



Established in 1966, and with more than 20,000 members from around the globe, the **American Society of Nephrology (ASN)** is the world's largest organization of kidney health professionals. ASN members are thought leaders in the field of Nephrology and influence the purchase and sale of millions of dollars of pharmaceutical and biomedical products.

ASN leads the fight to prevent, treat, and cure kidney diseases throughout the world by educating health professionals and scientists, advancing research and innovation, communicating new knowledge, and advocating for the highest quality care for patients.

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**Journal of the American Society of Nephrology (JASN)** is the leading kidney journal in the world, read and referenced more than any other journal in the field. Physicians and scientists read JASN to learn the latest advances in renal disease, including dialysis, transplantation, immunology, hemodynamics, bone disease, clinical nephrology, epidemiology and outcomes.

The original manuscripts, reviews and special articles in JASN inform clinicians and thought leaders, and kidney professionals consider this journal essential to their ability to stay current in the field.

Frequency: Monthly.

Mail class: Periodicals postage.

Circulation: 10,000

**RUN OF BOOK (ROB) B/W RATES**

Frequency	Full page	1/2 page	1/4 page
1x	\$2,970	\$2,040	\$1,480
6x	\$2,810	\$1,995	\$1,465
12x	\$2,730	\$1,900	\$1,455
24x	\$2,690	\$1,850	—
36x	\$2,615	\$1,820	—
48x	\$2,550	\$1,790	—
60x	\$2,500	\$1,760	—
72x	\$2,455	\$1,740	—
96x	\$2,420	\$1,725	—
120x	\$2,385	\$1,710	—

**RUN OF BOOK (ROB) COLOR RATES**

Frequency	Full page	1/2 page	1/4 page
1x	\$5,175	\$4,245	\$3,685
6x	\$5,015	\$4,200	\$3,670
12x	\$4,935	\$4,105	\$3,660
24x	\$4,895	\$4,055	—
36x	\$4,820	\$4,025	—
48x	\$4,755	\$3,995	—
60x	\$4,705	\$3,965	—
72x	\$4,660	\$3,945	—
96x	\$4,625	\$3,930	—
120x	\$4,590	\$3,915	—

**COVER/PREMIUM POSITION RATES\***

Cover tip (supplied)	\$11,000 net per issue
Outsert	Contact sales representative
Cover 4	Earned rate plus 50%
Cover 2 or 3	Earned rate plus 25%
Table-of-contents	Earned rate plus 25%

\*Non-cancellable, 10% penalty applied.

**INSERT RATES**

Frequency	2-page	4-page	6-page
1x	\$6,350	\$13,080	\$19,620
6x	\$6,135	\$12,640	\$18,960
12x	\$5,825	\$12,000	\$18,000
24x	\$5,720	\$11,785	\$17,675
36x	\$5,575	\$11,485	\$17,225
48x	\$5,505	\$11,340	\$17,010
60x	\$5,445	\$11,215	\$16,825
72x	\$5,350	\$11,020	\$16,530
96x	\$5,195	\$10,700	\$16,055
120x	\$5,110	\$10,525	\$15,780

Larger units, gate-folds, tip-ins, diecuts: Rates upon request.

Business reply cards: 1x earned B/W page rate, large size 2x earned B/W page rate. Accepted when run in conjunction with an advertisement of at least one page. Please check with production manager for sizes, stock and binding requirements. Only one business reply card is accepted per issue.

**CLOSING DATES\***

Issue Date	Space	Material	Inserts
January	11/29	12/4	12/11
February	12/29	1/5	1/10
March	1/29	2/5	2/9
April	2/29	3/5	3/11
May	3/29	4/5	4/10
June	4/29	5/6	5/10
July	5/29	6/5	6/10
August	6/28	7/5	7/11
September	7/30	8/5	8/12
<b>October</b>	<b>8/29</b>	<b>9/5</b>	<b>9/10</b>
November	9/30	10/7	10/11
December	10/28	11/4	11/7

\*Cancellations cannot be accepted past the above space closing dates for all issues. Issue(s) distributed at ASN Kidney Week are highlighted.

SCHEDULE OF MEETINGS

Meeting	Location	Date	Issue
NKF Annual Meeting	Long Beach, CA	May 14-18	May
ASN Kidney Week	San Diego, CA	Oct 23-27	October

MECHANICAL SPECIFICATIONS

Size	Dimensions (bleed)	Dimensions (non-bleed)
Spread	16-1/4 x 10-7/8"	14 x 10"
Full page	8-1/8 x 10-7/8"	7 x 10"
1/2 page (horizontal)	—	7 x 5"
1/2 page (vertical)	—	3 x 10"
1/4 page	—	3 x 5"
Cover tip	7-1/2 x 6"	—

Publication trims at 8-1/8 x 10-7/8" (16-1/4 x 10-1/8" spread), keep live matter 1/2" from trim.

INSERT/OUTSERT REQUIREMENTS

Size	Dimensions
2-page insert	8-3/8 x 11-3/8"
4-page insert	17 x 11-1/8"

Trimming: 3/16" off top, 1/8" bottom, gutter and outside edge; margin for live matter 3/4" inside all edges of untrimmed insert.  
Stock: 80 lb. text stock maximum.

