American Journal of Kidney Diseases

Overview

The American Journal of Kidney Diseases (AJKD), the official journal of the National Kidney Foundation, is recognized worldwide as a leader in clinical nephrology content. Every month AJKD publishes original investigations describing the latest findings related to kidney diseases, hypertension, dialysis therapies, and kidney transplantation. In addition to the rigorous peer-review of all AJKD content, original investigations undergo routine statistical review and follow a consistent, structured format. Case reports in each issue bring to light new diseases and potential therapeutic strategies. AJKD also publishes a variety of educational and special interest features, including narrative reviews, editorials, teaching cases, quizzes, and articles focusing on translational research, clinical practice, and socioeconomic aspects of kidney disease and treatment. In addition to full-text articles found in the print journal, AJKD's website (www.ajkd.org) offers exclusive online-only content, such as additional case reports and supplementary data. Freely available content on the website includes editorials, special announcements, and correspondence.

Display Advertising

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Kenneth Naylor Global
212-633-3735
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Affiliation
The National Kidney Foundation

Audience
Nephrologists, urologists, and internists.

Editor-in-Chief
Harold I. Feldman, MD, MSCE

Issuance
13 times per year
# Print Closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>SPACE CLOSING</th>
<th>RUN OF BOOK ARTWORK DUE</th>
<th>PREPRINTED SUPPLIED PIECES DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>81/1</td>
<td>January 2023</td>
<td>11/18/2022</td>
<td>11/23/2022</td>
<td>12/01/2022</td>
</tr>
<tr>
<td>81/2</td>
<td>February 2023</td>
<td>12/19/2022</td>
<td>12/22/2022</td>
<td>01/03/2023</td>
</tr>
<tr>
<td>81/3</td>
<td>March 2023</td>
<td>01/24/2023</td>
<td>01/27/2023</td>
<td>02/03/2023</td>
</tr>
<tr>
<td>81/4</td>
<td>April 2023</td>
<td>02/22/2023</td>
<td>02/27/2023</td>
<td>03/06/2023</td>
</tr>
<tr>
<td>81/5</td>
<td>May 2023</td>
<td>03/24/2023</td>
<td>03/29/2023</td>
<td>04/05/2023</td>
</tr>
<tr>
<td>81/6</td>
<td>June 2023</td>
<td>04/24/2023</td>
<td>04/27/2023</td>
<td>05/04/2023</td>
</tr>
<tr>
<td>82/1</td>
<td>July 2023</td>
<td>05/24/2023</td>
<td>05/30/2023</td>
<td>06/06/2023</td>
</tr>
<tr>
<td>82/2</td>
<td>August 2023</td>
<td>06/21/2023</td>
<td>06/26/2023</td>
<td>07/05/2023</td>
</tr>
<tr>
<td>82/3</td>
<td>September 2023</td>
<td>07/24/2023</td>
<td>07/27/2023</td>
<td>08/03/2023</td>
</tr>
<tr>
<td>82/4</td>
<td>October 2023</td>
<td>08/22/2023</td>
<td>08/25/2023</td>
<td>09/01/2023</td>
</tr>
<tr>
<td>82/5</td>
<td>November 2023</td>
<td>09/22/2023</td>
<td>09/27/2023</td>
<td>10/04/2023</td>
</tr>
<tr>
<td>82/6</td>
<td>December 2023</td>
<td>10/24/2023</td>
<td>10/27/2023</td>
<td>11/03/2023</td>
</tr>
<tr>
<td>83/1</td>
<td>January 2024</td>
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<td>11/27/2023</td>
<td>12/04/2023</td>
</tr>
</tbody>
</table>

**Cancellations:**

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.
## Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3,855</td>
<td>$2,880</td>
<td>$2,175</td>
</tr>
<tr>
<td>3x</td>
<td>$3,835</td>
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</tr>
<tr>
<td>6x</td>
<td>$3,685</td>
<td>$2,805</td>
<td>$2,120</td>
</tr>
<tr>
<td>12x</td>
<td>$3,605</td>
<td>$2,750</td>
<td>$2,100</td>
</tr>
<tr>
<td>18x</td>
<td>$3,560</td>
<td>$2,710</td>
<td>$2,080</td>
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<tr>
<td>24x</td>
<td>$3,490</td>
<td>$2,680</td>
<td>$2,055</td>
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<tr>
<td>36x</td>
<td>$3,450</td>
<td>$2,650</td>
<td>$2,020</td>
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<tr>
<td>48x</td>
<td>$3,320</td>
<td>$2,515</td>
<td>$1,880</td>
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<tr>
<td>60x</td>
<td>$3,180</td>
<td>$2,380</td>
<td>$1,735</td>
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<tr>
<td>72x</td>
<td>$3,045</td>
<td>$2,245</td>
<td>$1,590</td>
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<tr>
<td>84x</td>
<td>$2,910</td>
<td>$2,105</td>
<td>$1,375</td>
</tr>
<tr>
<td>96x</td>
<td>$2,765</td>
<td>$1,960</td>
<td>$1,235</td>
</tr>
</tbody>
</table>

