

INTERNATIONAL AD RATES 2012

CJASN[®]

Clinical Journal of the American Society of Nephrology

INTERNATIONAL OPPORTUNITIES

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.

Promote your product directly to leading international nephrologists through the journal they read the most!

The world's most influential nephrology practitioners and researchers read the Clinical Journal of the American Society of Nephrology (CJASN). With the increasingly competitive global business climate, reaching the right international market and audience is more critical than ever to ensuring sustained corporate growth and real bottom line revenue. CJASN clinicians and researchers hold the key to unlocking your business success throughout the globe.

INTERNATIONAL CIRCULATION COVERAGE

Each issue contains original research and reviews that cover topics in clinical nephrology, renal pathophysiology, body fluids, electrolyte and acid base metabolism, hypertension, acute/critical care nephrology, dialysis and renal transplantation.

Canada, Latin America, Caribbean	837
Europe, Russia	1,446
Asia, Japan, Pacific Rim	1,131
Africa and Other Countries	316
TOTAL:	3,730

INSERT INFORMATION

Cost per 2-page insert (*one page, two sided*)

Canada, Latin America, Caribbean	\$1,065
Europe, Russia	\$1,965
Asia, Japan, Pacific Rim	\$1,575
Africa and Other Countries	\$695

ADVERTISING INCENTIVE

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

ISSUANCE AND CLOSING

ESTABLISHED: 2006

FREQUENCY: Monthly

MAILING DATE & CLASS:

Mailing the 5th 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

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

INTERNATIONAL AD RATES 2012

CJASN[®]

Clinical Journal of the American Society of Nephrology

INSERT REQUIREMENTS

SIZES & SPECIFICATIONS (width x height)

2-page Insert 8 3/8 x 11 1/8 (212.72mm x 282.57mm)

4-page Insert 8 3/8 x 11 1/8 (212.72mm x 282.57mm)

Larger sizes upon request. Inserts to be supplied folded.

TRIMMING

3/16" (4.75mm) off top, 1/8" (3.174mm) off bottom, gutter and outside edge; margin for live matter 3/4" (19.05mm) 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@scherago.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 two 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

READERSHIP

Readership of CJASN includes many of the same leading nephrology practitioners and researchers as our sister publication JASN. The latest ISI Journal Citation Reports[®] ranked JASN as the #1 most cited journal out of 52 publications in the Nephrology and Urology category worldwide.

- One of the highest number of readers exposed to an issue₁
- One of the highest scores for readership
- 71% of recipients cite their primary specialty as adult nephrology
- The lowest percentage of readers who "do not receive"
- Excellent spot in ad exposure based on PERQ research₂

1) Source: ISI Journal Citation Reports[®] August 2008

2) Source: PERQ Research Focus Survey, June 2007

*Source: ASN Publications Readership Survey 2

ADVERTISING REPRESENTATIVES

USA

Michael Minakowski

Scherago International

Telephone: +1 (215) 860-0912

Fax: +1 (215) 860-0913

E-mail: mikem@scherago.com

EUROPE

Carolyn Eychenne

Telephone: +33 (0)1 39 58 14 01

E-mail: carolyn@agence-eychenne.com

CIRCULATION
3,730