ELECTRONIC AD SUBMISSION

Publication is produced off set and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Karen Burkhardt at [karen.burkhardt@wt-group.com](mailto:karen.burkhardt@wt-group.com) if the file is under 25 MB. For larger files or files that cannot be delivered via email, use a file sharing service (Hightail, Dropbox, etc.). Once uploaded, send an email to Karen Burkhardt.

AD MATERIAL DELIVERY ADDRESS

For insert/outsert material:  
Quad/Graphics  
JASN, issue date, quantity  
555 South 108th Street  
West Allis, WI 53214



The **JASN Classified and Recruitment advertising** is featured in the leading kidney journal in the world, read and referenced more than any other journal in the field.

LINE RATES

Words	1 journal	2 journals	3 journals
1-50	\$520	\$770	\$870
51-100	\$700	\$1,050	\$1,180
101-150	\$835	\$1,255	\$1,410
151-200	\$1,005	\$1,505	\$1,705
201-250	\$1,185	\$1,780	\$2,000
251-300	\$1,325	\$1,985	\$2,230
300+	\$5.00/word	\$7.50/word	\$8.40/word

All line rates are NET PRICE. A word is defined as one or more letters bound by spaces. Slashes maybe be used to combine two words as one, however, if more than one slash is used in a single instance, every two words will be counted as one word each.

LINE AD UPGRADES

Bold type	\$50 per issue
Boxed	\$100 per issue
Blind	\$50 per issue

DISPLAY RATES\*

Size	1x	3x
Full	\$2,390	\$2,180
1/2 page	\$1,655	\$1,525
1/3 page	\$1,450	\$1,320
1/4 page	\$1,255	\$1,120
1/6 page	\$950	\$895

\*All rates are net per issue.

COLOR RATES

Standard	\$900
Matched	\$1,025
3/4 color	\$2,100

CLOSING DATES

January	12/2
February	1/4
March	2/3
April	3/2
May	4/1
June	5/3
July	6/1
August	7/1
September	8/2
October	9/1
November	10/1
December	11/2

MECHANICAL SPECIFICATIONS

Size	Dimensions
Full page	7 x 10"
1/2 page (horizontal)	3-3/8 x 10"
1/2 page (vertical)	7 x 4-7/8"
1/3 page (horizontal)	2-1/8 x 10"
1/3 page (vertical)	7 x 3-1/8"
1/4 page	3-3/8 x 4-7/8"
1/6 page	3-3/8" x 3-1/8"



**Clinical Journal of the American Society of Nephrology (CJASN)** publishes high quality clinical research relevant to clinical care, hypertension, organ transplantation, and critical care. Now one of the most widely read and referenced kidney journals, physicians read *CJASN* to learn about the most important clinical outcomes in kidney medicine, dialysis, metabolism and critical care medicine.

*CJASN's* review articles, special features, and educational materials help round out the information offered in this journal that has ascended to become an essential tool for clinicians.

Frequency: Monthly.

Mail class: Periodicals postage.

Circulation: 10,000

**RUN OF BOOK (ROB) B/W RATES**

Frequency	Full page	1/2 page	1/4 page
1x	\$2,970	\$2,040	\$1,480
6x	\$2,810	\$1,995	\$1,465
12x	\$2,730	\$1,900	\$1,455
24x	\$2,690	\$1,850	—
36x	\$2,615	\$1,820	—
48x	\$2,550	\$1,790	—
60x	\$2,500	\$1,760	—
72x	\$2,455	\$1,740	—
96x	\$2,420	\$1,725	—
120x	\$2,385	\$1,710	—

**RUN OF BOOK (ROB) COLOR RATES**

Frequency	Full page	1/2 page	1/4 page
1x	\$5,175	\$4,245	\$3,685
6x	\$5,015	\$4,200	\$3,670
12x	\$4,935	\$4,105	\$3,660
24x	\$4,895	\$4,055	—
36x	\$4,820	\$4,025	—
48x	\$4,755	\$3,995	—
60x	\$4,705	\$3,965	—
72x	\$4,660	\$3,945	—
96x	\$4,625	\$3,930	—
120x	\$4,590	\$3,915	—

**COVER/PREMIUM POSITION RATES\***

Cover tip (supplied)	\$11,000 net per issue
Outsert	Contact sales representative
Cover 4	Earned rate plus 50%
Cover 2 or 3	Earned rate plus 25%
Table-of-contents	Earned rate plus 25%

\*Non-cancellable, 10% penalty applied.

**INSERT RATES**

Frequency	2-page	4-page	6-page
1x	\$6,350	\$13,080	\$19,620
6x	\$6,135	\$12,640	\$18,960
12x	\$5,825	\$12,000	\$18,000
24x	\$5,720	\$11,785	\$17,675
36x	\$5,575	\$11,485	\$17,225
48x	\$5,505	\$11,340	\$17,010
60x	\$5,445	\$11,215	\$16,825
72x	\$5,350	\$11,020	\$16,530
96x	\$5,195	\$10,700	\$16,055
120x	\$5,110	\$10,525	\$15,780

Larger units, gate-folds, tip-ins, diecuts: Rates upon request.

