



Nephrology Times

Practical News, Trends, and Analysis

2017 Rate Card



Advertising & Sales Office

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Frequency: 8 issues per year

Circulation:

Nephrologists 9,744
Dialysis Center Administrators 4,481
Total 14,225

Organizational affiliation: Independent

Editorial Focus:

Nephrology Times provides timely, authoritative, and engaging coverage of the news that affects the range of professionals caring for patients with kidney problems. Topics covered include evaluation and management of acute and chronic kidney conditions, therapeutic agents, in-center and home dialysis, renal transplantation, nutrition, and practice management. Regular features include on-the-scene reports from meetings, analysis of key journal studies, Focus on Transplantation, From the Field, and an Abstract Roundup section.

Market:

Nephrologists, nurses, renal administrators, dialysis technicians, and other professionals involved with treatment and care of patients with kidney diseases.

Bonus Distribution/Special Opportunities:

- American Society of Nephrology Kidney Week
- National Kidney Foundation Spring Clinical Meetings
- Annual Transplant Congress
- Annual Dialysis Conference

Bonus Distribution is subject to change. Please contact your sales representative for more information.

2017 Closing Dates

Issue	Space Reservation	Materials Due	Inserts Due/Ship Date
January/February	01/11/17	01/20/17	01/23/17
March	02/10/17	02/20/17	02/22/17
April	03/14/17	03/23/17	03/24/17
May/June	05/10/17	05/19/17	05/22/17
July/August	07/05/17	07/13/17	07/17/17
September	08/09/17	08/18/17	08/21/17
October	09/11/17	09/20/17	09/22/17
November/December	11/08/17	11/21/17	11/22/17



Print Rates (BLACK AND WHITE)

Frequency	King Page	3/4 Page	Island 1/2 Page	1/4 Page
1x	\$3,811	\$3,224	\$2,688	\$1,820
3x	\$3,754	\$3,140	\$2,672	\$1,788
6x	\$3,692	\$3,068	\$2,558	\$1,768
12x	\$3,640	\$3,016	\$2,516	\$1,747
24x	\$3,556	\$2,953	\$2,480	\$1,726
36x	\$3,494	\$2,891	\$2,407	\$1,705
48x	\$3,432	\$2,849	\$2,371	\$1,684
60x	\$3,359	\$2,797	\$2,308	\$1,664
72x	\$3,328	\$2,745	\$2,236	\$1,612

Color: Premium over earned B&W page rate, per page or fraction of page.

Standard: \$969 | Match: \$1,326
4-color: \$1,887 | 5-color: \$2,499

Preferred Positions: Premium over earned B&W page rate.
Cover 2: 50% | TOC: 25% | Center Spread: 25% | Cover 4: 50%

Agency Commission: 15%

Dual Responsibility: Advertisers agree to accept "dual responsibility" for payment to the publisher if the advertiser's agency does not remit payment within 90 days of the invoice date.

Editorial/AD ratio: 55%/45%

Inserts: Furnished inserts billed at B&W space rate, plus an additional \$500 commissionable production charge.

Insert Conversion Program: *Nephrology Times* will convert your A-size insert into a 4-color king page.

BRCs/Outserts: \$13,000 (under 3.3 oz)

Cover Tips: \$12,000

Acceptance of Advertising: All advertisements are subject to review and approval by the Editorial Board and AMC staff.

Ad Placement Policy: Interspersed within articles

Online Advertising: Contact your advertising sales representative about digital opportunities, or visit www.nephtimes.com/DigitalAds for more information.

Classified Rates

Words	Words
1-50	\$225
51-100	\$420
101-150	\$615
151-200	\$815
201-250	\$1,015
251-300	\$1,215

Mechanical Requirements:

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and files. Contact publisher before ad is due for additional specifications. Submit in PDF format CMYK + any PMS colors; indicate PMS colors on digital proof. Convert spot colors to CMYK or PMS. All fonts must be embedded. High resolution images. File and proof should include bleeds and trim.

All material should be supplied to the following specs (1/8" will be trimmed off all sides):

- Journal Trim Size – 10 1/2" wide x 14" tall
- Safety Margins for Live Matter – 1/2" clear of all trim edges and the gutter
- Type of Binding – saddle-stitched

Ad Sizes (Bleed)	Width	Height
King Page Spread	21 1/4"	14 1/4"
King Page	10 3/4"	14 1/4"
3/4 Page – Horizontal	10 3/4"	10 3/4"
Island Page	7 7/8"	10 3/4"
Island Page Spread	15 1/2"	10 3/4"
Half Page – Horizontal	10 3/4"	7 1/4"
Half Page – Vertical	5 1/2"	14 1/4"

Ad Sizes (Non-Bleed)	Width	Height
King Page Spread	20"	13"
King Page	9 1/2"	13"
3/4 Page – Horizontal	9 1/2"	10"
Island Page	7"	10"
Island Page Spread	15"	10"
Half Page – Horizontal	9 1/2"	6 1/2"
Half Page – Vertical	4 5/8"	13"
1/4 Page – Horizontal	4 5/8"	6 3/8"
1/4 Page – Vertical	2 1/4"	13"

Paper Stock:
Inside and covers: 50 lb. coated stock

Reproduction Requirements:
DIGITAL FILES REQUIRED.



Digital File Specifications

FILE FORMATS:

Preferred format is PDF/Acrobat 4.05 or later, set for compatibility with PD version 1.3 (Acrobat 4); EPS; TIFF.

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

Grayscale and color images: 300 dpi

Combination Grayscale and Color images: 500-900 dpi

Line art (Bitmap) images: 900-1200 dpi.

Do not nest EPS files.

PAGE LAYOUT:

Supply as single page files only, Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the journal, plus a minimum 0.125" bleed on all sides. Keep live matter 0.5" from trim edges. Crop marks and SWOP color bars must be included, position 0.5" outside trim. Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color. All fonts and graphics must be embedded or included with the files and conform to the file formats listed above.

PROOFS:

Proofs must be produced from the final file submitted. All proofs must conform to SWOP standards. For a list of current SWOP-approved proofs, visit www.swop.org/certification/certmfg.asp, and click on "Certified Systems & Ads." Desktop inkjet printer proofs do not meet SWOP standards. American Medical Communications cannot guarantee color match unless acceptable proof is provided.

DISPOSITION OF MATERIAL:

Reproduction material will be held one year from last insertion.

Delivery of Material

MEDIA DELIVERY OF ADS:

CD-ROM or DVD. All disks must be labeled with the following: Journal Title, Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number. Attach printout of disk contents.

INTERNET/FTP DELIVERY OF ADS:

Please e-mail John Salesi (jsalesi@americanmedicalcomm.com) prior to submitting a file via FTP.

Address: 199.193.117.104

Log in: NephTimes

Password: Nephrology1

Folder: NephTimes

INSERTION ORDERS TO:

American Medical Communications
Ann Grillo
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
Phone: 732.490.5530
Fax: 732.862.1116
E-mail: agrillo@americanmedicalcomm.com

R.O.B. AD MATERIAL TO:

American Medical Communications
John Salesi
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
Phone: 732.490.5530

INSERT SHIPPING INFORMATION:

Democrat Printing & Litho
ATTN: Alan Mazander
6401 Lindsey Road
Little Rock, AR 72206
800.622.2216

Packaging should be clearly marked "Nephrology Times" with issue date.

