

Media Kit

2017

www.asn-online.org



PUBLISHING OFFICE

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Editor-in-Chief, CJASN

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ASN members are the thought leaders in the field of Nephrology and influence the purchase and sale of millions of dollars of pharmaceutical and biomedical products.

ASN Publications Rank #1 and #2 in ALL Readership Categories

*Source: Kantar Media, June 2016

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- Page 9: [Online Advertising](#)
- Page 10: [Classified Advertising](#)
- Page 11: [Demographics & Studies](#)

*If viewing online, click links above to jump to desired section.

JASN PRINT ADVERTISING RATES



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.

GENERAL INFORMATION

Impact Factor: 9.663

Frequency: Monthly

Circulation: 13,000

Mailing date & class: Mails the 27th of the preceding month of publication; periodical postage in wrappers.

Established: 1990

RUN OF BOOK (ROB) B/W RATES

Frequency	1 Page	1/2 Page	1/4 Page
1X	\$2,320	\$1,555	\$1,100
6X	\$2,255	\$1,525	\$1,090
12X	\$2,130	\$1,455	\$1,050
24X	\$2,095	\$1,405	—
36X	\$2,025	\$1,385	—
48X	\$2,020	\$1,355	—
60X	\$1,985	\$1,325	—
72X	\$1,955	\$1,315	—
96X	\$1,905	\$1,295	—
120X	\$1,870	\$1,285	—

COLOR RATES (PER PAGE)

Matched	\$1,055
3/4 Color	\$2,145

COVER/PREFERRED POSITION RATES*

Cover Tip (supplied)	\$11,000 net/month
Outsert	Rates upon request.
2nd cover	Earned rate plus 25%
Table of Contents	Earned rate plus 25%
3rd cover	Earned rate plus 25%
4th cover	Earned rate plus 50%

*Non-cancellable, 10% penalty applied

INSERT RATES

Frequency	2 Page	4 Page	6 Page
1X	\$ 5,640	\$ 10,155	\$14,670
6X	\$ 5,450	\$ 9,810	\$14,170
12X	\$ 5,175	\$ 9,315	\$13,460
24X	\$ 5,085	\$ 9,145	\$13,210
36X	\$ 4,920	\$ 8,850	\$12,785
48X	\$ 4,890	\$ 8,830	\$12,715
60X	\$ 4,835	\$ 8,705	\$12,570
72X	\$ 4,755	\$ 8,555	\$12,360
96X	\$ 4,615	\$ 8,305	\$12,005
120X	\$ 4,535	\$ 8,160	\$11,790

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

Business Reply Cards: 1x earned B/W page rate.

Larger Size Business Reply Cards: 2x earned B/W page rate.

Business Reply Card Requirements: Accepted when run in conjunction with an advertisement of at least one page. Please check with production manager for sizes, stock and binding requirements. Cancellations will not be accepted after space confirmation date. Only one business reply card is accepted per issue.

CLOSING DATES*

Issue Date	Space	Material	Inserts
January	12/1	12/6	12/15
February	1/3	1/6	1/18
March	1/31	2/3	2/13
April	3/6	3/8	3/17
May	4/3	4/5	4/14
June	5/1	5/5	5/15
July	6/5	6/7	6/16
August	7/3	7/6	7/14
September	8/3	8/8	8/17
October	9/4	9/6	9/15
November	10/3	10/6	10/16
December	10/24	10/27	11/8

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

BONUS DISTRIBUTION

Feb issue - American College of Physicians (ACP), March 30-April 1, 2017

Mar issue - Student National Medical Association (SNMA), April 12-April 16, 2017

April issue - ISN World Congress of Nephrology (ISN), April 21-April 25, 2017 and Experimental Biology (EB), April 22-April 26, 2017

May issue - ERA-EDTA, June 3-June 6, 2017

Oct issue - ASN Kidney Week, October 31-Nov 5, 2017

JASN ADVERTISING SPECIFICATIONS & REQUIREMENTS

AGENCY COMMISSION: 15%

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

COMBINATION INCENTIVE

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

MECHANICAL SPECIFICATIONS

Size	Dimensions
Full Page (bleed)	8-3/8 x 11-1/8"
Full Page (non-bleed)	7 x 10"
1/2 Page (vertical)	3 x 10"
1/2 Page (horizontal)	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 REQUIREMENTS

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

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

Stock: 70 lb. minimum, 100 lb. text stock maximum.

