



UNIQUE ADVERTISING OPPORTUNITIES 2008

Publications of the American Society of Nephrology

The American Society of Nephrology (ASN) strives to upgrade marketing opportunities and innovative programs for each of our industry leading publications each year. New for 2008 are several unique advertising options, which include features such as polybags, cover bands, belly bands, and premium space ad placement in wells.

JASN - NEW OPPORTUNITIES

The *Journal of the American Society of Nephrology* (JASN) is long established as a premiere publication of the American Society of Nephrology. In addition to the important reach this publication provides, the editors of JASN are able to offer the following additional advertising opportunities:

BELLY BANDS (JASN)

Only available for JASN, this is a premium way to gain exposure to the thought leaders in the field of nephrology.

Priced: \$10,000 gross/per issue

Bands are to be supplied by the advertiser, and sent directly to our printer no later than the 20th of the month prior to publication. Contact Roni Jackling, Advertising Traffic Manager for details.

BOOKMARKS, WALL CHARTS, & POLYBAGS

Please call your advertising representative to request current rates and unique cross-promotion opportunities in JASN.

Advertising Contact *Michael Minakowski*

Scherago International, Inc.

Telephone: (215) 860-0912 Fax: (215) 860-0913

E-mail: mikem@scherago.com

Roni Jackling, Advertising Traffic Manager

Scherago International, Inc.

c/o JASN (month) and/or CJASN (month)

525 Washington Blvd., Suite 3310

Jersey City, NJ 07310

Tel: (201) 653-4777 ext. 33

Fax: (201) 653-5705

E-mail: traffic@scherago.com

CJASN - NEW OPPORTUNITIES

The *Clinical Journal of the American Society of Nephrology* (CJASN) has quickly established itself as a vital publication, providing current clinical research and relevant outcome studies in the field of nephrology. The editors of CJASN are excited to offer the following additional advertising opportunities:

COVER BANDS (CJASN)

Wrap the cover with this great advertising space opportunity, only available for CJASN.

Priced: \$10,000 gross/per issue

Bands are to be supplied by the advertiser, and sent directly to our printer no later than the 20th of the month prior to publication. Contact Roni Jackling, Advertising Traffic Manager for details.

WELLS

Only available for CJASN, this is a premium way to gain exposure to the thought leaders in the field of nephrology.

Add to earned B/W rate (color additional)

Top of well 15%

Back of well 10%

BOOKMARKS, WALL CHARTS, & POLYBAGS

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