### Premium Positions
- Cover 4: 50% B/W Page rate
- Cover 2: 35% B/W Page rate
- Cover 3: 25% B/W Page rate
- Opposite TOC: 25% B/W Page rate
- First Right Hand Page: 25% B/W Page rate
- Other Preferred Positions: 10% B/W Page rate

### Earned Rates
Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.
**Inserts**

Furnished inserts are billed at the black and white rate times the number of insert pages.

**Two-page insert (one leaf):** Two-times earned frequency rate.

**Four-page or larger insert:** Black & White earned frequency rate.

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**Composition**

All production charges are net and non-commissionable

<table>
<thead>
<tr>
<th>PRINTING</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black &amp; White only</td>
<td>$150</td>
<td>$125</td>
<td>$95</td>
</tr>
</tbody>
</table>

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**Acceptance of Advertising**

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.

**Classified / back of book print closings**

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>CLASSIFIED SPACE CLOSING &amp; RUN OF BOOK ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>81/1</td>
<td>January 2023</td>
<td>11/14/2022</td>
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<td>81/2</td>
<td>February 2023</td>
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<tr>
<td>81/3</td>
<td>March 2023</td>
<td>01/18/2023</td>
</tr>
<tr>
<td>81/4</td>
<td>April 2023</td>
<td>02/15/2023</td>
</tr>
<tr>
<td>81/5</td>
<td>May 2023</td>
<td>03/20/2023</td>
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<td>October 2023</td>
<td>08/16/2023</td>
</tr>
<tr>
<td>82/5</td>
<td>November 2023</td>
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</table>

**Cancellations:**

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.
Classified / back of book print advertising

Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2,685</td>
<td>$1,755</td>
<td>$1,240</td>
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<tr>
<td>6x</td>
<td>$2,595</td>
<td>$1,690</td>
<td>$1,190</td>
</tr>
<tr>
<td>12x</td>
<td>$2,440</td>
<td>$1,585</td>
<td>$1,175</td>
</tr>
<tr>
<td>24x</td>
<td>$2,350</td>
<td>$1,480</td>
<td>$1,150</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>4 COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>$760</td>
<td>$805</td>
<td>$1,795</td>
<td>$690</td>
</tr>
</tbody>
</table>

Confidential Email Inbox
Cost: $40.

Agency Discount
For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

Cancellations:
Must be received in writing on or before the announced closing date.

Run of Book Print Ads

Sizing
Trim: 8-1/4” x 10-7/8”
1/4” from all trim edges.
Binding: Perfect; Jogs to head
Printing Process: Litho Sheet
Halftone Screen: Cover: 150 line screen Text: 150 line screen
Specifications

**File Format**

*PDF or PDF/X-1a compliant files, saved as PDF version 1.3.*

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

*NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.*

**Images**

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

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

**Fonts**

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).
**Page Layout**

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset.
- No content is to be within 1/4" of all trim edges.
- Supply as single page files only.
- Right Reading, Portrait Mode, 100% size, No Rotation.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

**Color Space**

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

**Spot Colors**

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC). Any non-intended spot colors will be converted to CMYK.

**Trapping and Screening**

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

**Proofs**

If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit [https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/](https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/). Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.

**Delivery**

Submit PDF ad files to Elsevier ad portal at [www.ads4els.com](http://www.ads4els.com)

**Conformance to Specs**

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.
Supplied Print Ad Pieces

Size - 2 page: 8-1/2" x 11-1/8"
Size - 4 page: 17" x 11-1/8"

Trimming: For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

Closing Date for Booking Inserts: Same as ad space closing

Insert delivery date: See Insert due dates

All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications.

