

**JASN** Journal of the American Society of Nephrology  
May 2018 | Vol. 39 | No. 5

**BASIC RESEARCH**

- Autimmunity Target in Membranous Nephropathy
- Intestinal Cells Support Tubule Regeneration
- Protein S in Diabetic Nephropathy
- Mechanism of Type 4 Renal Tubular Acidosis
- Protein Therapy for a GSN Defect
- Lipoxins Suppress Diabetic Kidney Disease
- Chloride and  $Mg^{2+}$  in WNK Signaling
- Ephrin-B1 Controls Podocyte Function Through  $AKK$
- Gpr77 Exacerbates AKI
- Genomic Binding Sites for CREB and CREBP
- Biophysics of Podocyte Injury

**REVIEWS AND PERSPECTIVES**

- New in JASN
- High-Density Lipoprotein in CKD
- Echocardiography Changes in Hemodialysis Patients

**LETTERS TO THE EDITORS**

- Protective Role of Antibodies in Polymericolelectrolytes
- Vitamin D and Vascular Function

**CLINICAL RESEARCH**

- GWAS of Metabolites in CKD
- CKD and SH2B3 Variants

**CJASN** Clinical Journal of the American Society of Nephrology  
January 2018 | Volume 13, No. 1 | www.cjasn.org

**TRC101 for Metabolic Acidosis of CKD**  
Improving Mortality with ESPD in United States  
Niacin and Mineral Metabolism Markers in CKD  
Kidney Function Decline with BP Lowering in Hypertension  
Unilateral Kidney Transplants from Deceased Donors

**ASN Kidney News**  
September 2018 | Vol. 15, Number 9

**Study Uncovers New Driver, Possible Therapeutic Target for Kidney Cancer**  
By Larry Whitcomb

**Project Aims to Clear Path for Hemodiafiltration in the United States**  
By Ingrid H. Iversen

**Inside**

- Dialysis and Pregnancy
- Practice Patterns
- Endings

**JASN** Journal of the American Society of Nephrology

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Established in 1966, and with more than 20,000 members from around the globe, the **American Society of Nephrology (ASN)** is the world's largest organization of kidney health professionals. ASN members are thought leaders in the field of Nephrology and influence the purchase and sale of millions of dollars of pharmaceutical and biomedical products.

ASN leads the fight to prevent, treat, and cure kidney diseases throughout the world by educating health professionals and scientists, advancing research and innovation, communicating new knowledge, and advocating for the highest quality care for patients.

**ASN Publications rank #1, #2, and #3 in readership scores, source: Kantar Media, June 2018.**

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**#1**  
IN AD PAGE  
EXPOSURES

**Journal of the American Society of Nephrology (JASN)** is the leading kidney journal in the world, read and referenced more than any other journal in the field. Physicians and scientists read JASN to learn the latest advances in renal disease, including dialysis, transplantation, immunology, hemodynamics, bone disease, clinical nephrology, epidemiology and outcomes.

The original manuscripts, reviews and special articles in JASN inform clinicians and thought leaders, and kidney professionals consider this journal essential to their ability to stay current in the field.

Frequency: Monthly.

Mail class: Periodicals postage.

Circulation: 13,000

**RUN OF BOOK (ROB) B/W RATES**

Frequency	Full page	1/2 page	1/4 page
1x	\$2,460	\$1,650	\$1,165
6x	\$2,390	\$1,615	\$1,155
12x	\$2,260	\$1,530	\$1,110
24x	\$2,220	\$1,490	—
36x	\$2,150	\$1,470	—
48x	\$2,140	\$1,435	—
60x	\$2,105	\$1,405	—
72x	\$2,075	\$1,395	—
96x	\$2,020	\$1,375	—
120x	\$1,980	\$1,365	—

