

SPECIAL ADVERTISING OPPORTUNITIES 2012

JASN® | CJASN® | KIDNEY NEWS®

The American Society of Nephrology offers innovative marketing opportunities for all of our industry leading publications, including polybags, cover tips, outserts and premium space ad placement in wells.

JASN OPPORTUNITIES

The Journal of the American Society of Nephrology (JASN) is the leading kidney journal in the world. In addition to the important reach this publication provides, JASN offers the following advertising opportunities:

COVER TIPS (JASN)

This is a premium method for reaching the thought leaders in the field of nephrology.

Priced: \$11,000 gross/issue

Tip-ons must be supplied by the advertiser, and sent directly to our printer no later than the 20th of the month prior to publication. Contact Qien Porter, Advertising Traffic Manager for details.

OUTSERTS, WALL CHARTS & POLYBAGS

Contact your advertising representative for current rates and cross-promotion opportunities.

CJASN OPPORTUNITIES

The Clinical Journal of the American Society of Nephrology (CJASN) advances the practice of renal medicine by reporting novel and rigorous clinical research. CJASN offers the following advertising opportunities:

COVER TIPS (CJASN)

Get prime viewing by placing your ad on the cover! This great advertising opportunity is now available for CJASN.

Priced: \$11,000 gross/issue

Tip-ons must be supplied by the advertiser, and sent directly to our printer no later than the 20th of the month prior to publication. Contact Qien Porter, Advertising Traffic Manager for details.

ADVERTISING WELLS

Provide exposure for your product to key thought leaders in the field of nephrology.

For wells, add to earned B/W rate (color additional)

Top of well	15%
Back of well	10%

OUTSERTS, WALL CHARTS & POLYBAGS

Contact your advertising representative to request current rates and cross-promotion opportunities in CJASN.

ASN KIDNEY NEWS OPPORTUNITIES

Kidney News highlights emerging trends in industry, medicine and training that impact kidney practitioners. Included in these opportunities: Cover Tips, Wall Charts and Polybags.

Qien Porter, Advertising Traffic Manager
Scherago International c/o (publication you are advertising in)
525 Washington Boulevard, Suite 3310
Jersey City, NJ 07310
201- 653- 4777 ext. 16 • Fax: 201- 653- 5705
E-mail: traffic@schergo.com

Upcoming Online Opportunities

Supported by promising statistics and continued growth in traffic to our ASN publication web sites, we will soon offer several new online advertising opportunities. See your ad rep for details.

JASN	125,000 visits/month (with 81,000 unique visitors)
CJASN	57,000 visits/month (with 39,800 unique visitors)

ADVERTISING REPRESENTATIVE

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

ADVERTISING CONTACT

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



A Publication of the American Society of Nephrology