

Nephrology Times

Practical News, Trends, and Analysis

2022 Rate Card

Advertising & Sales Office

AMC Media Group
630 Madison Avenue, 2nd Floor
Manalapan, NJ 07726
Phone: 732.490.5530
Fax: 732.862.1116

Chairman, Editorial Board

Ajay K. Singh, MBBS, MBS
Senior Nephrologist, Brigham and Women's Hospital; Associate Professor of Medicine, Harvard University

Publisher

JC Landry
617.680.2941
JLandry@AMCMediaGroup.com

Advertising Sales Representatives

Jennifer Callow
732.580.8884
JCallow@AMCMediaGroup.com

Classified Ad Sales Representative

Lauren Morgan
267.980.6087
LMorgan@AMCMediaGroup.com

Managing Editor

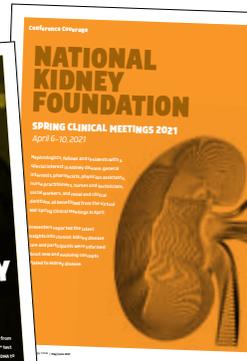
Victoria Socha
TSocha@AMCMediaGroup.com

Associate Editor

Eric Raible
ERaible@AMCMediaGroup.com

Production Contact

John Salesi
JSalesi@AMCMediaGroup.com



Frequency: 8 Issues per year

Circulation:

Nephrologists 11,481
Dialysis Center Administrators 4,481
Total **15,962**

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.

May 2020 Kantar Med/Surg Reports:

***Nephrology Times* is #1 in Readership amongst "News" publications.**

2022 Closing Dates

| Issue | Space Reservation | Materials Due | Inserts Due | Est. Mail Date |
|-------------------|-------------------|---------------|-------------|----------------|
| January/February | 01/14/22 | 01/25/22 | 01/27/22 | 02/11/22 |
| March | 02/08/22 | 02/18/22 | 02/24/22 | 03/11/22 |
| April | 03/08/22 | 03/18/22 | 03/24/22 | 04/08/22 |
| May/June | 05/17/22 | 05/24/22 | 05/26/22 | 06/10/22 |
| July/August | 07/12/22 | 07/22/22 | 07/28/22 | 08/09/22 |
| September | 08/10/22 | 08/19/22 | 08/25/22 | 09/09/22 |
| October | 09/09/22 | 09/21/22 | 09/22/22 | 10/07/22 |
| November/December | 11/08/22 | 11/16/22 | 11/22/22 | 12/07/22 |



Print Rates (BLACK AND WHITE)

| Frequency | King Page | 3/4 Page | Island 1/2 Page | 1/4 Page |
|-----------|-----------|----------|-----------------|----------|
| 1x | \$4,161 | \$3,520 | \$2,935 | \$1,987 |
| 3x | \$4,100 | \$3,429 | \$2,918 | \$1,953 |
| 6x | \$4,032 | \$3,350 | \$2,793 | \$1,988 |
| 12x | \$3,975 | \$3,293 | \$2,748 | \$1,908 |
| 24x | \$3,882 | \$3,225 | \$2,708 | \$1,885 |
| 36x | \$3,815 | \$3,157 | \$2,628 | \$1,862 |
| 48x | \$3,747 | \$3,111 | \$2,589 | \$1,838 |
| 60x | \$3,668 | \$3,054 | \$2,520 | \$1,817 |
| 72x | \$3,634 | \$2,998 | \$2,441 | \$1,760 |

Classified Rates

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

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 Media Group staff.

Ad Placement Policy: Interspersed within articles.

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 for Live Matter - 1/2" clear of all trim edges/gutter
- Type of Binding - saddle-stitched

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

Reproduction Requirements: DIGITAL FILES REQUIRED

| 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" |
| Cover Tips | Width | Height |
| Preprinted and trimmed | 10.5" | 6" |
| File submission (with bleed) | 10 3/4" | 6 1/4" |
| If double sided, allow a 1" glue space on the spine/stitch side. | | |
| Inserts | | |

Quantity: 16,500 required (amount includes spoilage) **Paper weight:** 80# maximum

· **King Size** - 10.625" x 14.125" (0.125" head, foot, and face trim will be applied). Full-size inserts should be supplied untrimmed and folded.

· **A-Size** - 8" x 11" pretrimmed head and face (0.125" foot trim will be applied). Inserts should be supplied folded.

Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires preclearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with AMC Media Group for availability and other information required.



Digital File Specifications

FILE FORMATS:

Preferred format is PDF/Acrobat 4.05 or later, set for compatibility with PDF version 1.3 (Acrobat Pro); 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. AMC Media Group 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@AMCMediaGroup.com) to confirm material uploaded via FTP.