**RUN OF BOOK (ROB) COLOR RATES**

Frequency	Full page	1/2 page	1/4 page
1x	\$4,665	\$3,855	\$3,370
6x	\$4,595	\$3,820	\$3,360
12x	\$4,465	\$3,735	\$3,315
24x	\$4,425	\$3,695	—
36x	\$4,355	\$3,675	—
48x	\$4,345	\$3,640	—
60x	\$4,310	\$3,610	—
72x	\$4,280	\$3,600	—
96x	\$4,225	\$3,580	—
120x	\$4,185	\$3,570	—

**COVER/PREMIUM POSITION RATES\***

Cover tip (supplied)	\$11,000 net per issue
Outsert	Contact sales representative
Cover 4	Earned rate plus 50%
Cover 2 or 3	Earned rate plus 25%
Table-of-contents	Earned rate plus 25%

\*Non-cancellable, 10% penalty applied.

**INSERT RATES**

Frequency	2-page	4-page	6-page
1x	\$5,925	\$10,670	\$15,410
6x	\$5,725	\$10,310	\$14,885
12x	\$5,435	\$9,785	\$14,140
24x	\$5,340	\$9,610	\$13,880
36x	\$5,200	\$9,450	\$13,635
48x	\$5,135	\$9,275	\$13,355
60x	\$5,080	\$9,145	\$13,205
72x	\$4,995	\$8,985	\$12,985
96x	\$4,850	\$8,725	\$12,610
120x	\$4,765	\$8,575	\$12,390

Larger units, gate-folds, tip-ins, diecuts: Rates upon request.

Business reply cards: 1x earned B/W page rate, large size 2x earned B/W page rate. Accepted when run in conjunction with an advertisement of at least one page. Please check with production manager for sizes, stock and binding requirements. Only one business reply card is accepted per issue.

**COLOR RATES**

Standard	\$1,085
3/4 color	\$2,205

**CLOSING DATES\***

Issue Date	Space	Material	Inserts
January	12/4	12/6	12/13
February	1/7	1/10	1/17
March	2/5	2/8	2/13
April	3/5	3/8	3/14
May	4/5	4/9	4/13
June	5/3	5/8	5/15
July	6/4	6/10	6/14
August	7/8	7/11	7/15
September	8/5	8/8	8/16
October	9/4	9/6	9/13
November	10/4	10/10	10/15
December	11/4	11/7	11/11

\*Cancellations cannot be accepted later than one week after space reservation. Publication set copy, one week before closing date for space. Issue(s) distributed at ASN Kidney Week are highlighted.

SCHEDULE OF MEETINGS

Meeting	Date	Issue
Experimental Biology	Apr 6-9	March
ACP Internal Medicine Meeting	Apr 11-13	March
SNMA Medical Education Conf.	Apr 17-19	March
ERA-EDTA Congress	Jun 13-16	May
ASN Kidney Week	Nov 5-10	October

MECHANICAL SPECIFICATIONS

Size	Dimensions (bleed)	Dimensions (non-bleed)
Full page	8-3/8 x 11-1/8"	7 x 10"
1/2 page (horizontal)	—	3 x 10"
1/2 page (vertical)	—	7 x 5"
1/4 page	—	3 x 5"

Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.

INSERT/OUTSERT REQUIREMENTS

Size	Dimensions
2-page insert	8-3/8 x 11-3/8"
4-page insert	17 x 11-1/8"

Trimming: 3/16" off top, 1/8" bottom, gutter and outside edge; margin for live matter 3/4" inside all edges of untrimmed insert.  
Stock: 80 lb. text stock maximum.

ELECTRONIC AD SUBMISSION

Publication is produced off set and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Roland Keve at [roland.keve@wt-group.com](mailto:roland.keve@wt-group.com) if the file is under 25 MB. For larger files or files that cannot be delivered via email, use a file sharing service (Hightail, Dropbox, etc.). Once uploaded, send an email to Roland Keve.

AD MATERIAL DELIVERY ADDRESS

For insert/outsert material:  
Dartmouth Journal Services  
Attn: Tina Pringle (JASN, issue date, quantity)  
69 Lymre Road  
Hanover, NH 03755



The **JASN Classified and Recruitment advertising** is featured in the leading kidney journal in the world, read and referenced more than any other journal in the field.

