2023 RATE CARD

Print

Effective Rate Date: January 2023 for all advertisers.

RATES

1. Black-and-White rates:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4,630</td>
<td>$3,055</td>
<td>$1,805</td>
</tr>
<tr>
<td>3x</td>
<td>4,510</td>
<td>2,975</td>
<td>1,760</td>
</tr>
<tr>
<td>6x</td>
<td>4,140</td>
<td>2,735</td>
<td>1,610</td>
</tr>
<tr>
<td>9x</td>
<td>3,625</td>
<td>2,390</td>
<td>1,425</td>
</tr>
<tr>
<td>24x</td>
<td>3,520</td>
<td>2,390</td>
<td>1,425</td>
</tr>
<tr>
<td>36x</td>
<td>3,405</td>
<td>2,390</td>
<td>1,425</td>
</tr>
<tr>
<td>48x</td>
<td>3,305</td>
<td>2,390</td>
<td>1,425</td>
</tr>
<tr>
<td>60x</td>
<td>3,195</td>
<td>2,390</td>
<td>1,425</td>
</tr>
</tbody>
</table>

Color: In addition to earned black-and-white rates.

<table>
<thead>
<tr>
<th>Charge per color per page or fraction</th>
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</thead>
<tbody>
<tr>
<td>Standard Color</td>
</tr>
<tr>
<td>Matched Color</td>
</tr>
<tr>
<td>Metallic Color</td>
</tr>
<tr>
<td>Four Color</td>
</tr>
<tr>
<td>Four Color + PMS</td>
</tr>
<tr>
<td>Four Color + Metallic</td>
</tr>
</tbody>
</table>

2. Earned Rates:
   a) Earned rates are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period. A spread counts as two pages regardless of its size.
   b) Agency commission: Fifteen percent gross billings on space, color, cover, and preferred position charges.
   c) Cash discount: Two percent if paid within ten days of invoice date. No discount allowed after this period.

3. Bleed: No charge

4. Covers, Positions:
   a) Covers:
      - Second cover: Earned b/w rate plus 25%. Color additional.
      - Third cover: Earned b/w rate plus 15%. Color additional.
      - Fourth cover: Earned b/w rate plus 50%. Color additional.
   b) Positions:
      - Special positions: Contact your sales representative for more details.

5. Online Advertising Rates: Please contact your sales representative for more details.

**DISCOUNTS**

1. **Combined Earned Frequency Discount**: All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all Halio and SLACK publications to achieve maximum frequency.

2. **New Advertiser Discount**: Receive a 5% discount off all ad insertions. To qualify, the advertisement must be for:
   - a) Product that has not advertised in *Nephrology News & Issues* the past calendar year
   - b) New indication for a currently advertising product in *Nephrology News & Issues*

3. **Multichannel Program**: Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.

4. **Corporate Discount**: Total net spend achieved in the year 2023 will set a Corporate Discount to be taken off all ad insertions. Specifically, discounts must be taken in the following order:
   - a) Less New Advertiser/Product Discount
   - b) Less Halio Strategic Solutions Corporate Discount
   - c) Less 15% Agency Discount

**ISSUANCE AND CLOSING**

1. **Established**: September 1987
2. **Frequency**: 12 times per year
3. **Issue Dates**: January, February, March, April, May, June, July, August, September, October, November, December
4. **Mailing Dates & Class**: Mails within the issue month; Periodical Class.
5. **Extensions and Cancellations**:
   - a) **Extensions**: If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
   - b) **Cancellations**: If, for any reason, an advertisement is canceled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

**EDITORIAL**

1. **General Editorial Direction**: *Nephrology News & Issues* strives to be the definitive information source for nephrologists by delivering timely, accurate, authoritative and balanced reports on clinical issues, socioeconomic topics and specialty industry developments, as well as presenting clinically relevant information about medical therapies for the benefit of the patient. The publication will offer its audience late-breaking reports from national and international congresses, as well as treatment and diagnostic updates, FDA developments, clinical resources and guidelines for care.