Quantity: Contact sales representative.

PAPER STOCK

50 lb Influence soft gloss inside pages; 80 lb Sterling gloss cover.

BINDING

Perfect

ELECTRONIC AD SUBMISSION

JASN is produced digitally 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.

Upload a high-res PDF to the Walchli Tauber Group FTP site at <ftp://wt-group.com>; user: wtgroupftp, password: sendfiles

Find the folder for JASN and the issue date for your ad, and copy your high-res PDF into that file. Send an email to the Print Production Manager, Karen Burkhardt, at karen.burkhardt@wt-group.com saying that you have uploaded the materials.

You also may email the PDF to Karen if the file is less than 10 MB. Ads may be submitted on CD-ROM. WinZip and Stuffit are the only acceptable compression techniques.

SHIPPING INFORMATION

For Inserts:
Dartmouth Journal Services
Attn: Tina Pringle
JASN (Month/Quantity)
69 Lyme Road
Hanover, NH 03755

For all other Material:
Walchli Tauber Group, Inc.
Attn: Karen Burkhardt (JASN)
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015

EARNED RATE DISCOUNT POLICY

Given to advertisers based on advertising frequency within a 12 month period. The earned rate is determined by the number of insertions. A spread amounts to two insertions; full pages and fractional pages count as single insertions; each page of an insert counts as one insertion.

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 cash rebates should a greater frequency rate be attained over what has been contracted for, credit will only be given on future advertising placed.



Cover tip Example

CJASN PRINT ADVERTISING RATES



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.

GENERAL INFORMATION

Impact Factor: 5.227

Frequency: Monthly

Circulation: 13,000

Mailing date & class: Mails the 7th of the month of publication; periodical postage in wrappers.

Established: 2006

RUN OF BOOK (ROB) B/W RATES

Frequency	1 Page	1/2 Page	1/4 Page
1X	\$2,320	\$1,555	\$1,100
6X	\$2,255	\$1,525	\$1,090
12X	\$2,130	\$1,455	\$1,050
24X	\$2,095	\$1,405	—
36X	\$2,025	\$1,385	—
48X	\$2,020	\$1,355	—
60X	\$1,985	\$1,325	—
72X	\$1,955	\$1,315	—
96X	\$1,905	\$1,295	—
120X	\$1,870	\$1,285	—

COLOR RATES (PER PAGE)

Matched	\$1,055
3/4 Color	\$2,145

COVER/PREFERRED POSITION RATES*

Cover Tip (supplied)	\$11,000 net/month
Outsert	Rates upon request.
2nd cover	Earned rate plus 25%
Table of Contents	Earned rate plus 25%
3rd cover	Earned rate plus 25%
4th cover	Earned rate plus 50%

*Non-cancellable, 10% penalty applied

INSERT RATES

Frequency	2 Page	4 Page	6 Page
1X	\$ 5,640	\$ 10,155	\$14,670
6X	\$ 5,450	\$ 9,810	\$14,170
12X	\$ 5,175	\$ 9,315	\$13,460
24X	\$ 5,085	\$ 9,145	\$13,210
36X	\$ 4,920	\$ 8,850	\$12,785
48X	\$ 4,890	\$ 8,830	\$12,715
60X	\$ 4,835	\$ 8,705	\$12,570
72X	\$ 4,755	\$ 8,555	\$12,360
96X	\$ 4,615	\$ 8,305	\$12,005
120X	\$ 4,535	\$ 8,160	\$11,790

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

Business Reply Cards: 1x earned B/W page rate.

Larger Size Business Reply Cards: 2x earned B/W page rate.

Business Reply Card Requirements: Accepted when run in conjunction with an advertisement of at least one page. Please check with production manager for sizes, stock and binding requirements. Cancellations will not be accepted after space confirmation date. Only one business reply card is accepted per issue.

