

# CLASSIFIED ADVERTISING ORDER FORM

ASN Publications are the leading kidney publications in the world and offer an exclusive way for your listing to reach over 20,000 ASN members.

### JASN/CJASN MECHANICAL SPECIFICATIONS

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

### KIDNEY NEWS MECHANICAL SPECIFICATIONS

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

### ELECTRONIC AD SUBMISSION

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 Rhonda Truitt at [rhonda.truitt@wt-group.com](mailto:rhonda.truitt@wt-group.com).

### Sales contact

Advertising sales office  
The Walchli Tauber Group, Inc.  
2225 Old Emmorton Road, Suite 201  
Bel Air, MD 21015  
Tel (443) 512-8899  
Fax (443) 512-8909  
[www.wt-group.com](http://www.wt-group.com)

Rhonda Truitt  
Sales Manager, ASN Classified  
Extension 106  
[rhonda.truitt@wt-group.com](mailto:rhonda.truitt@wt-group.com)



**#1-3**  
**IN READERSHIP**  
\*Kantar Media, June 2018

## Contact Information

\*Required

Contact name: \_\_\_\_\_ Company name: \_\_\_\_\_

\*Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

## Issue Dates

Check all that apply.

- JASN       CJASN       Kidney News  
 Jan    Feb    Mar    Apr    May    Jun    Jul    Aug    Sep    Oct    Nov    Dec

## Rates

Line ad rates	1 journal	2 journals	3 journals	Print upgrades
<input type="checkbox"/> 1-50 words	\$520 net	\$770 net	\$870 net	Bold type <input type="checkbox"/> \$50 net
<input type="checkbox"/> 51-100 words	\$700 net	\$1,050 net	\$1,180 net	Boxed <input type="checkbox"/> \$100 net
<input type="checkbox"/> 101-150 words	\$835 net	\$1,255 net	\$1,410 net	Blind <input type="checkbox"/> \$50 net
<input type="checkbox"/> 151-200 words	\$1,005 net	\$1,505 net	\$1,705 net	
<input type="checkbox"/> 201-250 words	\$1,185 net	\$1,780 net	\$2,000 net	
<input type="checkbox"/> 251-300 words	\$1,325 net	\$1,985 net	\$2,230 net	
<input type="checkbox"/> 300+ words	\$5.00/word	\$7.50/word	\$8.40/word	

  

JASN/CJASN display 1x	3x	Kidney News display 1x	3x	Color rates		
<input type="checkbox"/> Full	\$2,390 net	\$2,180 net	\$2,675 net	\$2,485 net	<input type="checkbox"/> Standard	\$900 net
<input type="checkbox"/> 1/2 page	\$1,655 net	\$1,525 net	\$1,765 net	\$1,575 net	<input type="checkbox"/> Matched	\$1,025 net
<input type="checkbox"/> 1/3 page	\$1,450 net	\$1,320 net	\$1,525 net	\$1,455 net	<input type="checkbox"/> 3/4 color	\$2,100 net
<input type="checkbox"/> 1/4 page	\$1,255 net	\$1,120 net	\$1,275 net	\$1,155 net		
<input type="checkbox"/> 1/6 page	\$950 net	\$895 net	\$1,095 net	\$1,085 net		

## Payment information

All ads must be prepaid. To protect your credit card information, please return completed form by secure email or as an encrypted attachment.

Check made payable to the Walchli Tauber Group, Inc., mail to: 2225 Old Emmorton Road, Suite 201, Bel Air, MD 21015

Credit card payment

Number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Total cost: \$ \_\_\_\_\_