

# Online-Platform Endoscopy und EIO

Key monthly statistics: Visits: ca. 8,000 / Ad Impressions: ca. 12,000

Promote your products and events to ensure their visibility within the **gastroenterology and GI endoscopy community**. Don't miss out on the digital advertising opportunities with Endoscopy!

The website <http://endoscopy.thieme.com> serves as the online platform for the journal Endoscopy, the official organ of the **European Society of Gastrointestinal Endoscopy (ESGE)** and affiliated societies.

## 4 Leaderboard

1 Medium Rectangle/  
Medium Rectangle  
Expandable

2 Wide Sky-  
scraper

3 Half Page  
Ad

The screenshot shows the homepage of the Endoscopy journal website. At the top, there is a navigation bar with 'Thieme Endoscopy' and links for 'Article & Issues', 'Journal Info', 'For Authors', 'E-Video', 'Guidelines', and 'ESGE'. A search bar is located on the right. The main content area is titled 'Current Issue: February 2021' and features an 'Editor's Choice' section with 'This month's highlight articles'. The first article is 'Argon plasma coagulation for Barrett's esophagus with low-grade dysplasia: a randomized trial with long-term follow-up on the impact of power setting and proton pump inhibitor dose' by Eva Wronska, Marcin Polkowski, and Janina Orłowska et al. Below the article title is a 'Continue reading' link and a row of four endoscopic images. To the right of the article, there is a sidebar with 'In this issue' containing links for 'Podcasts', 'Image Gallery', and 'Author Commentaries'. Below that is a 'Most Read' section with 'Accepted Manuscripts' and a list of articles, including 'Diagnosis and management of nonvariceal upper gastrointestinal hemorrhage: European Society of Gastrointestinal Endoscopy (ESGE) Guideline' and 'Endoscopic management of enteral tubes in adult patients - Part 1: Definitions and indications, European Society of Gastrointestinal Endoscopy (ESGE) Guideline'. At the bottom of the page, there is a 'Table of Contents' link and a 'Cover Image' section.

① **Medium Rectangle**  
Attract great attention with this large format. Especially suitable for meaningful pictures and visually impressive campaign themes. The prominent placement guarantees high response rates.

② **Wide Skyscraper**  
The Wide Skyscraper offers an alternative **vertical advertising option** on the right hand side of every page on the Endoscopy website. With overall dimensions of **160 x 600 pixels**, the format provides plenty of space for information and attractive visual layout. The ad is placed prominently to achieve maximum attention from visitors on the website.

③ **Halfpage Ad**  
With the Halfpage Ad size of 300 x 600 Pixel you will reach the undivided attention of your target group. Not to forget the large space for plenty of details. Whether static formats, Rich Media or Video – a lasting effect on your branding and Marketing success is certain.

④ **Leaderboard**  
Embedded as a premium format in our tricolors', the leaderboard is prominently placed at the head of the page. The advertising space of 728 x 90 pixels is optimal for the use of graphics to advertise your pharmaceuticals and active ingredients. Due to the exclusive placement on the website, your ad will be noticed immediately and be remembered.

## Overview of our advertising formats on the Endoscopy platform

Banners	Pixels	File Size (KB)	Format	Price per Month
Wide Skyscraper	160 x 600	max. 100	GIF, JPEG, HTML, Flash	550,- €
Halfpage Ad	300 x 600	max. 150	GIF, JPEG, HTML, Flash	750,- €
Medium Rectangle	300 x 250	max. 100	GIF, JPEG, HTML, Flash	550,- €
Leaderboard	720 x 90	max. 150	GIF, JPEG, HTML, Flash	850,- €

Valid from January 1, 2021. All prices plus VAT.

\*max. 15 minutes runtime, each additional 15 minutes 150,- € surcharge.