LINE RATES

Words	1 journal	2 journals	3 journals
1-50	\$520	\$770	\$870
51-100	\$700	\$1,050	\$1,180
101-150	\$835	\$1,255	\$1,410
151-200	\$1,005	\$1,505	\$1,705
201-250	\$1,185	\$1,780	\$2,000
251-300	\$1,325	\$1,985	\$2,230
300+	\$5.00/word	\$7.50/word	\$8.40/word

All line rates are NET PRICE. A word is defined as one or more letters bound by spaces. Slashes maybe be used to combine two words as one, however, if more than one slash is used in a single instance, every two words will be counted as one word each.

LINE AD UPGRADES

Bold type	\$50 per issue
Boxed	\$100 per issue
Blind	\$50 per issue

DISPLAY RATES\*

Size	1x	3x
Full	\$2,390	\$2,180
1/2 page	\$1,655	\$1,525
1/3 page	\$1,450	\$1,320
1/4 page	\$1,255	\$1,120
1/6 page	\$950	\$895

\*All rates are net per issue.

COLOR RATES

Standard	\$900
Matched	\$1,025
3/4 color	\$2,100

CLOSING DATES

January	12/3
February	1/2
March	2/1
April	3/1
May	4/1
June	5/1
July	6/3
August	7/1
September	8/1
October	9/3
November	10/1
December	11/1

MECHANICAL SPECIFICATIONS

Size	Dimensions
Full page	7 x 10"
1/2 page (horizontal)	3-3/8 x 10"
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**Clinical Journal of the American Society of Nephrology (CJASN)** publishes high quality clinical research relevant to clinical care, hypertension, organ transplantation, and critical care. Now one of the most widely read and referenced kidney journals, physicians read **CJASN** to learn about the most important clinical outcomes in kidney medicine, dialysis, metabolism and critical care medicine.

**CJASN's** review articles, special features, and educational materials help round out the information offered in this journal that has ascended to become an essential tool for clinicians.

**Frequency:** Monthly.

**Mail class:** Periodicals postage.

**Circulation:** 13,000

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60x	\$2,105	\$1,405	—
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96x	\$2,020	\$1,375	—
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ERA-EDTA Congress	Jun 13-16	May
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2-page insert	8-3/8 x 11-3/8"
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Trimming: 3/16" off top, 1/8" bottom, gutter and outside edge; margin for live matter 3/4" inside all edges of untrimmed insert.  
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51-100	\$700	\$1,050	\$1,180
101-150	\$835	\$1,255	\$1,410
151-200	\$1,005	\$1,505	\$1,705
201-250	\$1,185	\$1,780	\$2,000
251-300	\$1,325	\$1,985	\$2,230
300+	\$5.00/word	\$7.50/word	\$8.40/word

All line rates are NET PRICE. A word is defined as one or more letters bound by spaces. Slashes maybe be used to combine two words as one, however, if more than one slash is used in a single instance, every two words will be counted as one word each.

**LINE AD UPGRADES**

Bold type	\$50 per issue
Boxed	\$100 per issue
Blind	\$50 per issue

**DISPLAY RATES\***

Size	1x	3x
Full	\$2,390	\$2,180
1/2 page	\$1,655	\$1,525
1/3 page	\$1,450	\$1,320
1/4 page	\$1,255	\$1,120
1/6 page	\$950	\$895

\*All rates are net per issue.

