

ADVERTISING RATES

B&W rates	1 TIME	3 TIMES	6 TIMES
1 PAGE	\$865	\$805	\$735
1/2 PAGE	\$570	\$530	\$495

Color (Please add to B&W rates)

STANDARD COLOR	\$275
MATCHED COLOR	\$400
3-COLOR, 4-COLOR	\$800
5-COLOR	\$875

Full color charges also apply to fractional pages.

Bleed: No charge

Online advertising

Contact your sales representative for online advertising opportunities.

Earned rate: Earned page rate is determined by the number of insertions per year.

Agency commission: 15%

Payment terms: All payments are to be made payable to Springer and the journal title, in U.S. funds drawn on a U.S. bank, within 30 days of the invoice date. The Publisher reserves the right to hold the advertiser and/or its agency jointly liable for monies due and payable to the Publisher.

Short rates: Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the space upon which their billings have been based.

Typesetting charges:

Half page: \$75

Full page: \$90

Inserts

2-PAGE INSERT	2 TIMES EARNED B/W RATE
4-PAGE INSERT	3 TIMES EARNED B/W RATE
LARGER UNITS	# OF PAGES OF INSERT X THE EARNED B/W RATE

Cover and preferred position rates

SECOND COVER	35% OVER EARNED B/W RATES
THIRD COVER	15% OVER EARNED B/W RATES
FOURTH COVER	50% OVER EARNED B/W RATES
OTHER SPECIFIED POSITIONS	10% OVER EARNED B/W RATES

Premium over earned b/w page rate. Non-cancelable.

Premium positioning not guaranteed with insert.

Please consult with M.J. Mrvica Associates, Inc. for availability of all positions.

MECHANICAL REQUIREMENTS

Ad sizes, in inches	WIDTH	DEPTH
FULL PAGE	7	10
1/2 PAGE VERTICAL	3 3/4	10
1/2 PAGE HORIZONTAL	7	4 3/4
2-PAGE SPREAD	17	11 1/4

Bleed: Plate size: 8 1/2" x 11 1/4" Trim size: 8 1/4" x 11"

Keep live matter at least 1/4" from top, bottom and side trim.

On 2-page spread 1/8" along the outside and 1/4" in the gutter will trim off.

Paper stock within journal:

Inside pages: 50 lb. Finch opaque, Covers: 10 point coated two sides

Type of binding: Perfect

Halftone: 133-175

Printing process: Offset/sheet fed

Insert requirements

All inserts must be furnished printed, ready for binding. Multiple leaf inserts must be furnished folded.

Sample of insert must be submitted to advertising manager for approval.

Carton packing preferred, quantity, publication, and date should be clearly indicated.

Two-page insert: 8 1/2" x 11 1/4"

Four-page insert: 17" x 11 1/4" (before folding)

Keep live matter 1/4" from trim.

Stock weight: Maximum 80 lb. coated

Quantity: Amount from "total circulation" plus 10%. It is recommended that the advertiser contact M.J. Mrvica Associates, Inc., however, in case an issue has a larger print run.

Closing date: Same as ad closing date.

Production requirements

For color ads: One set of film negatives (right reading, emulsion side down) and one matchprint or color proof required. Each negative must be marked for color and have trim marks clearly indicated. Color rotation: Red, yellow, black, blue.

For B&W ads: Film negatives (right reading, emulsion side down) preferred but camera-ready stat or laser copy also acceptable.

Disposition of reproduction material: Negatives are held for one year after date of last insertion and then destroyed, unless other disposition is requested.

Electronic file format: Please contact M.J. Mrvica Associates, Inc.

CIRCULATION

Total average circulation: 600

Paid subscriptions: 80%

Circulation verification: Sworn statement

Subscriber analysis

Specialty: Nephrology – 81%, Internal Medicine – 6.5%,
Pediatric Nephrology – 5%, Endocrinology – 4%, Other – 3.5%

Type of practice:

Patient Care – 90%,
Office-Based – 66%, Hospital staff – 17%, Clinical fellows – 7%
Non-Patient Care – 10%,
Administration – 4%, Research – 4%, Teaching – 2%

CLOSING DATES

ISSUE	CLOSING DATE
JANUARY/FEBRUARY	JANUARY 18
MARCH/APRIL	MARCH 15
MAY/JUNE	MAY 17
JULY/AUGUST	JULY 19
SEPTEMBER/OCTOBER	SEPTEMBER 20
NOVEMBER/DECEMBER	NOVEMBER 14

Cancellations are not accepted after the closing date for space reservations.

If an advertiser fails to provide new artwork for a particular issue by the printed deadline (or a pre-approved extension granted by the publisher), then the publisher will pick up the most recent artwork provided. If no artwork is on hand, then the advertiser will still be responsible for payment on the space.

ADDRESSES

Patch instructions, set copy and advertising materials (with color proofs) should be sent to:

Springer
Kidney
233 Spring Street, New York, NY 10013
Attn: Corporate Advertising
212-460-1572 phone
212-647-1898 fax
advertising@springer-sbm.com

Contracts and insertion orders should be sent to:

M.J. Mrvica Associates, Inc.
2 West Taunton Avenue, Berlin, NJ 08009
856-768-9360 phone
856-753-0064 fax

SUBSCRIPTION INFORMATION

Volume 15, 2006
Institutional rate: \$345
Personal rate: \$185
Prices include postage within the U.S.
Please call for international rates.
To subscribe, please call 800-777-4643 x400 or 201-348-4033.

BONUS DISTRIBUTION CALENDAR

ISSUE	MEETING	ADVERTISING DEADLINE
JULY/AUGUST	AMERICAN SOCIETY OF NEPHROLOGY	JULY 19

CLASSIFIED ADVERTISING

Kidney offers classified advertising at reduced rates for the following types of advertisements: Position announcements, Seminars, Courses, Conferences, Fellowship announcements

Placement: Classified ads will be placed in the back of the publication in a special "classified" section or in the front of the publication if space allows.

Size and rates, in inches	WIDTH	DEPTH	RATE
FULL PAGE	7	10	\$580
1/2 PAGE	7	5	\$370
1/4 PAGE	3 1/2	5	\$270
4-COLOR SURCHARGE			\$600

Typesetting charges:

Quarter page: \$50
Half page: \$75
Full page: \$90

Deadlines: same as the regular deadlines

GENERAL INFORMATION

Frequency: Bimonthly

Established: 1992

Editorial: *Kidney* is the only synoptic overview of the world literature in nephrology and its related fields. Each volume contains 600 summaries of the most important and clinically relevant articles taken from the world literature. Critical appraisal in the form of commentaries, editorials, and reviews are published. The editorial of *Kidney* is written primarily for the practicing nephrologist.

Editors: Jose A.L. Arruda, M.D., University of Illinois Hospital, Chicago, IL, George Dunea, M.D., Cook County Hospital, Chicago, IL

Production Coordinator: Cyd Westmoreland, 405-848-7419

Acceptance policy: The Publisher reserves the right to review and reject any advertising submitted to the journal which it deems as inappropriate for the editorial content.

ADDITIONAL INFORMATION

For a complete listing of Springer journals or additional information concerning special issues, mechanical specs, etc., visit: springeronline.com

Kidney

Editors-in-Chief: Arruda, J.A.L. - Main editor: Dunea, G.

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