Overview

Kidney Medicine, an official journal of the National Kidney Foundation, is an open access journal focused on clinical medicine in nephrology and hypertension. The mission of Kidney Medicine is to disseminate knowledge relevant to the care of people with or at risk of kidney diseases. Articles appearing in Kidney Medicine include original research, case reports and reviews.

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Global Print Circulation
Online Only
 Avg. Global Monthly Visits
8,772
 Avg. Global Monthly Unique Visitors
7,173
 Avg. Global Monthly Page Views
12,495

Affiliation
Official Journal of the National Kidney Foundation

Audience
Nephrologists, urologists, and internists.
Digital Specs

Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
</tr>
</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

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<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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</tbody>
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**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

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

**TRACKING PIXELS**: No

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- Animation and expandable banners unavailable

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8. **Liability and claims** To THE MAXIMUM EXTENT PERMITTED BY LAW, in respect of all the foregoing reasons, Client agrees to indemnify Elsevier against any losses, damages, costs or expenses incurred by Elsevier as a result of any such representations, warranties or undertakings.

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10. **Force majeure** Force majeure shall be defined as any event beyond the reasonable control of Elsevier including acts of God, war, riots, strikes, lockouts, governmental restrictions, embargoes, breakdowns of transport facilities, civil commotions, acts or omissions of Clients, and any other cause beyond the reasonable control of Elsevier. In the event of force majeure, Elsevier shall have the right to suspend or cancel the performance of this TC and will not be liable for any loss or damage caused by such suspension or cancellation.

11. **General** The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The parties agree to submit to the jurisdiction of the administrative body of competent jurisdiction to be wholly or partly illegal, invalid, void, voidable, unenforceable or unreasonable be deemed severable and the remaining provisions of the TC shall continue in full force and effect. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations.

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13. **Compliance with laws** Client shall at all times during the term strictly comply with all applicable laws, codes, regulations, standards and judicial or administrative order ("Jointly "Applicable Laws" or "Laws") relevant to its duties, obligations and performance under this TC which includes but is not limited to the UK Bribery Act and those enforced in the country where business is being conducted and/or the Client's place of business. The Client represents and warrants that the Client shall engage only in legitimate business and ethical practices in commercial operations and in relation to the dealings with any employee or officer of Elsevier or any entity operating under or otherwise controlled by Elsevier including, without limitation, state run universities, hospitals and laboratories, or political parties or candidates ("Jointly Government Office"). Neither the Client nor any of its employees, directors or officers shall, offer, give, promise or authorize the payment, directly or indirectly, of any monies or anything of value to any governmental or Government Office for the purpose or intent to induce such person to use his/her influence with an official of Elsevier, and/or any affiliate of Elsevier for personal gain or for that of Elsevier or Elsevier's affiliates (any such act, a "Prohibited Payment"). A Prohibited Payment does not include a payment of reasonable and bona fide expenses, such as travel or lodging expenses, which are distinctly related to the promotion, demonstration or execution of Products or Services or the execution or performance of a contract provided that such payments are permissible under the Applicable Law. The Client further agrees that hijack will not accept any payment or other benefit in money or in kind from any person or an award in respect of any act or service in connexion with any business or transaction by or on behalf of the Client.

14. **Cancellations & Returns** If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation including any loss of anticipated income, interest on overdue invoices, and any other costs, losses or expenses incurred as a result of the Client's decision to cancel the order. All cancellations are made at such cut-off date, Elsevier shall be entitled to charge the full cost of the advertisement. Any returns of the products shall be subject to the relevant Elsevier company's return policy applicable to the product at the time of the return. Details of such policies will be provided to the Client at the time of placing the order.

15. **General** The formation, existence, construction, performance, validity and all aspects of the TC shall not be governed by the law of the corporate domicile of the company which is providing the Products or Services. The parties agree to submit to the exclusive jurisdiction of the courts of the same kingdom of the relevant corporation. The Client shall, at all times, comply with any legal or regulatory requirements. Elsevier shall assign or sub-contract any of its rights or obligations in whole or in part or perform any of its obligations in whole or in part by any of its agents or subcontractors, provided that the Client is not in breach of any of the terms of the TC. The Client acknowledges that payment for such performance or sub-contracting will be made in accordance with the applicable terms of the TC.

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