including, but not limited to, infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or publicity rights, violation of any anti-discrimination law or regulation, or any other right of any person or entity; (iii) the Advertisement complies with any applicable laws, rules, industry codes, regulations and generally prevailing custom and practice. The Advertiser agrees to indemnify OUP and to hold OUP harmless from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses incurred by OUP, arising out of or related to the Advertisement/Advertisement or the Advertiser’s breach or alleged breach of any of the foregoing representations and warranties.

13. FORCE MAJEURE

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, accidents, power or telecommunications failure, customs delays, government restrictions or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part its obligations set forth in this Agreement, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such inability to perform shall not make such party liable to any other party. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the provisions of this Agreement and to avoid the effects of such event to the extent possible.

14. GENERAL

This Agreement is subject to the laws of England. The parties submit to the non-exclusive jurisdiction of the English Courts. The Advertiser shall not be entitled to assign the Agreement or any part of it without the prior written consent of OUP. OUP may assign the Agreement or any part of it to any person, firm or company. If any provision of this Agreement is invalid or unenforceable or renders the Agreement or any part of it void or unenforceable, then that provision will be severable from the remainder of the Agreement, which will continue in force and be construed as if such