

## INSERTION ORDER AND COPY REGULATIONS

For every advertisement, please supply and clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished), plus any special instructions such as bleed, color, etc.

No conditions, printed or otherwise, appearing on the space order, billing instruction, or copy instructions that conflict with the publisher's stated policies will be binding on the publisher.

Advertiser and advertising agency agree to indemnify, defend and save harmless ASN from any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels or other copyrighted matter) of advertisement printed, or the unauthorized use of any person's name or photography arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject or discontinue any advertising. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

A calendar year, or twelve-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for that period cannot be counted again toward determining the rate for the subsequent or past periods. All contracts must be completed within that specified calendar year.

Cancellation of space order forfeits the right to position protection.

The advertiser index is prepared under the regulations and policies of ASN as an extra service to the advertiser over and above the space order. The publisher, therefore, does not assume liability of errors in the index notwithstanding all normal precautions.

The publisher's liability for any error will not exceed the charge for the advertisement in question.

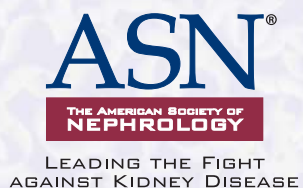
The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.

When change of copy, covered by an uncanceled insertion order, is not received by the closing date, copy run in the previous issue will be inserted.

Requests for specified position at R.O.B. rates are given consideration but no guarantee is made unless the position premium has been provided for in the contract and/or insertion order.

Advertisers will be charged for the composition of advertisements ordered, set by the publisher and not used.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.



### ADVERTISING REQUIREMENTS

Acceptance Subject to approval by editor. New copy to be received by the publisher three weeks before closing date.

### JASN / CJASN / NephSAP Mechanical Requirements

#### NON-BLEED SIZES

Ad Size	Width	Depth
Full Page	7"	10"
Half Horizontal	7"	5"
Half Vertical	3"	10"
Quarter Page	3"	5"

#### BLEED SIZES

Ad Size	Width	Depth
Full Page	8 3/8"	11 1/8"
Live Area	7"	10"
Trim Size	8 1/8"	10 7/8"

#### PAPER STOCK

Inside Pages:	50# Influence Soft Gloss
Covers:	80# Sterling Gloss

#### TYPE OF BINDING

Perfect

### ASN Kidney News Mechanical Requirements

Full Size Tabloid	10.5" x 14.5"
Half Page (vertical)	5" x 14.5"
Half Page (horizontal)	10.5" x 7.75"
Third Page (vertical)	5" x 10.5"
Quarter Page	5" x 8"
Standard Island Page	7" x 10"

### SUBMISSION OF ADS

High-resolution Digital Media, Electronic transfer or CD-ROM

### REQUIRED FORMAT

PDF / Acrobat 5 or higher; EPS or TIFF

Laser proof must accompany all digital file submissions.

Ads must be complete and sized at 100%. Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side).

All fonts and graphics must be embedded. Ads must be saved as high resolution for print publication (600 dpi for images containing pictures and text, 1200 dpi for black and white text). Four color solids should not exceed SWOP density of 280%, maximum 300%. Convert all RGB to CMYK. Color ads must be accompanied by SWOP-certified proof (Chromalin/Matchprint, Kodak Approval Proof, IRIS, etc.)

### FTP TRANSFER - JASN / CJASN / NephSAP

Refer to:

<http://cpc.cadmus.com/da/index.jsp> for details on digital ad submissions, or contact Qien Porter, Advertising Traffic Manager at (201) 653-4777 ext. 16 or [traffic@schicago.com](mailto:traffic@schicago.com) for additional digital submission information.

### FTP TRANSFER - ASN Kidney News

Refer to: [ftp.dpc-nh.com](http://ftp.dpc-nh.com)

Submissions to ASN Kidney News requires a separate FTP site. If you'd like to upload via FTP, please contact your rep to receive host name, username and password.