Address: 199.193.117.104

Log in: NephTimes

Password: Nephrology1

Folder: NephTimes

INSERTION ORDERS TO:

AMC Media Group
Attn: Ann Grillo
630 Madison Avenue, 2nd Floor
Manalapan, NJ 07726
Phone: 732.490.5530
Fax: 732.862.1116
E-mail: AGrillo@AMCMediaGroup.com

R.O.B. AD MATERIAL TO:

AMC Media Group
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.





Digital Advertising Opportunities

E-Table of Contents

728x90

Nephrology Times

Here's a first look at the May/June 2021 issue of Nephrology Times, watch for links to other articles over the next few weeks.

ON THE COVER

Kidney Function after Discharge in Patients with COVID-19 and AKI

Patients hospitalized with COVID-19 commonly develop acute kidney injury (AKI). AKI has been reported in 24% to 57% of COVID-19 hospitalizations and in 68% to 79% of patients with COVID-19 admitted to the intensive care unit (ICU). AKI is more severe in patients with COVID-19 compared with patients without COVID-19, and patients with COVID-19-associated AKI are more likely to require dialysis and less likely to regain kidney function while hospitalized, increasing the risk for incident chronic kidney disease (CKD) or progression of existing CKD.

Read More

300x250

FEATURE

Dialysis Worldwide Use and Practice Patterns: International Survey Studies

The International Society of Nephrology convened stakeholders in 182 countries, including clinicians, policy makers, and consumer representatives, from July to September 2018, for the 2019 edition of the Global Kidney Health Atlas survey. The survey examined the incidence, prevalence, availability, accessibility, affordability, and quality of hemodialysis and peritoneal dialysis care for patients with kidney failure around the world.

FLAT RATE: \$2,000 per ad position

OPEN RATE: 14%

SIZES: 728x90 and 300x250

MAX FILE SIZE: 40KB

ACCEPTABLE FILE FORMATS:

Must be either a static .jpeg or .gif file

E-Newsletters

Nephrology Times

Kidney Transplant Recipients' Attitudes toward COVID-19 Vaccine

Recipients of kidney transplant are at high risk for complications related to COVID-19 infection. Perry Karner and colleagues at SUNY Downstate Health Sciences University, Brooklyn, New York, conducted a telephone survey to assess attitudes toward receiving a COVID-19 vaccine in that patient population to aid in the development of education regarding the vaccine that can be targeted to that specific group. Results of the survey were reported during a virtual poster session at the NKF Spring Clinical Meetings 2021 in a poster titled Attitudes Towards Receipt of a COVID-19 Vaccine in a Population of Inner-City Kidney Transplant Recipients (KTX).

Read More

728x90

Incidence and Outcomes of AKI in Pediatric Patients with COVID-19

There are few data available on the epidemiology of acute kidney injury (AKI), associated risk factors, treatment, and mortality among pediatric patients with COVID-19 admitted to the intensive care unit (ICU). AKI is recognized as a severe complication among children and adolescents with COVID-19. Rupesh Raina, MD, and colleagues conducted a comprehensive literature search to identify published literature related to AKI in pediatric COVID-19 patients, including incidence and outcomes.

Read More

300x250

800 Medline Ave
Newman, NJ 07759
Phone: 908.888.8888
Email: Jen.Callow@AMCMediaGroup.com

Send by Email: Jen.Callow@AMCMediaGroup.com
Click here to unsubscribe.

One E-Newsletter per week (Wednesdays) mailed to more than 7,000 Nephrologists.

FLAT RATE: 100% SOV: \$2,000

OPEN RATE: 13%

SIZES: 728x90 and 300x250

MAX FILE SIZE: 40KB

ACCEPTABLE FILE FORMATS:

Must be either a static .jpeg or .gif file

Digital Conference Coverage

Nephrology Times

728x90

NATIONAL KIDNEY FOUNDATION SPRING 2021 CLINICAL MEETINGS

Incidence and Timing of ESKD from ADPKD cases by Race

300x250

Stay Ahead Severity and Mortality in CKD and ESKD Patients

Cardiac Output and Net Volume Balance in ICU Patients

- Four to five emails highlighting news and information presented at major Nephrology conferences
- Programs can be single-sponsored or multi-sponsored
- 50% or 100% SOV of conference meeting coverage section on nephtimes.com
- Emails delivered daily to report on each day's events
- Pre- and post-meeting emails to alert and wrap up the meeting

Please contact Jen Callow (JCallow@AMCMediaGroup.com) for additional information and pricing.

Contact your advertising sales representative for more information about digital opportunities:

Jen Callow | JCallow@AMCMediaGroup.com | 732.580.8884

