

# INTERNATIONAL AD RATES 2012

# JASN<sup>®</sup>

Journal of the American Society of Nephrology

The world's leading kidney journal

## 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 number one, most-cited publication in the field – the Journal of the American Society of Nephrology (JASN). 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. JASN 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	695
Europe, Russia	1,260
Asia, Japan, Pacific Rim	1,208
Africa and Other Countries	383
<b>TOTAL:</b>	<b>3,030</b>

## INSERT INFORMATION

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

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

## ADVERTISING INCENTIVE

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

## ISSUANCE AND CLOSING

ESTABLISHED: 1990

FREQUENCY: Monthly

MAILING DATE & CLASS:

Mailing the 27th of the month of publication; periodical postage in wrappers

## CLOSING DATES

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

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

# JASN<sup>®</sup>

Journal of the American Society of Nephrology  
The world's leading kidney journal

### 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](mailto: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

The latest ISI Journal Citation Reports<sup>®</sup> ranked JASN as the #1 most cited journal out of 52 publications in the Nephrology and Urology category worldwide.

- The leading kidney journal in the world 1
- The highest number of readers exposed to an issue
- The highest score for readership – 4 out of 4
- 71% of recipients cite their primary specialty as adult nephrology
- The lowest percentage of readers who “do not receive”
- The #1 spot in ad exposure based on PERQ research<sub>2</sub>

1) Source: ISI Journal Citation Reports<sup>®</sup> 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](mailto:mikem@scherago.com)

#### EUROPE

**Carolyn Eychenne**

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

E-mail: [carolyn@agence-eychenne.com](mailto:carolyn@agence-eychenne.com)

CIRCULATION  
3,730

