Kidney Medicine

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.

Visit Website

Display Advertising

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Kenneth Naylor  **Global**

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Global Print Circulation

- **Online Only**
  - Avg. Global Monthly Visits: **8,772**
  - 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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<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

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force majeure

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liability and claims

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