



Clinical Journal of the
American Society of
Nephrology

JASN STAFF

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EFFECTIVE DATE & DISCOUNTS FOR 2010 RATES

Calendar Year:
January 2010 through December 2010

Effective Rate Date: January 2010

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	\$790
Matched Color	\$890
3 Color & 4 Color	\$1,815
5 Color	\$2,070

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%

"APEX Ranked #1 and #2 for non-CME publications over the past two years"

— Media-Check Study,
PERQ/HCI. 2007, 2008.



DISPLAY ADVERTISING EARNED RATES & DISCOUNTS

Frequency	Full Page	1/2 Page	1/4 Page
1X	\$1,870	\$1,250	\$895
6X	\$1,810	\$1,230	\$880
12X	\$1,720	\$1,175	\$830
24X	\$1,685	\$1,135	—
36X	\$1,635	\$1,115	—
48X	\$1,625	\$1,090	—
60X	\$1,605	\$1,070	—
72X	\$1,575	\$1,060	—
96X	\$1,535	\$1,050	—
120X	\$1,505	\$1,035	—

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



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UNIQUE ADVERTISING OPPORTUNITIES

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

INSERT and BRC INFORMATION RATES AND REQUIREMENTS

2-page Insert	2½ times earned B/W page rate
4-page Insert	4½ times earned B/W page rate
6-page Insert	6½ 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	8¾" x 11¼" (212.72mm x 282.57mm)
4-page Insert	8¾" x 11¼" (212.72mm x 282.57mm)

Inserts to be supplied folded. Larger sizes of tips and inserts may be 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 Clinical 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 three weeks for approval.

SHIP FINISHED INSERTS ONLY TO:

Clinical Journal of the American Society of Nephrology
(Indicate Month and Quantity)
c/o Cadmus • 2901 Byrdhill Road, Richmond VA 23228

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 Date	Inserts Due
January	12/4	12/21	12/30
February	1/19	1/23	2/1
March	2/8	2/12	2/19
April	3/12	3/16	3/23
May	4/12	4/15	4/21
June	5/1	5/14	5/20
July	6/8	6/14	6/22
August	7/12	7/16	7/22
September	8/10	8/13	8/20
October	9/10	9/16	9/22
November	10/8	10/18	10/21
December	11/8	11/12	11/20

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

CIRCULATION
11,584

ASN[®]
THE AMERICAN SOCIETY OF
NEPHROLOGY

LEADING THE FIGHT
AGAINST KIDNEY DISEASE