

# asn kidney news

A Monthly Publication

## ASN KIDNEY NEWS 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	\$720
Matched Color	\$810
3 Color & 4 Color	\$1,650
5 Color	\$1,875

## RATE PROTECTION None

## COVERS

Add to earned B/W rate (color additional)

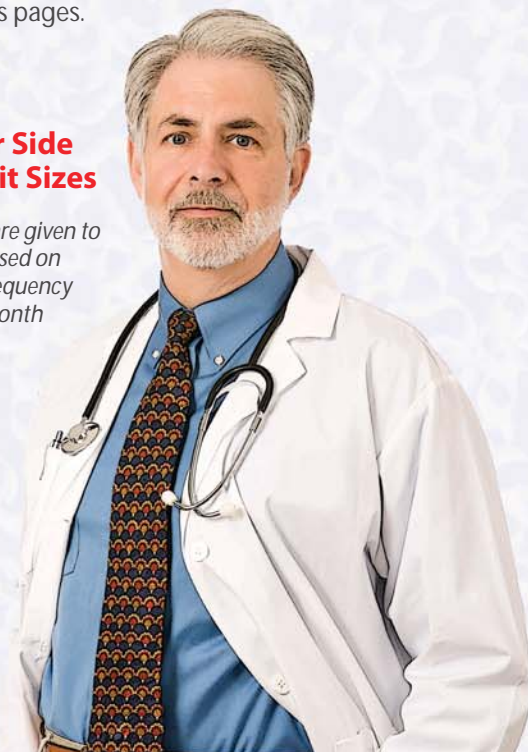
2nd Cover	25%
3rd Cover	25%
4th Cover	50%
Center Spread	10%

## ADVERTISING INCENTIVE

Advertisers running in JASN, CJASN, and ASN Kidney News may take 10% off the rate for each same size ad. Advertisers receiving the 50% JASN/CJASN discount will only receive 10% toward the JASN and ASN Kidney News pages.

## 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	Tab Page	Island Page	1/2 Page	1/3 Page	1/4 Page
1X	\$3,250	\$2,700	\$1,950	\$1,600	\$1,250
6X	\$3,150	\$2,600	\$1,800	\$1,550	\$1,150
12X	\$3,100	\$2,550	\$1,750	\$1,500	\$1,100
24X	\$3,050	\$2,500	\$1,700	\$1,450	\$1,050
36X	\$3,000	\$2,450	\$1,650	\$1,400	\$1,000
48X	\$2,950	\$2,400	\$1,600	\$1,350	\$950
60X	\$2,900	\$2,350	\$1,550	\$1,300	\$900
72X	\$2,850	\$2,300	\$1,500	\$1,250	\$850
96X	\$2,800	\$2,250	\$1,450	\$1,200	\$800
120X	\$2,750	\$2,200	\$1,400	\$1,150	\$750

## 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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## ADVERTISING OPPORTUNITIES

Cover Tips, Wall Charts, Polybags, 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)

Max size of tip is 1/8" over final head, foot, and face trim. Minimum size tip 3" x 5". Blow-in cards max size at 3" x 5", with 2 cards per issue maximum. All tips, outserts, or inserts must be reviewed in advance of production. Inserts to be supplied already folded.

Larger sizes of tips and inserts may be available. 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:

**Oien Porter**, Advertising Traffic Manager  
Scherago International  
c/o ASN Kidney News  
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 three weeks for approval.

## SHIP FINISHED INSERTS ONLY TO:

Dartmouth Printing Company  
ATTN: Tina Pringle  
ASN KIDNEY NEWS (Indicate Month and Quantity)  
69 Lyme Road Hanover, NH 03755

## AD UNIT SIZES

Listed below are the size dimensions for our most popular ad units. Additional sizes are available upon request. Please contact your advertising representative for further details.

Full Size Tabloid Page	10.5" x 14.5"	11" x 15"
Half Page (vertical)	5" x 14.5"	5.5" x 15"
Half Page (horizontal)	10.5" x 7.75"	11" x 8.25"
Third Page (vertical)	5" x 10.5"	5.5" x 11"
Quarter Page	5 x 8"	5.5" x 8.5"
Standard Island Page	7" x 10"	(no bleeds)

## ISSUANCE & CLOSING

ESTABLISHED: January 2009

FREQUENCY: Monthly

MAILING DATE & CLASS:

Mailing the 12th of the month of publication;  
periodical postage in wrappers

## CLOSING DATES

Issue Date	Space Reservations	Material Date	Inserts Due
January	12/7	12/14	12/14
February	1/11	1/18	1/18
March	2/10	2/17	2/17
April	3/10	3/17	3/17
May	4/9	4/16	4/16
June	5/14	5/17	5/17
July	6/10	6/14	6/14
August	7/9	7/14	7/14
September	8/10	8/13	8/13
October	9/10	9/15	9/15
November	10/8	10/14	10/14
December	11/5	11/9	11/9

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

CIRCULATION  
20,000

**ASN**  
THE AMERICAN SOCIETY OF  
NEPHROLOGY

LEADING THE FIGHT  
AGAINST KIDNEY DISEASE