**COLOR RATES**

Standard	\$900
Matched	\$1,025
3/4 color	\$2,100

**CLOSING DATES**

January	12/3
February	1/2
March	2/1
April	3/1
May	4/1
June	5/1
July	6/3
August	7/1
September	8/1
October	9/3
November	10/1
December	11/1

**MECHANICAL SPECIFICATIONS**

Size	Dimensions
Full page	7 x 10"
1/2 page (horizontal)	3-3/8 x 10"
1/2 page (vertical)	7 x 4-7/8"
1/3 page (horizontal)	2-1/8 x 10"
1/3 page (vertical)	7 x 3-1/8"
1/4 page	3-3/8 x 4-7/8"
1/6 page	3-3/8" x 3-1/8"



**ASN Kidney News** is your source for information in the world of nephrology. The newsmagazine examines research findings and policy changes, pinpointing emerging trends in industry, medicine, and training that impact practitioners in kidney health and disease. Kidney News will provide a venue to expound upon scientific and clinical advances, with more commentary and speculation than a scientific journal can allow.

Frequency: Monthly.

Mail class: Periodicals postage.

Publication size: Tabloid.

Circulation: 18,000 (ASN members, treatment centers, and members of congress)

**RUN OF BOOK (ROB) B/W RATES**

Frequency	Tabloid	Island	1/3 page	1/4 page
1x	\$4,080	\$3,380	\$2,010	\$1,570
6x	\$3,950	\$3,260	\$1,945	\$1,445
12x	\$3,890	\$3,200	\$1,880	\$1,375
24x	\$3,820	\$3,135	\$1,825	—
36x	\$3,760	\$3,070	\$1,755	—
48x	\$3,700	\$3,010	\$1,695	—
60x	\$3,635	\$2,950	\$1,630	—
72x	\$3,575	\$2,885	\$1,570	—
96x	\$3,510	\$2,820	\$1,505	—
120x	\$3,450	\$2,760	\$1,445	—

**RUN OF BOOK (ROB) COLOR RATES**

Frequency	Tabloid	Island	1/3 page	1/4 page
1x	\$6,180	\$5,480	\$4,110	\$3,670
6x	\$6,050	\$5,360	\$4,045	\$3,545
12x	\$5,990	\$5,300	\$3,980	\$3,475
24x	\$5,920	\$5,235	\$3,925	—
36x	\$5,860	\$5,170	\$3,855	—
48x	\$5,800	\$5,110	\$3,795	—
60x	\$5,735	\$5,050	\$3,730	—
72x	\$5,675	\$4,985	\$3,670	—
96x	\$5,370	\$4,680	\$3,365	—
120x	\$5,550	\$4,860	\$3,545	—

**COVER/PREMIUM POSITION RATES\***

Cover tip (supplied)	\$16,000 net per issue
Outsert	Contact sales representative
Cover 4	Earned rate plus 50%
Cover 2	Earned rate plus 25%
Center spread	Earned rate plus 10%

\*Non-cancellable, 10% penalty applied.

**INSERT RATES**

Frequency	2-page	4-page	6-page
1x	\$10,100	\$17,645	\$25,485
6x	\$9,785	\$17,100	\$24,700
12x	\$9,625	\$16,815	\$24,290
24x	\$9,455	\$16,535	\$23,405
36x	\$9,310	\$16,275	\$22,815
48x	\$9,160	\$16,015	\$22,455
60x	\$8,995	\$15,735	\$22,060
72x	\$8,855	\$15,475	\$21,700
96x	\$8,695	\$15,190	\$21,300
120x	\$8,540	\$14,930	\$20,935

Larger units, gate-folds, tip-ins, diecuts: Rates upon request.

Business reply cards: 1x earned B/W page rate, large size 2x earned B/W page rate. Accepted when run in conjunction with an advertisement of at least one page. Please check with production manager for sizes, stock and binding requirements. Only one business reply card is accepted per issue.

**COLOR RATES**

Standard	\$1,860
3/4 color	\$2,100

**CLOSING DATES\***

Issue Date	Space	Material	Inserts
January	12/17	12/19	12/21
February	1/17	1/21	1/23
March	2/18	2/20	2/22
April	3/19	3/22	3/22
May	4/18	4/22	4/22
June	5/20	5/22	5/24
July	6/20	6/24	6/24
August	7/19	7/24	7/24
September	8/19	8/23	8/23
October/November	9/13	9/17	9/20
December	11/14	11/20	11/20

\*Cancellations cannot be accepted later than one week after space reservation. Publication set copy, one week before closing date for space.