Business reply cards: 1x earned B/W page rate, large size 2x earned B/W page rate. Accepted when run in conjunction with an advertisement of at least one page. Please check with production manager for sizes, stock and binding requirements. Only one business reply card is accepted per issue.

**CLOSING DATES\***

Issue Date	Space	Material	Inserts
January	12/6	12/11	12/18
February	1/8	1/11	1/18
March	2/6	2/12	2/16
April	3/6	3/12	3/20
May	4/8	4/12	4/17
June	5/6	5/10	5/16
July	6/6	6/12	6/18
August	7/8	7/11	7/18
September	8/6	8/12	8/16
<b>October</b>	<b>9/6</b>	<b>9/12</b>	<b>9/18</b>
November	10/7	10/11	10/18
December	11/5	11/11	11/14

\*Cancellations cannot be accepted past the above space closing dates for all issues. Issue(s) distributed at ASN Kidney Week are highlighted.

**SCHEDULE OF MEETINGS**

Meeting	Location	Date	Issue
NKF Annual Meeting	Long Beach, CA	May 14-18	May
ASN Kidney Week	San Diego, CA	Oct 23-27	October

**MECHANICAL SPECIFICATIONS**

Size	Dimensions (bleed)	Dimensions (non-bleed)
Spread	16-1/4 x 10-7/8"	14 x 10"
Full page	8-1/8 x 10-7/8"	7 x 10"
1/2 page (horizontal)	—	7 x 5"
1/2 page (vertical)	—	3 x 10"
1/4 page	—	3 x 5"
Cover tip	7-1/2 x 6"	—

Publication trims at 8-1/8 x 10-7/8" (16-1/4 x 10-1/8" spread), keep live matter 1/2" from trim.

**INSERT/OUTSERT REQUIREMENTS**

Size	Dimensions
2-page insert	8-3/8 x 11-3/8"
4-page insert	17 x 11-1/8"

Trimming: 3/16" off top, 1/8" bottom, gutter and outside edge; margin for live matter 3/4" inside all edges of untrimmed insert.  
Stock: 80 lb. text stock maximum.

**ELECTRONIC AD SUBMISSION**

Publication is produced off set and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Karen Burkhardt at [karen.burkhardt@wt-group.com](mailto:karen.burkhardt@wt-group.com) if the file is under 25 MB. For larger files or files that cannot be delivered via email, use a file sharing service (Hightail, Dropbox, etc.). Once uploaded, send an email to Karen Burkhardt.

**AD MATERIAL DELIVERY ADDRESS**

For insert/outsert material:  
Quad/Graphics  
CJASN, issue date, quantity  
555 South 108th Street  
West Allis, WI 53214



The **CJASN Classified and Recruitment advertising** is featured in on of the most widely read and referenced kidney journals.

**LINE RATES**

Words	1 journal	2 journals	3 journals
1-50	\$520	\$770	\$870
51-100	\$700	\$1,050	\$1,180
101-150	\$835	\$1,255	\$1,410
151-200	\$1,005	\$1,505	\$1,705
201-250	\$1,185	\$1,780	\$2,000
251-300	\$1,325	\$1,985	\$2,230
300+	\$5.00/word	\$7.50/word	\$8.40/word

All line rates are NET PRICE. A word is defined as one or more letters bound by spaces. Slashes maybe be used to combine two words as one, however, if more than one slash is used in a single instance, every two words will be counted as one word each.

**LINE AD UPGRADES**

Bold type	\$50 per issue
Boxed	\$100 per issue
Blind	\$50 per issue

**DISPLAY RATES\***

Size	1x	3x
Full	\$2,390	\$2,180
1/2 page	\$1,655	\$1,525
1/3 page	\$1,450	\$1,320
1/4 page	\$1,255	\$1,120
1/6 page	\$950	\$895

\*All rates are net per issue.

**COLOR RATES**

Standard	\$900
Matched	\$1,025
3/4 color	\$2,100

**CLOSING DATES**

January	12/2
February	1/4
March	2/3
April	3/2
May	4/1
June	5/3
July	6/1
August	7/1
September	8/2
October	9/1
November	10/1
December	11/2

**MECHANICAL SPECIFICATIONS**

Size	Dimensions
Full page	7 x 10"
1/2 page (horizontal)	3-3/8 x 10"
1/2 page (vertical)	7 x 4-7/8"
1/3 page (horizontal)	2-1/8 x 10"
1/3 page (vertical)	7 x 3-1/8"
1/4 page	3-3/8 x 4-7/8"
1/6 page	3-3/8" x 3-1/8"



**ASN Kidney News** is your source for information in the world of nephrology. The newsmagazine examines research findings and policy changes, pinpointing emerging trends in industry, medicine, and training that impact practitioners in kidney health and disease. Kidney News will provide a venue to expound upon scientific and clinical advances, with more commentary and speculation than a scientific journal can allow.

Frequency: Monthly.

Mail class: Periodicals postage.

Publication size: Tabloid.

