

ADVERTISING RATES 2012

JASN[®] *Journal of the American Society of Nephrology* The world's leading kidney journal

Editor-In-Chief

Eric G. Neilson, MD, FASN

PUBLISHER

The American Society of Nephrology

1510 H Street, NW, Suite 800

Washington, DC 20005

Telephone: (202) 640-4660

Fax: (202) 637-9793

Web: www.asn-online.org

EFFECTIVE DATE & DISCOUNTS FOR 2012 RATES

Calendar Year:

January 2012 through December 2012

Effective Rate Date: January 2012 Issue

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	\$830
Matched Color	\$935
3 Color & 4 Color	\$1,905
5 Color	\$2,175

RATE PROTECTION

None

COVERS

Add to earned B/W rate (color additional)

2nd Cover	25%
3rd Cover	25%
4th Cover	50%

ADVERTISING INCENTIVE

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

See Other Side for Ad Unit Sizes

Earned rates are given to advertisers based on advertising frequency within a 12-month calendar year

DISPLAY ADVERTISING EARNED RATES & DISCOUNTS

Frequency	Full Page	1/2 Page	1/4 Page
1X	\$1,965	\$1,315	\$940
6X	\$1,900	\$1,290	\$925
12X	\$1,805	\$1,235	\$890
24X	\$1,770	\$1,190	—
36X	\$1,715	\$1,170	—
48X	\$1,705	\$1,145	—
60X	\$1,685	\$1,125	—
72X	\$1,655	\$1,115	—
96X	\$1,610	\$1,100	—
120X	\$1,580	\$1,085	—

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

ADVERTISING RATES 2012

JASN[®] *Journal of the American Society of Nephrology* The world's leading kidney journal

ADVERTISING OPPORTUNITIES

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

INSERT and BRC INFORMATION RATES AND REQUIREMENTS

2-page Insert	2 ½ times earned B/W page rate
4-page Insert	4 ½ times earned B/W page rate
6-page Insert	6 ½ 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	8 ¾ x 11 ½	(212.72mm x 282.57mm)
4-page Insert	8 ¾ x 11 ½	(212.72mm x 282.57mm)

Inserts to be supplied folded. Larger sizes of tips and inserts maybe 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 *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@schergo.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

ISSUANCE & 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	12/6	12/23	12/30
February	1/5	1/23	1/31
March	2/1	2/16	2/22
April	3/5	3/19	3/23
May	4/4	4/17	4/23
June	5/3	5/17	5/23
July	6/4	6/18	6/22
August	7/5	7/18	7/24
September	8/2	8/20	8/24
October	9/3	9/17	9/21
November	10/3	10/18	10/24
December	11/2	11/16	11/23

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

CIRCULATION
12,596