The Oct/Nov Issue will focus on Kidney Week highlights and will be included in 11,000 Attendee Registration Bags distributed at Kidney Week. 18,000 copies mailed to full circulation; 11,000 additional copies printed and included in Attendee Registration Bags at Kidney Week.

**SCHEDULE OF MEETINGS**

Meeting	Date	Issue
Experimental Biology	Apr 6-9	March
ACP Internal Medicine Meeting	Apr 11-13	March
SNMA Medical Education Conf.	Apr 17-19	March
ERA-EDTA Congress	Jun 13-16	May
ASN Kidney Week	Nov 5-10	October

**MECHANICAL SPECIFICATIONS**

Size	Dimensions (bleed)	Dimensions (non-bleed)
Tabloid	11 x 15"	9-1/2 x 13-1/4"
Island	15-1/4 x 10-1/4"	7 x 10"
1/2 page (horizontal)	—	10-1/2 x 7-1/4"
1/2 page (vertical)	—	5-1/4 x 14-1/2"
1/3 page	—	4-3/4 x 10-1/2"
1/4 page	—	5-1/4 x 7-1/4"

Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.

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Attn: Tina Pringle (ASN Kidney News, issue date, quantity)  
69 Lymre Road  
Hanover, NH 03755



The **ASN Kidney News Classified and Recruitment advertising** is featured in ASN's newsmagazine that examines research findings and policy changes, pinpointing emerging trends in industry, medicine, and training that impact practitioners in kidney health and disease.

**LINE RATES**

Words	1 journal	2 journals	3 journals
1-50	\$520	\$770	\$870
51-100	\$700	\$1,050	\$1,180
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**LINE AD UPGRADES**

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Blind	\$50 per issue

**DISPLAY RATES\***

Size	1x	3x	6x
Full	\$2,675	\$2,485	\$2,295
1/2 page	\$1,765	\$1,575	\$1,415
1/3 page	\$1,525	\$1,455	\$1,400
1/4 page	\$1,275	\$1,155	\$1,060
1/6 page	\$1,095	\$1,085	\$1,045

\*All rates are net per issue.

**COLOR RATES**

Standard	\$900
Matched	\$1,025
3/4 color	\$2,100

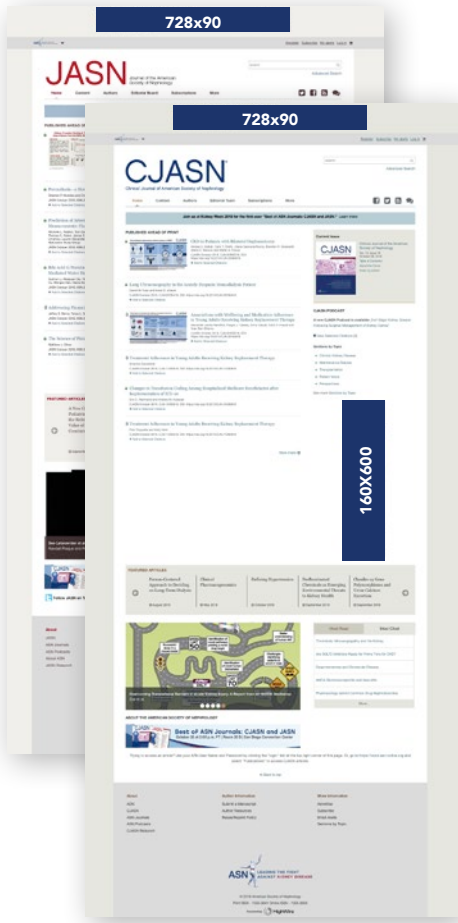
**CLOSING DATES**

January	12/3
February	1/2
March	2/1
April	3/1
May	4/1
June	5/1
July	6/3
August	7/1
September	8/1
October/November	9/3
December	11/1