Circulation: 18,000 (ASN members, treatment centers, and members of congress)

**RUN OF BOOK (ROB) B/W RATES**

Frequency	Tabloid	Island	1/2 page	1/3 page	1/4 page
1x	\$4,680	\$3,885	\$3,885	\$2,305	\$1,800
6x	\$4,530	\$3,740	\$3,740	\$2,235	\$1,660
12x	\$4,465	\$3,675	\$3,675	\$2,165	\$1,575
24x	\$4,390	\$3,560	\$3,600	\$2,100	—
36x	\$4,310	\$3,525	\$3,525	\$2,010	—
48x	\$4,250	\$3,455	\$3,455	\$1,945	—
60x	\$4,175	\$3,285	\$3,285	\$1,815	—
72x	\$4,110	\$3,325	\$3,325	\$1,800	—
96x	\$4,030	\$3,230	\$3,230	\$1,725	—
120x	\$3,960	\$3,165	\$3,165	\$1,660	—

**RUN OF BOOK (ROB) COLOR RATES**

Frequency	Tabloid	Island	1/2 page	1/3 page	1/4 page
1x	\$6,980	\$6,185	\$6,185	\$4,605	\$4,100
6x	\$6,830	\$6,040	\$6,040	\$4,535	\$3,960
12x	\$6,765	\$5,975	\$5,975	\$4,465	\$3,875
24x	\$6,690	\$5,860	\$5,900	\$4,400	—
36x	\$6,610	\$5,825	\$5,825	\$4,310	—
48x	\$6,550	\$5,755	\$5,755	\$4,245	—
60x	\$6,475	\$5,585	\$5,585	\$4,115	—
72x	\$6,410	\$5,625	\$5,625	\$4,100	—
96x	\$6,330	\$5,530	\$5,530	\$4,025	—
120x	\$6,260	\$5,465	\$5,465	\$3,960	—

**COVER/PREMIUM POSITION RATES\***

Cover tip (supplied)	\$16,000 net per issue
Outsert	Contact sales representative
Cover 4	Earned rate plus 50%
Cover 2	Earned rate plus 25%
Center spread	Earned rate plus 10%

\*Non-cancellable, 10% penalty applied.

**INSERT RATES**

Frequency	2-page	4-page	6-page
1x	\$10,820	\$21,640	\$32,460
6x	\$10,485	\$20,970	\$31,455
12x	\$10,315	\$20,630	\$30,945
24x	\$10,135	\$20,270	\$30,405
36x	\$9,975	\$19,950	\$29,925
48x	\$9,815	\$19,630	\$29,445
60x	\$9,640	\$19,280	\$28,920
72x	\$9,485	\$18,970	\$28,455
96x	\$9,320	\$18,640	\$27,960
120x	\$9,150	\$18,300	\$27,450

Larger units, gate-folds, tip-ins, diecuts: Rates upon request.

Business reply cards: 1x earned B/W page rate, large size 2x earned B/W page rate. Accepted when run in conjunction with an advertisement of at least one page. Please check with production manager for sizes, stock and binding requirements. Only one business reply card is accepted per issue.

**CLOSING DATES\***

Issue Date	Space	Material	Inserts
January	12/8	12/12	12/19
February	1/8	1/12	1/24
March	2/8	2/12	2/21
April	3/8	3/12	3/25
May	4/8	4/12	4/24
June	5/8	5/13	5/24
July	6/7	6/12	6/24
August	7/8	7/12	7/23
September	8/8	8/12	8/26
October/November	9/9	9/12	9/24
December	11/8	11/12	11/25

\*Cancellations cannot be accepted past the above space closing dates for all issues.

The Oct/Nov Issue will focus on Kidney Week highlights and will be included in 11,000 Attendee Registration Bags distributed at Kidney Week. 18,000 copies mailed to full circulation; 11,000 additional copies printed and included in Attendee Registration Bags at Kidney Week.

**SCHEDULE OF MEETINGS**

Meeting	Location	Date	Issue
NKF Annual Meeting	Long Beach, CA	May 14-18	May
ASN Kidney Week	San Diego, CA	Oct 23-27	October

**MECHANICAL SPECIFICATIONS**

Size	Dimensions (bleed)	Dimensions (non-bleed)
Tabloid Spread	22 x 15"	19 x 13-1/4"
Island Spread	14-1/2 x 10"	14 x 10"
Tabloid	11 x 15"	9-1/2 x 13-1/4"
Island	—	7 x 10"
1/2 page (horizontal)	—	10-1/2 x 7-1/4"
1/2 page (vertical)	—	5-1/4 x 14-1/2"
1/3 page	—	4-3/4 x 10-1/2"
1/4 page	—	5-1/4 x 7-1/4"
Cover tip	9-1/2 x 6"	—

Publication trims at 10-1/2 x 14-1/2" (21 x 14-1/2" spread), keep live matter 1/2" from trim.

**INSERT/OUTSERT REQUIREMENTS**

Size	Dimensions
2-page insert*	8-3/8 x 11-3/8"
4-page insert*	17 x 11-1/8"

\*Tabloid sizing is available upon request.