CLOSING DATES*

Issue Date	Space	Material	Inserts
January	12/6	12/9	12/22
February	1/10	1/13	1/23
March	2/6	2/9	2/20
April	3/9	3/14	3/24
May	4/7	4/12	4/21
June	5/8	5/11	5/22
July	6/8	6/12	6/22
August	7/10	7/13	7/21
September	8/8	8/11	8/23
October	9/11	9/14	9/22
November	10/10	10/13	10/23
December	11/7	11/10	11/22

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

BONUS DISTRIBUTION

Feb issue - American College of Physicians (ACP), March 30-April 1, 2017

Mar issue - Student National Medical Association (SNMA), April 12-April 16, 2017

April issue - ISN World Congress of Nephrology (ISN), April 21-April 25, 2017 and Experimental Biology (EB), April 22-April 26, 2017

May issue - ERA-EDTA, June 3-June 6, 2017

Oct issue - ASN Kidney Week, October 31-Nov 5, 2017

CJASN ADVERTISING SPECIFICATIONS & REQUIREMENTS

AGENCY COMMISSION: 15%

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

COMBINATION INCENTIVE

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

MECHANICAL SPECIFICATIONS

Size	Dimensions
Full Page (bleed)	8-3/8 x 11-1/8"
Full Page (non-bleed)	7 x 10"
1/2 Page (vertical)	3 x 10"
1/2 Page (horizontal)	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 REQUIREMENTS

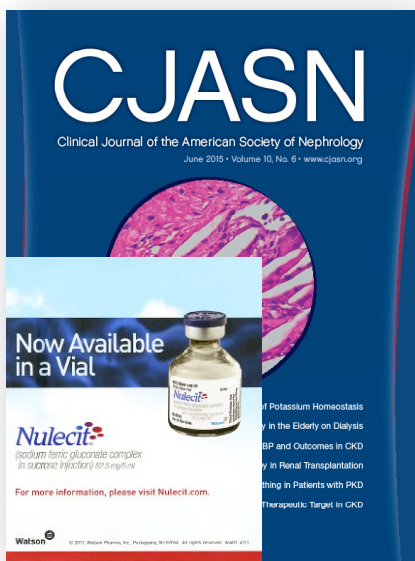
2-page insert: 8-3/8 x 11-1/8"

4-page insert: 17 x 11-1/8"

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

Stock: 70 lb. minimum, 100 lb. text stock maximum.

Quantity: Contact sales representative.



Cover tip Example

PAPER STOCK

50 lb Influence soft gloss inside pages; 80 lb Sterling gloss cover.

BINDING

Perfect

ELECTRONIC AD SUBMISSION

CJASN is produced digitally 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.

Upload a high-res PDF to the Walchli Tauber Group FTP site at <ftp://wt-group.com>; user: wtgroupftp, password: sendfiles

Find the folder for CJASN and the issue date for your ad, and copy your high-res PDF into that file. Send an email to the Print Production Manager, Karen Burkhardt, at karen.burkhardt@wt-group.com saying that you have uploaded the materials.

You also may email the PDF to Karen if the file is less than 10 MB. Ads may be submitted on CD-ROM. WinZip and Stuffit are the only acceptable compression techniques.

SHIPPING INFORMATION

For Inserts:
Dartmouth Journal Services
Attn: Tina Pringle
CJASN (Month/Quantity)
69 Lyme Road
Hanover, NH 03755

For all other Material:
Walchli Tauber Group, Inc.
Attn: Karen Burkhardt (CJASN)
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015

EARNED RATE DISCOUNT POLICY

Given to advertisers based on advertising frequency within a 12 month period. The earned rate is determined by the number of insertions. A spread amounts to two insertions; full pages and fractional pages count as single insertions; each page of an insert counts as one insertion.

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 cash rebates should a greater frequency rate be attained over what has been contracted for, credit will only be given on future advertising placed.

ASN KIDNEY NEWS PRINT ADVERTISING RATES



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.

GENERAL INFORMATION

Frequency: Monthly

Circulation: 18,000 (ASN Members, Treatment Centers, Members of Congress)

Mailing date & class: Mails the 12th of the month of publication; periodical postage in wrappers.

