

# ADVERTISING RATES 2012

# CJASN<sup>®</sup>

Clinical Journal of the American Society of Nephrology

## Editor-In-Chief

Gary C. Curhan, MD, SCD

## 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

## EFFECTIVE DATE & DISCOUNTS FOR 2012 RATES

Calendar Year:

January 2012 through December 2012

Effective Rate Date: January 2012 Issue

Agency Commission:

Black & white page rate, color charges and position charges are 15% commissionable. Insert charges are also commissionable (excluding back-up charges). All extra charges are non-commissionable.

## COLOR RATES

In addition to earned B/W rates; charged per color, per page or fraction

Standard	\$830
Matched Color	\$935
3 Color & 4 Color	\$1,905
5 Color	\$2,175

## RATE PROTECTION

None

## COVERS

Add to earned B/W rate (color additional)

2nd Cover	25%
3rd Cover	25%
4th Cover	50%

## See Other Side for Ad Unit Sizes

Earned rates are given to advertisers based on advertising frequency within a 12-month calendar year

## ADVERTISING INCENTIVE

Advertisers running in CJASN at the fully paid rate may run the same ad unit in JASN at 50% of rate.

## SPECIAL POSITIONS

Add to earned B/W rate (color additional)

Page Facing 2nd Cover	25%
Page Facing 1st Text	25%
Page Facing Contents	25%

## DISPLAY ADVERTISING EARNED RATES & DISCOUNTS

Frequency	Full Page	1/2 Page	1/4 Page
1X	\$2,065	\$1,380	\$985
6X	\$1,995	\$1,355	\$970
12X	\$1,895	\$1,295	\$935
24X	\$1,860	\$1,250	\$935
36X	\$1,800	\$1,230	\$935
48X	\$1,790	\$1,200	\$935
60X	\$1,770	\$1,180	\$935
72X	\$1,740	\$1,170	\$935
96X	\$1,690	\$1,155	\$935
120X	\$1,660	\$1,140	\$935

## ADVERTISING REPRESENTATIVE

Scherago International  
525 Washington Boulevard  
Suite 3310  
Jersey City, NJ 07310  
201-653-4777  
Fax 201-653-5705  
scherago.com

## ADVERTISING CONTACT

Michael Minakowski  
Scherago International  
215-860-0912  
Fax 215-860-0913  
mikem@scherago.com

# ADVERTISING RATES 2012

## CJASN<sup>®</sup> *Clinical Journal of the American Society of Nephrology*

### UNIQUE ADVERTISING OPPORTUNITIES

Cover Tips, Wall Charts, Polybags, JASN Outserts and more  
*Rates Available Upon Request*

### INSERT and BRC INFORMATION RATES AND REQUIREMENTS

2-page Insert	2 ½ times earned B/W page rate
4-page Insert	4 ½ times earned B/W page rate
6-page Insert	6 ½ times earned B/W page rate

Larger units, gate-folds, tip-ins, die-cuts: *rates upon request*

Special Handling Charges, etc.: *for unusual insert handling, 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:  
*A business reply card will be accepted when run in conjunction with at least one page of advertising. Please check with the Advertising Traffic Manager for minimum and maximum sizes, paper stock and binding requirements.*

### INSERT SIZES & SPECIFICATIONS (width x height)

2-page Insert	8 ¾ x 11 ⅛	(212.72mm x 282.57mm)
4-page Insert	8 ¾ x 11 ⅛	(212.72mm x 282.57mm)

*Inserts to be supplied folded. Larger sizes of tips and inserts maybe available upon request. Please contact your representatives for more information.*

### 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 weight maximum

### QUANTITY

For quantity, contract, insertion orders, other instructions, publication set copy, color proofs, progressives and complete offset material, contact or ship to:

**Qien Porter**, Advertising Traffic Manager  
Scherago International  
c/o *Journal of the American Society of Nephrology*  
525 Washington Boulevard, Suite 3310  
Jersey City, NJ 07310  
201-653-4777 ext. 16 • Fax: 201-653-5705  
E-mail: [traffic@schicago.com](mailto:traffic@schicago.com)

*Please note that insert quantities increase for special issues.*

### COPY CLEARANCE

All inserts are subject to approval by the editor. Copy should be supplied to Scherago International traffic department prior to printing inserts. Allow three weeks for approval.

### SHIP FINISHED INSERTS ONLY TO:

*Journal of the American Society of Nephrology*  
(Indicate Month and Quantity)  
c/o Dartmouth Printing Company  
69 Lyme Road, Hanover, NH 03755

### ISSUANCE & CLOSING

ESTABLISHED: 2006

FREQUENCY: Monthly

MAILING DATE & CLASS:

*Mailing the week of the 7th of the month of publication; periodical postage in wrappers*

### CLOSING DATES

Issue Date	Space Reservations	Material	Inserts Due
January	12/10	12/15	12/20
February	1/10	1/15	1/20
March	2/10	2/15	2/20
April	3/10	3/15	3/20
May	4/10	4/15	4/20
June	5/10	5/15	5/20
July	6/10	6/15	6/20
August	7/10	7/15	7/20
September	8/10	8/15	8/20
October	9/10	9/15	9/20
November	10/10	10/15	10/20
December	11/10	11/15	11/20

*Cancellations cannot be accepted later than one week after space reservation date*

**CIRCULATION**  
12,596