Trimming: 3/16" off top, 1/8" bottom, gutter and outside edge; margin for live matter 3/4" inside all edges of untrimmed insert.

Stock: 70 lb. minimum, 100 lb. maximum.

**ELECTRONIC AD SUBMISSION**

Publication is produced off set and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Karen Burkhardt at [karen.burkhardt@wt-group.com](mailto:karen.burkhardt@wt-group.com) if the file is under 25 MB. For larger files or files that cannot be delivered via email, use a file sharing service (Hightail, Dropbox, etc.). Once uploaded, send an email to Karen Burkhardt.

**AD MATERIAL DELIVERY ADDRESS**

For insert/outsert material:

Sheridan  
Attn: Shawna Kuntzman (ASN Kidney News, issue date, quantity)  
3765 Sunnybrook Road  
Brimfield, OH 44240



The **ASN Kidney News Classified and Recruitment advertising** is featured in ASN's newsmagazine that examines research findings and policy changes, pinpointing emerging trends in industry, medicine, and training that impact practitioners in kidney health and disease.

**LINE RATES**

Words	1 journal	2 journals	3 journals
1-50	\$520	\$770	\$870
51-100	\$700	\$1,050	\$1,180
101-150	\$835	\$1,255	\$1,410
151-200	\$1,005	\$1,505	\$1,705
201-250	\$1,185	\$1,780	\$2,000
251-300	\$1,325	\$1,985	\$2,230
300+	\$5.00/word	\$7.50/word	\$8.40/word

All line rates are NET PRICE. A word is defined as one or more letters bound by spaces. Slashes may be used to combine two words as one, however, if more than one slash is used in a single instance, every two words will be counted as one word each.

**LINE AD UPGRADES**

Bold type	\$50 per issue
Boxed	\$100 per issue
Blind	\$50 per issue

**DISPLAY RATES\***

Size	1x	3x	6x
Full	\$2,675	\$2,485	\$2,295
1/2 page	\$1,765	\$1,575	\$1,415
1/3 page	\$1,525	\$1,455	\$1,400
1/4 page	\$1,275	\$1,155	\$1,060
1/6 page	\$1,095	\$1,085	\$1,045

\*All rates are net per issue.

**COLOR RATES**

Standard	\$900
Matched	\$1,025
3/4 color	\$2,100

**CLOSING DATES**

January	12/2
February	1/4
March	2/3
April	3/2
May	4/1
June	5/3
July	6/1
August	7/1
September	8/2
October/November	9/1
December	11/2

**MECHANICAL SPECIFICATIONS**

Size	Dimensions
Tabloid	9-1/2 x 13-1/4"
Island	7 x 10"
1/2 page	10-1/2 x 7-1/4"
1/3 page	5-1/4 x 14-1/2"
1/4 page	4-3/4 x 10-1/2"
1/6 page	5-1/4 x 7-1/4"



The **ASN Journal websites** are full-text versions of the print editions of the *JASN* and *CJASN*, and the open access online-only journal *Kidney360*. Ad space is available on all journal websites, including full-text articles, and on the ASN Journals umbrella website.

The *JASN* and *CJASN* websites are available to advertisers in run-of-site 10% shares. Estimated total number of impressions per run-of-site 10% share is 30,000 for a U.S.-targeted campaign (15,000 on the *CJASN* website, 15,000 on the *JASN* website) using all ad positions (a 728x90, 300x250, and 300x50) over the course of a full month.

The *Kidney360* website is a global, peer-reviewed, open access, online only, general kidney journal that aims to publish scientifically rigorous basic, translational, clinical, epidemiologic, health policy, population science, and global health kidney research. Estimated total number of impressions per run-of-site advertiser is 12,000 for a U.S.-targeted campaign using all ad positions (728x90, 300x250, and 300x50) over the course of a full month.

Impressions are estimates based on historical data and may not be delivered equally during the course of the campaign.

For internationally targeted campaigns contact the sales representative.

**RUN OF SITE (ROS) WEB SITE RATES**

All contracts are sold on a share-of-voice (SOV) model, split into shares. Contracts are invoiced on the first of the month impressions are served. Contracts are non-cancellable.

Position	SOV	Cost per month
JASN and CJASN websites	10%	\$4,000 net
Kidney360 website	25%	\$2,500 net
ASN Journals umbrella website	100%	\$10,000 net

**MECHANICAL SPECIFICATIONS**

728x90 pixels	200 KB limit
300x250 pixels	
300x50 pixels	100 KB limit

**REQUIRED FILES**

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, or third-party tag. Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Expandable creatives must be click-to-expand.

When submitting all 3rd party tags, please confirm access to [onlineadoperations@wolterskluwer.com](mailto:onlineadoperations@wolterskluwer.com).

**INTERSTITIAL AD WEB SITE RATES**

In addition to the standard in-page banners, the ASN offers an interstitial banner option that appears above website content for visitors.

All contracts are sold on a share-of-voice (SOV) model, split into 25% shares. Each share yields an estimated 30,000 impressions. Contracts are invoiced in the same month as campaign launches. All SOV contracts have a 30 day cancellation per IAB.

