

# 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 Anne Green at [anne.green@wt-group.com](mailto:anne.green@wt-group.com).

### Sales contact

Advertising sales office  
The Walchli Tauber Group, Inc.  
2225 Old Emmorton Road, Suite 202  
Bel Air, MD 21015  
Tel (443) 512-8899  
Fax (443) 490-4003  
[www.wt-group.com](http://www.wt-group.com)

Anne Green  
Sales Manager, ASN Classified  
(864) 616-7797  
[anne.green@wt-group.com](mailto:anne.green@wt-group.com)



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

## Contact Information

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	<input type="checkbox"/> Full	\$2,675 net	\$2,485 net	<input type="checkbox"/> Standard \$900 net
<input type="checkbox"/> 1/2 page	\$1,655 net	\$1,525 net	<input type="checkbox"/> 1/2 page	\$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	<input type="checkbox"/> 1/3 page	\$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	<input type="checkbox"/> 1/4 page	\$1,275 net	\$1,155 net	
<input type="checkbox"/> 1/6 page	\$950 net	\$895 net	<input type="checkbox"/> 1/6 page	\$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 202, Bel Air, MD 21015  
 Credit card payment: a surcharge of 3% for MasterCard/Visa or a 4% for American Express will be applied

Number: \_\_\_\_\_ Expiration date: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Total cost: \$ \_\_\_\_\_