

JASN® | CJASN® | KIDNEY NEWS®

EDITORIAL PROFILE

Journal of the American Society of Nephrology (JASN)

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.

www.jasn.org

Clinical Journal of the American Society of Nephrology (CJASN)

The tremendous growth of CJASN in its first five years emphasizes the importance of this journal to clinicians in kidney medicine. 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, chronic kidney disease, dialysis, hypertension, metabolism cardiovascular disease, diagnostic and therapeutic interventions in renal disease, pharmacokinetics, 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 so rapidly to become an essential tool for clinicians.

www.cjasn.org

Nephrology Self-Assessment Program (NephSAP)

One of the most valued offerings of the American Society of Nephrology, NephSAP enables clinical nephrologists to evaluate their clinical knowledge, diagnostic and therapeutic skills. Physicians earn CME and MOC credits by answering questions based on clinical updates in the most important topics of kidney practice. In addition to special topics of interest, recurring topics clinicians turn to NephSAP for include dialysis, transplantation, hypertension, glomerular disease, acute kidney injury, chronic kidney disease, pediatric and interventional nephrology and renal imaging. Current and future practitioners and thought leaders rely on NephSAP to update their knowledge and maintain professional certifications.

www.nephsap.org

ASN Kidney News (Tabloid)

ASN Kidney News captures both current and emerging trends in medicine, policy and industry and provides timely analysis of the issues that most affect the care of kidney patients and the future of nephrology. Nephrologists, physician assistants, nurses, and policymakers all turn to Kidney News for its thoughtful interpretation of practice issues, policy and the importance of research advances to patient care. Recent changes in healthcare have placed nephrology in the position of standard bearer for many other medical specialties, and the information provided in Kidney News will be accessed more and more widely to help kidney and other professionals understand and implement these important changes to medical practice.

www.asn-online.org/publications/kidneynews

ADVERTISING REPRESENTATIVE

Tammy Zafiros
Schergo International
941-753-3086
Fax 941-755-1404
Email tammyz@schergo.com

ADVERTISING CONTACT

Michael Minakowski
Schergo International
215-860-0912
Fax 215-860-0913
mikem@schergo.com

SEND INSERTION ORDERS & MATERIALS TO:

Schergo International
ATTN: Qien Porter
525 Washington Boulevard
Suite 3310
Jersey City, NJ 07310

Editors-In-Chief

JASN – Eric. G. Neilson, MD, FASN
CJASN – Gary C. Curhan, MD, ScD
NephSAP – Stanley Goldfarb, MD, FASN
Kidney News – Pascale H. Lane, MD

PUBLISHER

The American Society of Nephrology
1510 H Street, NW, Suite 800
Washington, DC 20005
Telephone: (202) 640-4660
Fax: (202) 637-9793
Web: www.asn-online.org

RECRUITMENT AD RATES 2012

JASN® | CJASN® | KIDNEY NEWS®

EFFECTIVE DATE & DISCOUNTS FOR 2012 RATES

Calendar Year:

January 2012 through December 2012

Effective Rate Date: January 2012 Issue

Advertising Incentive:

Advertisers running classified ads in multiple ASN publications in the same month will receive a discount of 25% on each additional ad after the first fully paid ad.

RECRUITMENT LINE RATES

~~\$325.00~~ or 50 words or less.

Each additional word is **\$9.00**. Line rates are agency commissionable by 5%.

COPY CLEARANCE

JASN / CJASN

Earned rates are given to advertisers based on advertising frequency within a 12-month calendar year. All inserts are subject to approval by the editor. Copy should be supplied to Scherago International traffic department prior to printing inserts. Allow two weeks for approval.

Page Size	Dimensions	1x	3x
Full Page	7 1/4" x 10 1/4"	\$2,010	\$1,815
1/2 Page	(H) 7 1/4" x 5"	\$1,335	\$1,215
1/2 Page	(V) 3 1/2" x 10 1/4"	\$1,335	\$1,215
1/3 Page	(H) 7 1/4" x 3 1/8"	\$1,150	\$1,030
1/3 Page	(V) 2 5/16" x 10 1/4"	\$1,150	\$1,030
1/4 Page	3 1/2" x 5"	\$970	\$850
1/6 Page	3 1/2" x 3 5/8"	\$695	\$640

ASN Kidney News

Page Size	Dimensions	1x	3x	6x
Tab Page	10 1/2" x 14 1/2"	\$2,270	\$2,095	\$1,985
1/2 Page (H)	10 1/2" x 7 3/4"	\$1,435	\$1,260	\$1,155
1/2 Page (V)	5" x 14 1/2"	\$1,435	\$1,260	\$1,155
1/3 Page (V)	5" x 10 1/2"	\$1,215	\$1,155	\$1,155
1/4 Page	5" x 8"	\$990	\$880	\$820
1/6 Page	3 1/2" x 3 5/8"	\$825	\$715	\$820

On-Line Advertising

Duration	With Print Ad	Without Print Ad
1 month	\$180	\$235
3 months	\$350	\$465
6 months	\$575	\$870
1 Year	\$810	\$1,155

COLOR RATES

In addition to earned B/W rates; charged per color, per page or fraction. Display and color rates are agency commissionable at 15%.

Standard	\$830
Matched Color	\$935
3 Color & 4 Color	\$1,900

TRIM Paper size 8 1/8" x 10 7/8"; for bleed add 1/8"

MATERIALS / TYPESETTING

Display ads should be supplied electronically. PDF, EPS or TIFF files, at 600 dpi minimum. MS Word documents (for text only) are accepted. Typesetting of display ads available for an additional fee (net, non-commissionable) as follows:

Full	\$105
Half	\$85
Third	\$75
Quarter	\$65
Sixth	\$55

CANCELLATION POLICY

For ad cancellation, please contact Qien Porter at 201-653-4777, Ext. 16 or by fax: 201-653-5705

Cancellations will not be accepted after the closing date.

METHOD OF PAYMENT

Net 30 days. Prepayment of advertising is not required. Please provide a purchase order or reference number if you require one on the invoice.

FREQUENCY

JASN / CJASN / ASN KidneyNews – Monthly, with combined November and December Renal Week coverage

BONUS DISTRIBUTION

ASN KidneyNews – Convention Issue Bonus distribution of an additional 11,000 given to attendees of ASN's Renal Week.

CLOSING DATES

See ASN's "General Information and Specifications" insert page for full charts of all closing dates and issues.