Position	SOV	Cost per month
Pop-up interstitial (all websites)*	25%	\$5,000 net

\*Ad will appear as a pop-up in the center of the screen. Ad will automatically close after 10 seconds or upon interaction with "close" button.

**MECHANICAL SPECIFICATIONS**

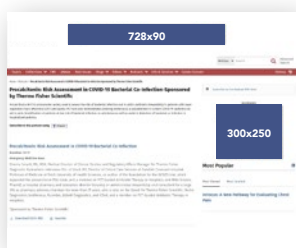
300x250 pixels	250 KB limit
728x90 pixels (tablet)	250 KB limit
300x50 pixels (mobile)	250 KB limit

**REQUIRED FILES**

Advertisers must provide ads in one of the following file formats: JPG/GIF with click-through URL, or third-party tag. Animated creatives are limited to a maximum of three loops per 45 seconds.

All rich media creatives must be supplied as 3rd party tags. When submitting 3rd party tags, please confirm access to [onlineadoperations@wolterskluwer.com](mailto:onlineadoperations@wolterskluwer.com).





**ASN Journal Guest Podcast sponsorship** is an opportunity for advertisers to align their podcast content with an existing podcast. Content is loaded as a guest episode to the ASN podcast program. Sponsor provides podcast episode, episode description and sponsor's display ads roadblock the guest episode page.

**WEBSITE RATES**

Position	Cost
Podcast	\$5,000 net

**MECHANICAL SPECIFICATIONS**

728x90 pixels	200KB limit
300x50 pixels	250KB limit
300x250 pixels	250KB limit

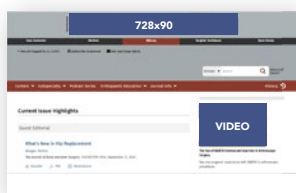
**CLOSING DATES**

Contracts and materials are due three weeks prior to podcast launch date.

**REQUIRED FILES**

Advertisers must provide a JPG, PNG, animated GIF, or 3rd Party Tags (Javascript or DoubleClick Internal Redirect Tag) with 15 sec max animation length. A plain text TXT or DOC must be provided for title and description, external links are permitted.

Audio file must be provided as an MP3, and adhere to all IAB guidelines.



**ASN Journal Video sponsorship** is an exclusive opportunity for advertisers to contextually align video assets. The sponsored video resides on a landing page on the *CJASN*, *JASN* or *Kidney360* journal website roadblocked with advertiser's display banners. Video also lives in a premium location on the homepage of the chosen journal site. Video content is subject to society review and approval.

**WEBSITE RATES**

Position	Cost
Video sponsorship	\$5,000 net/mo
Spotlight email package*	\$12,000 net/mo

\*See page 11 for details on the ASN Journal Spotlight emails opportunity.

**MECHANICAL SPECIFICATIONS**

728x90 pixels	200KB limit
300x50 pixels	50KB limit
300x250 pixels	150KB limit

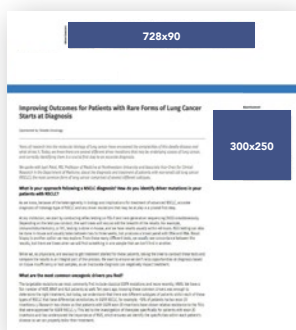
**CLOSING DATES**

Contracts and materials are due three weeks prior to video sponsorship launch date.

**REQUIRED FILES**

Advertisers must provide a JPG, PNG, animated GIF, or 3rd Party Tags (Javascript or DoubleClick Internal Redirect Tag) with 15 sec max animation length. A plain text TXT or DOC must be provided for title and description, external links are permitted.

Video file must be 24-30 FPS, provided as an MP4, a 16:9 aspect ratio, and adhere to all IAB guidelines.



**ASN Journal website advertorials** is an opportunity to align advertorial content with online ASN publications. Advertorial is placed on a *CJASN*, *JASN* or *Kidney360* journal branded landing page with sponsor banners roadblocked on landing page. Content is vetted by society. Advertiser's display banners roadblock content page. Promotional plan is included to drive traffic to advertorial.

**WEBSITE RATES**

Position	Cost
Advertorial	\$20,000 net

**MECHANICAL SPECIFICATIONS**

728x90 pixels	200KB limit
300x50 pixels	50KB limit
300x250 pixels	150KB limit
Advertorial text	—

**CLOSING DATES**

Contracts and materials are due four weeks prior to advertorial launch date.

**REQUIRED FILES**

Advertisers must provide a JPG or static GIF, and a click-through URL for images ads. A plain text TXT or DOC must be provided for advertorial content.



**Kidney News Online (kidneynews.org)** is an online source for information in the kidney world. From workforce trends to scientific advances, the newsmagazine website covers news of widespread interest to the kidney community. Nephrologists look here for how changes in research funding, clinical practice, and the politics of health care will affect their work. *Kidney News Online* covers emerging trends in industry, medicine, and training that will impact practitioners in all avenues of kidney health and disease.

Estimated total number of impressions per advertiser is **10,000** for a **U.S.-targeted campaign** using all ad positions (728x90, 300x250, and 320x50) over the course of a full month.