Copy of insert must accompany insertion order

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Insert Quantity

Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipments Address

American Journal of Kidney Diseases

Sheridan Press
450 Fame Avenue
Hanover, PA 17331-1585
United States
Attn: Elsevier Team

Disposition of Reproduction Materials

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

For Contracts, Insertion Orders & Production Materials

Send new print ad files and submit pickup ads to www.ads4els.com.
### Digital Specs

#### Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

**FORMATS**
- jpeg, png, gif, HTML5†, 3rd party tags

**TRACKING PIXELS**
- Yes

**MAX FILE SIZE**
- 200 KB

**MAX ANIMATION (TIME/LOOPS)**
- 15 seconds/ 3 loops

**PRESTITIAL FREQUENCY**
- 1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).

#### eTOC Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**FORMATS**
- jpeg, png, gif, (static image only)

**TRACKING PIXELS**
- No

**MAX FILE SIZE**
- 200 KB

MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

#### AIP Email

<table>
<thead>
<tr>
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<tr>
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<td>300 x 250</td>
</tr>
</tbody>
</table>

**FORMATS**
- jpeg, png, gif, (static image only)

**TRACKING PIXELS**
- No

**MAX FILE SIZE**
- 200 KB

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability

These terms and conditions shall apply to all proposals, offers and agreements made between the Parties to the Agreement ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entirety of the agreement between the parties (the "TC"). There are no supersedes any previous agreements. Any variants to the TC shall be in writing and signed by a duly authorised officer of Elsevier. The TC shall take effect immediately on Elsevier's acceptance of an order or a purchase agreement from the Client. Any variants or modifications shall be effective only upon written agreement and signed by Elsevier. The TC forms part of and is subject to the Class Agreement.

2. Description and condition of Supply

The Client shall bind itself to the terms and conditions of this TC, which for the purposes of this TC, are the Products and Services. The Client shall observe and abide by all instructions, directions, and recommendations of Elsevier for the maintenance and storage of the Products and Services. The Client is responsible for the safekeeping of the Products and Services, and Elsevier is not responsible for any losses or damages that may result from the Client's failure to store the Products and Services properly.

3. Payment

Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which are incurred in connection with the provision of the Products and Services, unless expressly agreed in writing by Elsevier. All such reasonable and bona fide expenditures shall be subject to the Client's prior approval. If the Client fails to approve such expenditures, Elsevier shall not be liable for any such expenses.

4. Delivery

All Products and Services shall be delivered to the Client's premises or such other place as the Client shall instruct Elsevier. Except as expressly agreed in writing, the Client shall be responsible for the carriage, loading, unloading, and storage of the Products and Services. If the Client fails to accept delivery of the Products and Services within a reasonable time, Elsevier shall be entitled to recover from the Client any costs and expenses, including insurance, storage, and handling, incurred in connection with the storage of the Products and Services.

5. Force majeure

If either party is unable to perform its obligations under the TC due to circumstances beyond its reasonable control ("Force Majeure"), then such party shall be relieved of those obligations to the extent it is unable to perform. The party subject to an event of force majeure shall use reasonable efforts to comply as closely as possible with its obligations under the TC.

6. Distribution

The Client shall not resell the Products or allow anyone to resell, substitute or substitute any part of the Products or Services for any purpose. The Client shall not resell the Products or Services to any person or entity other than the Client. The Client shall not resell the Products or Services to any person or entity other than the Client. The Client shall not resell the Products or Services to any person or entity other than the Client. The Client shall not resell the Products or Services to any person or entity other than the Client. The Client shall not resell the Products or Services to any person or entity other than the Client. The Client shall not resell the Products or Services to any person or entity other than the Client. The Client shall not resell the Products or Services to any person or entity other than the Client. The Client shall not resell the Products or Services to any person or entity other than the Client. The Client shall not resell the Products or Services to any person or entity other than the Client. The Client shall not resell the Products or Services to any person or entity other than the Client. The Client shall not resell the Products or Services to any person or entity other than the Client. The Client shall not resell the Products or Services to any person or entity other than the Client. The Client shall not resell the Products or Services to any person or entity other than the Client. The Client shall not resell the Products or Services to any person or entity other than the Client. The Client shall not resell the Products or Services to any person or entity other than the Client. The Client shall not resell the Products or Services to any person or entity other than the Client. The Client shall not resell the Products or Services to any person or entity other than the Client. The Client shall not resell the Products or Services to any person or entity other than the Client.