**CIRCULATION**

1. **Description of Circulation Parameters**:
   - a) **Nephrologists**
2. **Demographic Selection Criteria**:
   - a) **Prescribing**: Yes
3. **Circulation Distribution**: Controlled: 100%
4. **Paid Information**:
   - a) **Association members**: 
   - b) **Publication received as part of dues**: No
   - c) **Subscription rates**:
     - U.S.: $139/yr. individual
     - Canada: $145/yr.
     - Outside the U.S.: $198/yr.
5. **Circulation Verification**:
   - a) **Audit**: BPA Worldwide
   - b) **Mailing House**: LSC Communications
6. **Date and source of breakdown**: BPA Worldwide, December 2021
7. **Total estimated circulation for 2023**: 18,966

**GENERAL INFORMATION**

1. **Requirements for Advertising Acceptance**:

   - Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the healthcare profession and subject to Publisher’s approval. Non-professional product and service advertisers must submit ad copy two weeks prior to the closing date.
2. **New Product Releases**: Yes
3. **Editorial Research**: Yes
4. **Ad Format and Placement Policy**: 
   - a) **Format**: Within articles
5. **Ad/Edit Information**: 50/50 Ad/Edit Ratio
6. **Value-Added Services**:
   - a) **Bonus Convention Distribution**
     - Meeting Issue
     - RPA March
     - NKF March
7. **Online Advertising Opportunities**: Contact your sales representative for more information.
8. **Additional Advertising Opportunities**:
   - a) **BRC Inserts**: See 5b under Insert Information for specifications.
   - b) **Split-run advertising**: Contact publisher for information.
9. **Reprints**: Yes. Email: scsreprints@sheirland.com.
10. **Publisher’s Liability**: The Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents or other circumstances beyond the Publisher’s control.
11. **Indemnification of Publisher**: In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.
12. **Competitor Information**: *Nephrology News & Issues* does not accept advertisements that contain competitor(s)’ names, publication covers, logos or other content.
13. **Advertorials**: In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word “Advertorial” or “Advertiement” will be prominently displayed in 10 point, black type, in all CAPS at the center top of each page.
14. **Billing Policy**: Billing to an advertising agency is based on acceptance by the advertiser of “dual responsibility” for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.
**Audience Overview**

Getting your message delivered to the entire renal team — those who provide medical care for patients every day, operate the dialysis clinic, write prescriptions and manage physician practices — can be done in multiple ways. You’ll receive maximum exposure when you partner with *Nephrology News & Issues* because we maintain a print circulation of TBD, which includes all nephrologists who are members of the American Medical Association (AMA) and all members of the National Kidney Foundation. On Healio, NN&I’s exclusive online content and newsletters bring the audience you want to reach to the website every day.

*based off of BPA June 2022 analyzed issue*

**Total Journal Subscribers:** 18,959

Looking for a copy of our audited Brand Report?  
[Click to view full circulation info](grandviewmedia.com/nephrology/audience)

**SOURCES:** December 2021 BPA Statement; Google Analytics. Other Titles Included: Librarian, Patient, Government Official and Others Allied to the Industry.

Administrative Titles Included: Administrator, President, Vice President, CEO/CFO/COO, Medical Director, Facility Board/Owner, Transplant Administrator, Nurse Manager, Network Director, Chief Technician, Manager/Supervisor, Laboratory Director and Other Administrators.
1. Availability and Acceptance:
   a) Availability: Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are limited to three per issue.
   b) Acceptance: A sample of the insert must be submitted to the Publisher for approval.

2. Insert Charges:
   Furnished inserts billed at the earned black-and-white-space rate on a page-for-page basis. Commissionable.

3. Sizes and Specifications:
   All inserts must be full size, supplied untrimmed, printed, folded (except single leaf), and ready for tipping/binding. Varnished inserts are acceptable at the Publisher’s discretion. Inserts are jogged to foot.

<table>
<thead>
<tr>
<th>No. of Pages</th>
<th>Paper Stock</th>
<th>Max Micrometer Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page (one leaf)</td>
<td>80# coated text</td>
<td>.004&quot;</td>
</tr>
<tr>
<td>4, 6, 8 page</td>
<td>70# coated text</td>
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</tr>
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4. Trimming:
   Supply size: 8¼" x 11¼". Trim size 8¾" x 10¾". Trimming of oversized inserts will be charged at cost. Keep live matter ¼" from trim edges and ¾" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim ⅛".