Impressions (estimated): 40,000 U.S.-only (10,000 per share) per month

**DOMESTIC (U.S.) WEB SITE RATES**

All contracts are sold on a share-of-voice (SOV) model, split into 25% shares. Contracts are invoiced on the first of the month impressions are served. Contracts are non-cancellable.

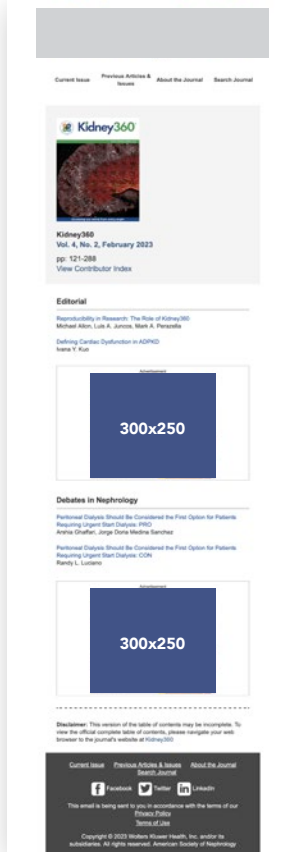
Contract Length	SOV	Cost
Monthly	25%	\$3,000 net

**MECHANICAL SPECIFICATIONS**

728x90 pixels	200 KB limit
300x250 pixels	
320x50 pixels	100 KB limit

**REQUIRED FILES**

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. For complete specs, view our [online ad spec sheet](#).



The **ASN Journal eTOC emails** are sent monthly to ASN members and *CJASN*, *JASN* and *Kidney360* journal subscribers. Each edition includes table-of-contents (links to live content) alerts, linking back directly to the *CJASN*, *JASN* and *Kidney360* websites.

**EMAIL RATES\***

Position	Cost
First 300x250 pixels	\$2,500 net per month
Second 300x250 pixels	\$2,500 net per month

\*Rates are for placement in one publication.

**CLOSING DATES**

Contracts and materials are due two weeks prior to email send date.

**MECHANICAL SPECIFICATIONS**

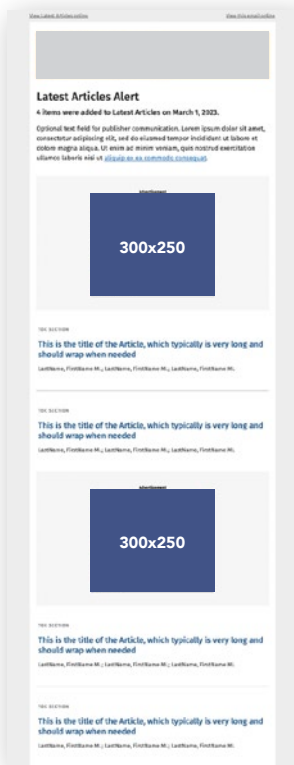
300x250 pixels	40KB limit
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**EMAIL DISTRIBUTION**

Edition	Sends	Date
CJASN	12,000 per month	8th of month
JASN	12,000 per month	1st of month
Kidney360	9,000 per month	Last Thursday

**REQUIRED EMAIL FILES**

Advertisers must provide a JPG or static GIF, and a click-through URL.



The **ASN Journal Early Access emails** deploy between 6 to 12 times per month to ASN members and *CJASN*, *JASN* and *Kidney360* journal subscribers. Each edition contains at least one article. Each email is sent to approximately 9,000 subscribers.

Total sent (average): 9,000 per email

**EMAIL RATES\***

Position	Cost (per month)
300x250 pixels	\$10,000 net per journal

\*Rates are for placement in ONE journal.

**MECHANICAL SPECIFICATIONS**

300x250 pixels	40KB limit
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**CLOSING DATES**

Emails are sent multiple times a month. Contracts and materials due on the 15th of the preceding month.

**REQUIRED EMAIL FILES**

Advertisers must provide a JPG or static GIF, and a click-through URL.



**ASN Journal Spotlight emails** are curated *CJASN*, *JASN* and *Kidney360* journal newsletters targeted to the ASN member email list. This branded newsletter extends the reach of advertisers to engage with current, active society members.

Total sent (average): 9,000 per email

**EMAIL RATES**

Position	Cost
728x90	\$8,000 net per send
300x250	

Video sponsorship package\* \$12,000 net/mo

\*See page 8 for details on the ASN Journal Video sponsorship opportunity.

**CLOSING DATES**

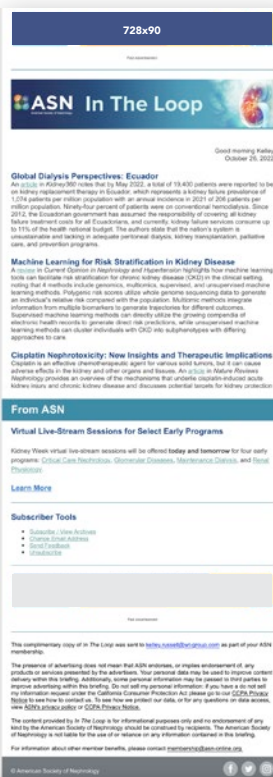
Contracts and materials are due three weeks prior to email send date.