Established: 2009

ISSUE	FEATURES	BONUS DISTRIBUTION	SPACE CLOSE	MATERIAL DUE	INSERTS DUE
JAN	IGA Nephropathy, The Year in Kidney Care: 2017		12/22	12/27	12/22
FEB	Diabetic Nephropathy; Fellows Cancer	American College of Physicians	1/24	1/27	1/25
MAR	Geriatric and Palliative Kidney Care	Student National Medical Association	2/21	2/24	2/23
APR	Pregnancy and Glomerular Disease	ISN World Congress of Nephrology Experimental Biology	3/23	3/28	3/24
MAY	Detective Nephron	ERA-EDTA	4/20	4/25	4/21
JUN	Innovations in Dialysis Care		5/23	5/26	5/26
JUL	Advancing Understanding of Glomerular Disease through "Omics"		6/21	6/26	6/23
AUG	Detective Nephron, Fellows Cancer		7/24	7/27	7/26
SEP	Innovations in Transplantation		8/22	8/25	8/25
OCT/NOV	Kidney Week 2017 Pre-Meeting Issue	REGISTRATION BAG* at ASN Kidney Week	9/21	9/25	9/22
DEC	Hot Topics from Kidney Week 2017		11/16	11/21	11/22

* 11,000 additional copies will be included in Kidney Week registration bags

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

ASN KIDNEY NEWS PRINT ADVERTISING RATES

RUN OF BOOK (ROB) B/W RATES

Freq.	Tabloid	Island	1/3 Page	1/4 Page
1X	\$3,845	\$3,185	\$1,890	\$1,480
6X	\$3,725	\$3,070	\$1,835	\$1,365
12X	\$3,665	\$3,015	\$1,770	\$1,295
24X	\$3,600	\$2,955	\$1,720	—
36X	\$3,545	\$2,895	\$1,655	—
48X	\$3,490	\$2,835	\$1,595	—
60X	\$3,425	\$2,780	\$1,540	—
72X	\$3,370	\$2,715	\$1,480	—
96X	\$3,310	\$2,660	\$1,415	—
120X	\$3,250	\$2,600	\$1,365	—

COLOR RATES (PER PAGE)

Matched	\$1,805
4 Color	\$2,045

COVER/PREFERRED POSITION RATES*

Cover Tip (supplied)	\$16,000 net/month
Outsert	Rates upon request.
2nd cover	Earned rate plus 25%
4th cover	Earned rate plus 50%
Center spread	Earned rate plus 10%

*Non-cancellable, 10% penalty applied

BONUS DISTRIBUTION

Feb issue - American College of Physicians (ACP), March 30-April 1, 2017

Mar issue - Student National Medical Association (SNMA), April 12-April 16, 2017

April issue - ISN World Congress of Nephrology (ISN), April 21-April 25, 2017 and Experimental Biology (EB), April 22-April 26, 2017

May issue - ERA-EDTA, June 3-June 6, 2017

Oct issue - ASN Kidney Week, October 31-Nov 5, 2017

REGISTRATION BAG ISSUE

The Oct/Nov Issue will focus on Kidney Week highlights and will be included in 11,000 Attendee Registration Bags distributed at Kidney Week. Distribution: 18,000 copies mailed to full circulation; 11,000 additional copies printed and included in Attendee Registration Bags at Kidney Week. Total Circulation is 29,000

INSERT RATES

Frequency	2 Page	4 Page	6 Page
1X	\$ 9,610	\$16,795	\$24,255
6X	\$ 9,315	\$16,275	\$23,510
12X	\$ 9,160	\$16,005	\$23,120
24X	\$ 9,000	\$15,735	\$22,275
36X	\$ 8,865	\$15,490	\$22,370
48X	\$ 8,720	\$15,245	\$22,015
60X	\$ 8,565	\$14,975	\$21,630
72X	\$ 8,430	\$14,730	\$21,275
96X	\$ 8,275	\$14,455	\$20,885
120X	\$ 8,130	\$14,210	\$20,525

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

Business Reply Cards: 1x earned B/W page rate.

Larger Size Business Reply Cards: 2x earned B/W page rate.

Business Reply Card Requirements: Accepted when run in conjunction with an advertisement of at least one page. Please check with production manager for sizes, stock and binding requirements. Cancellations will not be accepted after space confirmation date. Only one business reply card is accepted per issue.

CLOSING DATES*

Issue Date	Space	Material	Inserts
January	12/22	12/27	12/22
February	1/24	1/27	1/25
March	2/21	2/24	2/23
April	3/23	3/28	3/24
May	4/20	4/25	4/21
June	5/23	5/26	5/26
July	6/21	6/26	6/23
August	7/24	7/27	7/26
September	8/22	8/25	8/25
Oct/Nov	9/21	9/25	9/22
December	11/16	11/21	11/22

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AGENCY COMMISSION: 15%

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

COMBINATION INCENTIVE

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

ASN KIDNEY NEWS ADVERTISING SPECIFICATIONS & REQUIREMENTS

MECHANICAL SPECIFICATIONS

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

Publication trims at 10.5 x 14.5", keep live matter 1/2" from trim.