### DISPOSITION OF MATERIAL

Destroyed after one year

### SHIPPING

Advertising contracts, insertion orders and all materials pertinent to JASN, CJASN, NephSAP, and/or Kidney News

**Qien Porter**, Advertising Traffic Manager  
Schicago International c/o Publication (month)  
525 Washington Boulevard  
Suite 3310 Jersey City, NJ 07310  
201-653-4777 ext.16/201-653-5705  
[traffic@schicago.com](mailto:traffic@schicago.com)



### ADVERTISING REPRESENTATIVE

**Schicago International**  
525 Washington Boulevard  
Suite 3310  
Jersey City, NJ 07310  
201-653-4777  
Fax 201-653-5705  
[schicago.com](http://schicago.com)

### ADVERTISING CONTACT

**Michael Minakowski**  
Schicago International  
215-860-0912  
Fax 215-860-0913  
[mikem@schicago.com](mailto:mikem@schicago.com)

# General Information & Specifications 2010

## JASN (Monthly)

Issue	Space Reservation	Camera-Ready Materials	Inserts	Editorial	Bonus Distribution	Mail Date (Week Of)
January	12/6	12/14	12/14	Peer Reviewed		1/1
February	1/5	1/15	1/20	Peer Reviewed		2/1
March	2/1	2/8	2/12	Peer Reviewed	ADC and NKF	3/1
April	3/5	3/8	3/17	Peer Reviewed	ANNA	4/1
May	4/2	4/9	4/9	Peer Reviewed		5/1
June	5/3	5/7	5/14	Peer Reviewed		6/1
July	6/3	6/11	6/16	Peer Reviewed		7/1
August	7/5	7/9	7/15	Peer Reviewed		8/1
September	8/2	8/13	8/17	Peer Reviewed	AHA	9/1
October	9/3	9/10	9/16	Peer Reviewed	ASN Renal Week	10/1
November	10/1	10/7	10/14	Peer Reviewed		11/1
December	11/2	11/8	11/15	Peer Reviewed		12/1

## NephSAP (Bi-Monthly/6x per year)

Issue	Space Reservation	Camera-Ready Materials	Inserts	Editorial	Mail Date (Week Of)
January	12/10	12/19	12/19	Primary Care for Nephrologists	1/1
March	2/3	2/12	2/12	Hypertension	3/1
May	4/3	4/14	4/14	Glomerular, Vascular & Tubulointerstitial Diseases	5/1
July	6/7	6/16	6/16	Clinical Pharmacology	7/1
September	8/6	8/17	8/17	Renal Bone Disease, Disorders of Divalent Ions, and Nephrolithiasis	9/1
November	10/6	10/14	10/14	End-Stage Renal Disease & Dialysis	11/1

## CJASN (Monthly)

Issue	Space Reservation	Camera-Ready Materials	Inserts	Editorial	Bonus Distribution	Mail Date (Week Of)
January	12/4	12/21	12/30	Peer Reviewed		1/7
February	1/19	1/23	2/1	Peer Reviewed		2/7
March	2/8	2/12	2/19	Peer Reviewed	ADC and NKF	3/7
April	3/12	3/16	3/23	Peer Reviewed	ANNA	4/7
May	4/12	4/15	4/21	Peer Reviewed		5/7
June	5/1	5/14	5/20	Peer Reviewed		6/7
July	6/8	6/14	6/22	Peer Reviewed		7/7
August	7/12	7/16	7/22	Peer Reviewed		8/7
September	8/10	8/13	8/20	Peer Reviewed	AHA	9/7
October	9/10	9/16	9/22	Peer Reviewed	ASN Renal Week	10/7
November	10/8	10/18	10/21	Peer Reviewed		11/7
December	11/8	11/12	11/20	Peer Reviewed		12/7

## ASN Kidney News (Monthly)

Issue	Space Reservation	Camera-Ready Materials	Inserts	Editorial	Bonus Distribution	Mail Date (Week Of)
January	12/7	12/14	12/14	Acute Kidney Injury		1/14
February	1/11	1/18	1/18	Translational Research Needs	ADC	2/14
March	2/10	2/17	2/17		NKF	3/14
April	3/15	3/23	3/23	Multidisciplinary Patient Care Teams	ANNA	4/14
May	4/9	4/16	4/16	Diabetes		5/14
June	5/14	5/17	5/17			6/14
July	6/10	6/14	6/14	Novel Nephrology & Subspecialization		7/14
August	7/9	7/14	7/14			8/14
September	8/10	8/13	8/13			9/14
October	9/10	9/15	9/15			10/14
November	10/8	10/14	10/14		AHA (press table)	11/14
December	11/5	11/19	11/19	ASN Meeting Highlights	ASN Renal Week	12/14

Nephrology's leading publications,  
delivering the most desired audience.

### KEY for BONUS DISTRIBUTION:

- ADC - American Dialysis Conference, March 7-9 Seattle, WA
- NKF - National Kidney Foundation, April 13-17 Orlando, FL
- ANNA - American Nephrology Nurses Association, May 2-5 San Antonio, TX
- AHA - American Heart Association, November 13-17 Chicago, IL Press Distribution Table
- ASN - Renal Week, November 16-21, Denver, CO