**MECHANICAL SPECIFICATIONS**

728x90 pixels	40KB limit
300x250 pixels	40KB limit

**REQUIRED EMAIL FILES**

Advertisers must provide a JPG or static GIF, and a click-through URL.



The **ASN In The Loop emails** is a news brief that summarizes key reporting on kidney and renal medicine from the previous 24 hours. Helping ASN member Nephrologists stay well informed of breaking news is *In The Loop's* mission.

Each week In the Loop is sent once per day from Tuesday to Saturday, a total of five sends. During each week, one advertiser may purchase an exclusive top leaderboard banner that will appear on each send.

Total sent (average): 15,000 per email

Open rate: 44.00%

**EMAIL RATES**

Position	Cost per week
Top 728x90	\$5,000 net

**MECHANICAL SPECIFICATIONS**

728x90 pixels	40KB limit
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**REQUIRED EMAIL FILES**

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.

# Advertising Policies

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## Agency/Advertiser Requirements

**No contract will be held without a signed insertion order.** Orders must include the flight dates and special instructions.

**All contracts are non-cancellable unless** FDA directive to suspend campaign is provided to WTG. Re-rating will apply to cancellations.

ASN reserves the right to approve all ad creatives that will run on any ASN web site. ASN reserves the right to reject any creative that does not follow ASN's specifications.

## Material Specifications

It is the advertiser's/agency's responsibility to provide ads according to the publication's specifications as provided in this document. WTG, the publisher and printer are not responsible for the reproduction of advertisements not provided to the correct specifications.

## Digital Advertising

Digital ad units are considered sponsorship advertising. The analytics presented in this document are based on the prior year and may vary annually. There are no CPM guarantees provided due to the nature of target audience access. ASN and WTG will not credit the advertiser based on data shortfalls from the analytics provided.

## Digital Campaign Reporting

WTG does not complete third-party reporting templates or spreadsheets, and does not upload reporting data into digital portals or sFTPs.

WTG uses Google Ad Manager (GAM) to serve advertisements on website properties on which ad space is offered. A representative of WTG will provide reports for website campaigns upon request or via an automatically-generated email sent by GAM. WTG works with the AAP to place advertisements on email properties on which ad space is offered. A representative of WTG will provide reports as they are in-turn provided to WTG by [society]. Formats for these reports will vary as many different servers are used across the society's email portfolio. Reports for advertisements will be provided, at the earliest, two weeks following the month in which impressions were delivered.

## Earned Rate Discount

Frequency rates are based on insertion orders submitted. If the submitted rate is not attained within the calendar year, clients will be re-rated to the frequency rate which has been attained. Clients will be required to remit the difference within 30 days of receipt of invoice.

There are no rebates should a greater frequency rate be attained over what has been contracted, credit will only be given on future advertising placed.

## Combination Rate Discount

Advertisers running in *JASN*, *CJASN*, and *ASN Kidney News* (same issue month) may take 20% off the rate for each same size ad.

## Agency Commission (15%)

Color charges and position charges are commissionable. Insert charges are also commissionable (excluding back-up charges). All extra charges are noncommissionable. Digital rates are noncommissionable.

## Payment

WTG accepts ACH, checks and credit cards. If paying with a VISA or MasterCard credit card, a 3% surcharge will be added. If paying with an American Express credit card, a 4% surcharge will be added.

## Reprints (*JASN* and *CJASN*)

Reprints of journal articles and meeting abstracts provide ethical and objective substantiation for your communications with health care providers. We provide several print and electronic formats as well as custom options to help you ensure that your message reaches the health care community.

Bulk quantities of reprints of articles published in the journals of the ASN are available for commercial purposes or for abstract reprint collections.

For more information, please contact: United States & Canada: [ReprintSolutions@wolterskluwer.com](mailto:ReprintSolutions@wolterskluwer.com); all other countries: [InternationalReprints@wolterskluwer.com](mailto:InternationalReprints@wolterskluwer.com).

To search for articles that support your messaging, please visit: [wwreprints.ovid.com](http://wwreprints.ovid.com)

## Licensing

ASN journal content (*JASN*, *CJASN* and K360) is available for licensing opportunities and can add a trusted, independent voice to your website, marketing materials, or detail communications. They can be designed to meet your needs and revenue models, whether as full articles or pieces of content.

For more information on licensing opportunities, please contact the Wolters Kluwer Health Licensing Department: [healthlicensing@wolterskluwer.com](mailto:healthlicensing@wolterskluwer.com)



# The Walchli Tauber Group, Inc.

The Walchli Tauber Group, Inc. is a successful publisher's representation firm that specializes in collaborating with medical, nursing, and scientific societies and publishers. WTG has extensive expertise in selling print, digital, convention, and other unique opportunities to advertising agencies, physician and nurse recruiters, pharmaceutical companies and device manufacturers. Our experience and diverse offerings provide a unique benefit to all of our partners.

## Partnerships

Our publishing partners include some of the most influential medical and nursing societies and publishers in the world.



## Meetings

WTG handles a full portfolio of advertising for the most prestigious medical and nursing conferences, meetings, and symposia.