INSERT REQUIREMENTS

Max size of tip is 1/8" over final head, foot, and face trim. Minimum size tip 3" x 5". All tips, outserts, or inserts must be reviewed in advance of production. Inserts to be supplied already folded.

King page saddle stitched Insert specs;

2-page – can only be tipped – full page tip should have 1/8" bleed at the head, foot and face

4-page – should be supplied with 1/8" bleed at head foot and face, and 3/8" lip

6-page – should be supplied with 1/8" bleed at head foot and face, and 3/8" lip

8-page – should be supplied with 1/8" bleed at head foot and face, and 3/8" lip and or closed head - if it's supplied with a closed head and no lip there will be additional charges for a slowdown.

Trimming: 3/16" off top, 1/8" off bottom, gutter and outside edge; margin for live matter.

Stock: 70 lb. minimum, 100 lb. text stock maximum.

Quantity: Contact sales representative.

PAPER STOCK

50 lb Influence soft gloss inside pages; 80 lb Sterling gloss cover.

BINDING

Saddle stitched

ELECTRONIC AD SUBMISSION

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CJASN (Month/Quantity)
69 Lyme Road
Hanover, NH 03755

For all other Material:

Walchli Tauber Group, Inc.
Attn: Karen Burkhardt (Kidney News)
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Bel Air, MD 21015

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ONLINE ADVERTISING RATES

ASN WEBSITES

Banner advertising is served across both JASN and CJASN websites combined.

JASN.asnjournals.org - Full-text HTML version of the print edition of the Journal of the American Society of Nephrology. Ads appear on all pages including full-text articles.

CJASN.asnjournals.org - Full-text HTML version of the print edition of the Clinical Journal of the American Society of Nephrology. Ads appear on all pages including full-text articles.

AVERAGE MONTHLY METRICS (COMBINED)

180,000 Unique Visitors
350,000 Domestic Impressions
500,000 Page Views
2 Minutes per visit

DOMESTIC (U.S.A.) WEB SITE RATE

Share of Voice (SOV): Sold in 10% shares. Contracts are invoiced on the first of the month impressions are served. Contracts are non-cancellable.

Placement	Impressions/ month	SOV	Cost/month
JASN.asnjournals.org; CJASN.asnjournals.org	35,000	10%	\$4,000 net

3rd Party Report Fee:

Add \$10 CPM if providing WTG with a 3rd party impression report to generate billing numbers. Otherwise ASN impression reports will be used.

WEB ADVERTISING SPECIFICATIONS

Dimensions	File Size
728x90 pixels	100 KB limit
160x600 pixels	100 KB limit

Ads rotate across all ad units and pages.

REQUIRED WEBSITE FILES

JPG, GIF, rich media, 3rd party tag, click-through URL. All rich media is accepted. Third party serving is allowed. Limited to a maximum of three loops per 45 seconds for animated creatives. User-enabled media is allowed.

ASN EMAILS

JASN: Future/Current TOC sent out monthly to 12, 400 subscribers with a 20% open rate.

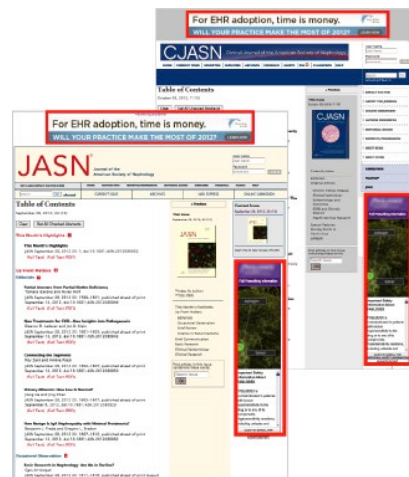
CJASN: Future/Current TOC sent out monthly to 12, 400 subscribers with a 20% open rate.

