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.
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).

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**eTOC Email**

<table>
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<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**
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 MPU banners, positions 1, 2, 3, are stacked vertically
 Animation and expandable banners unavailable

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**AIP Email**

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Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
1.1. This contract is governed by the laws of [insert relevant jurisdiction]. Any disputes arising from this contract will be subject to the jurisdiction of the courts in [insert relevant jurisdiction].

2. Offer and acceptance/ Description

2.1. The Client shall be deemed to have accepted this Client Agreement (the "TC") when the Client completes an order form or places an order with Elsevier, if any, by delivering a purchase order or similar confirmation to Elsevier, or by using the Services, or by otherwise accepting the terms of this TC.

2.2. The Services are to be provided to the Client as described in the order form or as otherwise specified in the TC. Elsevier shall have the right to modify the Services at any time without notice to the Client, including by making changes to the nature of the Services, but such changes shall be subject to the written approval of the Client. Any modifications to the Services shall be subject to the written approval of the Client. The Client shall have the right to terminate the TC upon written notice to Elsevier of such modifications.

2.3. Any changes or modifications to the Services that are not expressly agreed to in writing by the Client shall be deemed to be ineffective unless agreed to in writing by Elsevier.

3.1. The Client shall be charged for the Services on the basis of the applicable rates and prices as set out in this TC.

3.2. The TC is effective upon execution by both parties, and it shall remain in effect until terminated by either party in accordance with this TC.

3.3. Termination of the TC may be unilaterally initiated by either party for any reason but shall require written notice to the other party. In the event of termination, the Client shall be responsible for any termination fees, as set out in this TC.

4.1. The Client shall be required to pay all amounts due for the Services within [insert specified period].

4.2. Failure to pay any amount due under this TC shall be deemed a default under this TC, and Elsevier will have the right to terminate this TC immediately upon written notice to the Client.

4.3. If any amount due under this TC is not paid within the specified period, Elsevier may charge interest at the rate of [insert specified interest rate] per annum on any outstanding balance.

4.4. If the Client has failed to make any payment when due, Elsevier may take such legal action as it deems appropriate to recover the outstanding amount.

5.1. The title to and ownership of the Products shall pass to the Client at the time of delivery unless otherwise agreed in writing.

5.2. The Client shall bear all risks of loss, destruction, or damage to the Products from the time of delivery until the Client shall have obtained title thereto.

5.3. The Client shall have the right to resell the Products, but any such resale shall be subject to the Client's obligations under this TC.

5.4. The Client shall not resell or otherwise transfer any copies of the Products without the prior written consent of Elsevier.

6.1. If the Client has failed to pay any amount due under this TC, Elsevier may, at its discretion, take any of the following actions:

6.1.1. Suspend the delivery of the Services.

6.1.2. Seek recovery of any amounts owed under this TC.

7.1. The Client shall indemnify and hold Elsevier harmless from and against any and all claims, demands, losses, damages, costs, or expenses, whether legal or equitable, which Elsevier may incur in connection with any claim, demand, suit, action, proceeding, or investigation that arises out of or relates to the Client's use of the Services.

7.2. The Client shall immediately notify Elsevier of any claim or demand that the Client receives from any third party asserting that the Services infringe any proprietary right.

7.3. The Client shall use commercially reasonable efforts to mitigate any losses, damages, costs, or expenses incurred by Elsevier.

7.4. The Client shall be responsible for all taxes and duties levied on or in connection with the Services.

8.1. The Client shall be responsible for all costs and expenses incurred in connection with the delivery of the Services, including, without limitation, all shipping, handling, and insurance charges.

8.2. All invoices for the Services shall be final and shall be deemed to be correct unless the Client provides written notice of any dispute within [insert specified period].

8.3. Failure to pay any amount due under this TC shall result in the Client being charged interest at the rate of [insert specified interest rate] per annum on any outstanding balance.

9.1. The Client shall be responsible for all costs and expenses incurred in connection with the delivery of the Services, including, without limitation, all shipping, handling, and insurance charges.

9.2. All invoices for the Services shall be final and shall be deemed to be correct unless the Client provides written notice of any dispute within [insert specified period].

9.3. Failure to pay any amount due under this TC shall result in the Client being charged interest at the rate of [insert specified interest rate] per annum on any outstanding balance.

10.1. The Client shall be responsible for all costs and expenses incurred in connection with the delivery of the Services, including, without limitation, all shipping, handling, and insurance charges.

10.2. All invoices for the Services shall be final and shall be deemed to be correct unless the Client provides written notice of any dispute within [insert specified period].

10.3. Failure to pay any amount due under this TC shall result in the Client being charged interest at the rate of [insert specified interest rate] per annum on any outstanding balance.

11.1. The Client shall be responsible for all costs and expenses incurred in connection with the delivery of the Services, including, without limitation, all shipping, handling, and insurance charges.

11.2. All invoices for the Services shall be final and shall be deemed to be correct unless the Client provides written notice of any dispute within [insert specified period].

11.3. Failure to pay any amount due under this TC shall result in the Client being charged interest at the rate of [insert specified interest rate] per annum on any outstanding balance.

12.1. The Client shall be responsible for all costs and expenses incurred in connection with the delivery of the Services, including, without limitation, all shipping, handling, and insurance charges.

12.2. All invoices for the Services shall be final and shall be deemed to be correct unless the Client provides written notice of any dispute within [insert specified period].

12.3. Failure to pay any amount due under this TC shall result in the Client being charged interest at the rate of [insert specified interest rate] per annum on any outstanding balance.

13.1. The Client shall be responsible for all costs and expenses incurred in connection with the delivery of the Services, including, without limitation, all shipping, handling, and insurance charges.

13.2. All invoices for the Services shall be final and shall be deemed to be correct unless the Client provides written notice of any dispute within [insert specified period].

13.3. Failure to pay any amount due under this TC shall result in the Client being charged interest at the rate of [insert specified interest rate] per annum on any outstanding balance.

14.1. The Client shall be responsible for all costs and expenses incurred in connection with the delivery of the Services, including, without limitation, all shipping, handling, and insurance charges.

14.2. All invoices for the Services shall be final and shall be deemed to be correct unless the Client provides written notice of any dispute within [insert specified period].

14.3. Failure to pay any amount due under this TC shall result in the Client being charged interest at the rate of [insert specified interest rate] per annum on any outstanding balance.