**MECHANICAL SPECIFICATIONS**

Size	Dimensions
Tabloid	10-1/2 x 14-1/2"
Island	10-1/2 x 7-3/4"
1/2 page	5 x 14-1/2"
1/3 page	5 x 10-1/2"
1/4 page	5 x 8"
1/6 page	3-1/2 x 3-5/8"

# Website advertising



The **ASN Journal websites** are full-text HTML versions of the print editions of the *JASN* and *CJASN*. Ads appear on both journal website, on all pages including full-text articles.

Estimated total number of impressions per 10% share is **20,000** for a **U.S.-targeted campaign** (10,000 on the *JASN* website, 10,000 on the *CJASN* website) using all ad positions (a 728x90, 160x600, and 320x50) over the course of a full month. Impressions are estimates based on historical data and may not be delivered equally during the course of the campaign. For internationally targeted campaigns contact the sales representative.

Combined average page views: 520,000 per month\*

Combined average unique visitors: 165,000 per month\*

\*Averages based on metrics reported by Google Analytics (Jan 2018 to Sep 2018).

## DOMESTIC (U.S.) WEB SITE RATES

All contracts are sold on a share-of-voice (SOV) model, split into 10% shares. Contracts are invoiced on the first of the month impressions are served. Contracts are non-cancellable.

Contract Length	SOV	Cost
Monthly	10%	\$4,000 net

## MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
160x600 pixels	
320x50 pixels	100 KB limit

## REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. Expandable ads are accepted.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Expandable creatives must be click-to-expand.





The **JASN eTOC emails** are sent monthly to ASN members and journal subscribers. Each edition includes table-of-contents (links to live content) alerts, linking back directly to the JASN website.

Total sent: 12,400 per month

**EMAIL RATES**

Position	Cost
728x90 pixels	\$2,000 net per month
160x600 pixels	\$2,000 net per month

**MECHANICAL SPECIFICATIONS**

728x90 pixels	50KB limit
300x250 pixels	

**CLOSING DATES**

Emails are sent once monthly; during the first week. Contracts and materials due on the 15th of the preceding month.

**REQUIRED EMAIL FILES**

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



The **CJASN eTOC emails** are sent monthly to ASN members and journal subscribers. Each edition includes table-of-contents (links to live content) alerts, linking back directly to the JASN website.

Total sent: 12,400 per month

**EMAIL RATES**

Position	Cost
728x90 pixels	\$2,000 net per month
160x600 pixels	\$2,000 net per month

**MECHANICAL SPECIFICATIONS**

728x90 pixels	50KB limit
300x250 pixels	

**CLOSING DATES**

Emails are sent once monthly; during the first week. Contracts and materials due on the 15th of the preceding month.

**REQUIRED EMAIL FILES**

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.

# Advertising Policies

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## Agency/Advertiser Requirements

**No contract will be held without a signed insertion order.** Orders must include the flight dates and special instructions.

**All contracts are non-cancellable unless** FDA directive to suspend campaign is provided to WTG. Re-rating will apply to cancellations.

ASN reserves the right to approve all ad creatives that will run on any ASN web site. ASN reserves the right to reject any creative that does not follow ASN's specifications.

## Earned Rate Discount

Frequency rates are based on insertion orders submitted. If the submitted rate is not attained within the calendar year, clients will be re-rated to the frequency rate which has been attained. Clients will be required to remit the difference within 30 days of receipt of invoice.

There are no rebates should a greater frequency rate be attained over what has been contracted, credit will only be given on future advertising placed.

## Combination Rate Discount

Advertisers running in *JASN*, *CJASN*, and *ASN Kidney News* (same issue month) may take 20% off the rate for each same size ad.

## Agency Commission (15%)

Color charges and position charges are commissionable. Insert charges are also commissionable (excluding back-up charges). All extra charges are noncommissionable.