EMAIL RATES

Placement	Dimensions	Cost/month
JASN eTOC	728x90 or 160x600	\$2,000 net
CJASN eTOC	728x90 or 160x600	\$2,000 net

CREATIVE AND CANCELLATION APPROVAL

ASN reserves the right to approve all ad creative that will run on ASN Web sites. ASN reserves the right to reject any creative that does not follow ASN's specifications. All cancellations must be signed by a WTG representative in order to be considered valid. Billing disputes must be brought to our attention within 30 days of receipt of invoice. Refunds will not be issued; any shortfalls will be made up with impressions.



Website Screenshots



eMail Screenshots

JASN, CJASN & KIDNEY NEWS CLASSIFIED ADVERTISING RATES

LINE RATES

Words	Single Pub	Two Pubs	Three Pubs
1-50	\$ 505	\$ 750	\$ 845
51-100	\$ 680	\$ 1020	\$1,145
101-150	\$ 810	\$1,220	\$1,370
151-200	\$ 975	\$1,460	\$1,655
201-250	\$1,150	\$1,730	\$1,940
251-300	\$1,285	\$1,930	\$2,165
300+	\$5.00/word	\$7.50/word	\$8.40/word

INFORMATION

Include 30 days online. All line rates are NET PRICE. A word is defined as one or more letters - with or without punctuation - 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 OPTIONS

Bold Type	\$45 per issue
Boxed	\$95 per issue
Blind	\$45 per issue

JASN & CJASN DISPLAY RATES*

Position	1x	3x
Full Page	\$2,320	\$2,115
1/2 Page	\$1,605	\$1,480
1/3 Page	\$1,410	\$1,280
1/4 Page	\$1,220	\$1,090
1/6 Page	\$ 925	\$ 870

*Includes 30 days online.

KIDNEY NEWS DISPLAY RATES*

Position	1x	3x	6x
Tabloid	\$2,600	\$2,415	\$2,230
1/2 Page	\$1,715	\$1,530	\$1,375
1/3 Page	\$1,480	\$1,415	\$1,360
1/4 Page	\$1,240	\$1,120	\$1,030
1/6 Page	\$1,065	\$1,055	\$1,015

*Includes 30 days online.

COLOR RATES (PER PAGE)*

Standard	\$ 880
Matched	\$1,025
3/4 Color	\$2,085

* In addition to earned B/W rates.

CLOSING DATES*

Issue Date	JASN/CJASN	Kidney News
January	12/1	12/23
February	1/2	1/22
March	2/2	2/19
April	3/2	3/21
May	4/1	4/21
June	5/1	5/23
July	6/1	6/19
August	7/1	7/22
September	8/3	8/25
October	9/1	9/22
November	10/1	N/A
December	10/30	11/21

*Cancellations cannot be accepted after the closing date.

JASN & CJASN MECHANICAL SPECIFICATIONS

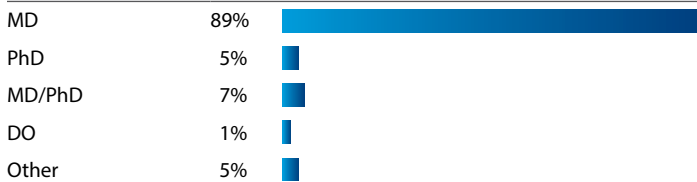
Size	Dimensions
1 Page	7 x 10"
1/2 Page (horizontal)	7 x 4-7/8"
1/2 Page (vertical)	3-3/8 x 10"
1/3 Page (horizontal)	7 x 3-1/8"
1/3 Page (vertical)	2-1/8 x 10"
1/4 Page	3-3/8 x 4-7/8"
1/6 Page	3-3/8 x 3-1/8"

KIDNEY NEWS MECHANICAL SPECIFICATIONS

Size	Dimensions
Tabloid	10-1/2 x 14-1/2"
1/2 Page (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"