5. BRCs:
   a) Pricing: Contact your Sales Representative for prices.
      Non-commissionable.
   b) BRC Specifications: 3⅛" x 5" minimum to 4¼" x 6" maximum; perforated with ½" lip (from perforation) for binding. Add ⅛" for foot trim. Cardstock minimum: 75# bulk or higher.

6. Quantity:
   Full run — 23,000 (estimated). Exact quantity will be given upon Publisher’s approval of insert or call Publisher prior to closing date.

7. Shipping:
   Carton packing must have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and Healio Strategic Solutions will not be responsible for shortages on press. Make sure all pieces are oriented the same way in the carton (all facing the same direction). Do not include slip sheets in between pieces or shrink wrap in bundles. Additional costs will be incurred if hand work is necessary to remove slip sheets and/or shrink wrapping.

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**2023 Rate Card: Print**

<table>
<thead>
<tr>
<th>Ad sizes:</th>
<th>Non-bleed (Live area) sizes:</th>
<th>Bleed sizes:*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width</td>
<td>Height</td>
<td>Width</td>
</tr>
<tr>
<td>Full Page Spread</td>
<td>15¾” x 10½”</td>
<td>16½” x 11½”</td>
</tr>
<tr>
<td>Full Page</td>
<td>7⅞” x 10¼”</td>
<td>8¾” x 11¾”</td>
</tr>
<tr>
<td>½ Page Horizontal</td>
<td>7¾” x 4¾”</td>
<td>8¾” x 5¾”</td>
</tr>
<tr>
<td>½ Page Vertical</td>
<td>3½” x 10¾”</td>
<td>4½” x 11¾”</td>
</tr>
<tr>
<td>¼ Page</td>
<td>3¾” x 5”</td>
<td></td>
</tr>
</tbody>
</table>

*Bleed ads use non-bleed size for live area.

a) Trim size of journal: 8¼" x 10¾"

b) For spread ads, keep content (images/text) ¼” in on each side of gutter.

To view thumbnails of ad specs, visit healio.com/adspecs.
# 2023 Editorial Calendar

**Print**

*Note: Editorial content subject to change*

<table>
<thead>
<tr>
<th>Issue</th>
<th>Featured Topics</th>
<th>Meeting Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Nutrition</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>Vascular Access</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>Genetics in Kidney Disease</td>
<td></td>
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<tr>
<td>April</td>
<td>Home Dialysis</td>
<td>Annual Dialysis Conference</td>
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<tr>
<td></td>
<td></td>
<td>March 3-6 (Kansas City, MO)</td>
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<td></td>
<td></td>
<td>National Association of Nephrology Technicians/Technologists</td>
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<td></td>
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<td>March 28-31 (Las Vegas)</td>
</tr>
<tr>
<td>May</td>
<td>Nephrology Workforce</td>
<td>Renal Physicians Association</td>
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<tr>
<td></td>
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<td>March 30 - April 2 (New Orleans)</td>
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<tr>
<td></td>
<td></td>
<td>National Kidney Foundation</td>
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<td></td>
<td></td>
<td>April 11-15 (Austin)</td>
</tr>
<tr>
<td>June</td>
<td>Anemia management</td>
<td>American Nephrology Nurses Association</td>
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<tr>
<td></td>
<td></td>
<td>May 7-10 (Palm Springs)</td>
</tr>
<tr>
<td>July</td>
<td>Transplant</td>
<td>American Transplant Congress</td>
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<tr>
<td></td>
<td></td>
<td>June 3-7</td>
</tr>
<tr>
<td>August</td>
<td>Cardiorenal Issues</td>
<td></td>
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<tr>
<td>September</td>
<td>Onconephrology</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>Value-Based Care</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>Pediatric Nephrology</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>Chronic Kidney Disease</td>
<td>ASN Kidney Week</td>
</tr>
<tr>
<td></td>
<td></td>
<td>November 2-5 (Philadelphia)</td>
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