ASN MEMBER DEMOGRAPHICS & STUDIES

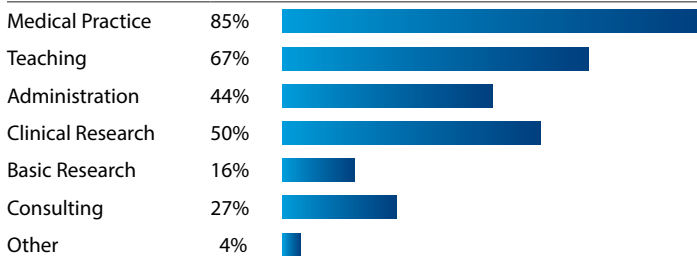
DEGREES HELD BY READERS



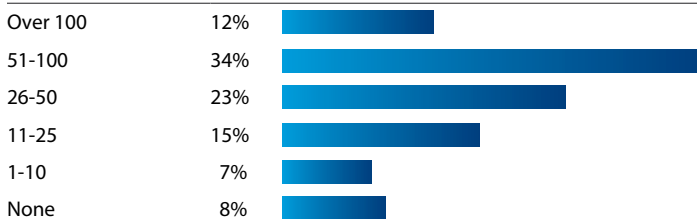
PROFESSIONAL BOARD CERTIFICATIONS



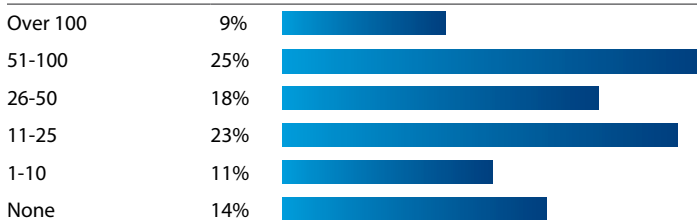
PRIMARY PROFESSIONAL ACTIVITIES



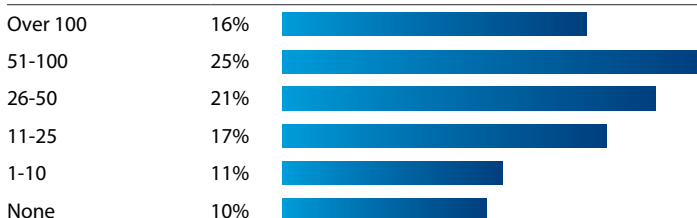
PATIENTS SEEN WEEKLY



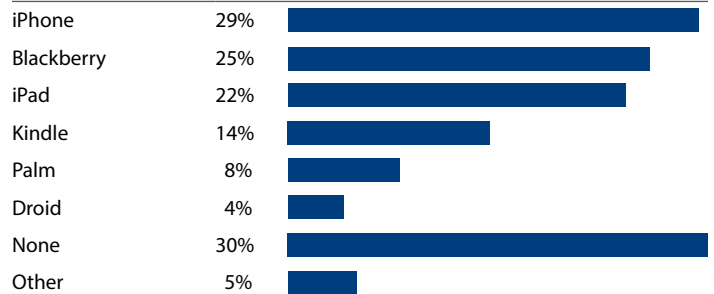
PRESCRIPTIONS WRITTEN PER WEEK



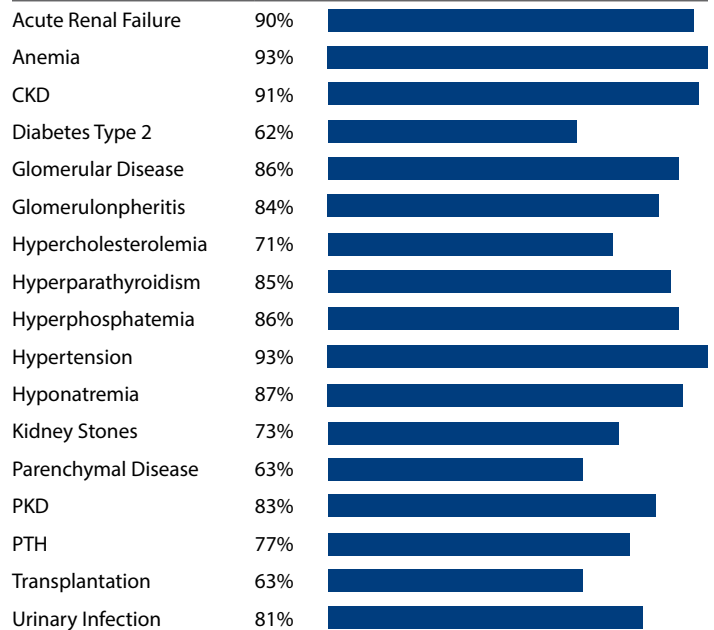
DIAGNOSTICS ORDERED PER WEEK



MOBILE DEVICE USED TO READ PUBLICATIONS



TREATED DISORDERS



*Source: ASN Membership Survey, December 2010