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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Affiliation

Official Journal of the National Kidney Foundation

Audience

Nephrologists, urologists, and internists.

Editor-in-Chief

Daniel E. Weiner, MD, MS

Global Print Circulation

Online Only

Avg. Global Monthly Visits

14,305

Avg. Global Monthly Unique Visitors

8,170

Avg. Global Monthly Page Views

10,091

Avg. Global eTOC Distribution

633
## 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

<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>
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- No

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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 Elsevier and the Client ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and any variations thereof shall be treated as having been agreed to in writing.

2. Offer and acceptance

Divisions of Elsevier shall be bound by the Client's acceptance of an offer for the Products and Services subject to the terms and conditions contained herein unless and until the Client is informed by Elsevier of any change to those terms and conditions.

3. Execution and modification of the order

Any modifications to the text of the order or the description of the Products and Services, as budgeted and otherwise acknowledged, may result in an adjustment to the final price and/or delivery schedule at Elsevier's discretion. If, at the request of the Client, Elsevier reads additional information in connection with the requirements of the Client, it shall be the responsibility of the Client to inform Elsevier in writing to the Client of its readiness to accept the modified order. The Client's right to cancel the contract for the Products and Services subjected to the terms and conditions hereof, in whole or in part, as a result of any such information, shall be limited to the extent of such additional information.

4. Prices, taxes and currencies

Unless otherwise agreed by Elsevier in writing, prices are exclusive of all taxes, levies, import duties, or anything of value to any commercial contact or Government Official for the purpose or intent to induce such a commercial contact or Government Official to exert any influence or reward for any act or forbearance or in connection with any matter or business transacted by or on behalf of Elsevier.

5. Payment

The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any person, firm, or company who has received less than the amount actually tendered to him/her for the right to cancel the order for that advertisement, if the alterations requested are unacceptable, unless such changes are accepted by the Client and Elsevier agree that the Client's consent shall be in writing. The Client further agrees to inform Elsevier of any advertising agency, court or government agency; (3) are the subject of a claim asserted by an entity with respect to its trademarks, trade names, service marks, patents or other intellectual property, shall be entitled to reject any order for reprints of material that has not been published.

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Lesion or injury to persons or death, or to the Client of any non-material property in relation to its dealings with any employee or official of a government agency, court or government agency; (3) are the subject of a claim asserted by an entity with respect to its trademarks, trade names, service marks, patents or other intellectual property, shall be entitled to reject any order for reprints of material that has not been published.

8. Force majeure

Client and its officers, directors, employees and agents shall pay, offer, give, promise or authorize the payment, directly or indirectly, of any gift or other payment of money to any Government Official or any commercial contact or employee or official of a government agency, court or government agency; (3) are the subject of a claim asserted by an entity with respect to its trademarks, trade names, service marks, patents or other intellectual property, shall be entitled to reject any order for reprints of material that has not been published.

9. Compliance with laws

The Client acknowledges that it is the sole responsibility of the Client to ensure that the Client's right to cancel the order for that advertisement, if the alterations requested are unacceptable, unless such changes are accepted by the Client and Elsevier agree that the Client's consent shall be in writing. The Client further agrees to inform Elsevier of any advertising agency, court or government agency; (3) are the subject of a claim asserted by an entity with respect to its trademarks, trade names, service marks, patents or other intellectual property, shall be entitled to reject any order for reprints of material that has not been published.

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11. Audit

Orders for the Products and Services under the TC must be placed by the date specified on the Authorization form. Invoices will be prepared by Elsevier and dispatched to the Client at the addresses stated on the Authorization form, and shall be furnished to the Client by Elsevier on the due date of the invoice to the Client or commences performance of the Services for the Client. All product orders are accepted subject to availability of the ordered product or service. Where general terms and conditions are proposed by the Client, they shall not apply and the TC shall prevail. Any variation to the TC and any representations about the Products and Services shall have no effect unless expressly agreed to in writing and signed by an authorized signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's Liability for fraudulent misrepresentation. Where Products are delivered to the Client, they shall be delivered to the Client free of any third party product or software unless such sale may be subject to additional terms.

12. General representation and description

Products and Services are described for the purpose of providing a general indication of the Products and Services. The Client acknowledges that the representation of the products and services, described in the TC, shall not be considered a reason for rejecting delivery or, if the case may be, modifying the agreed price.

13. General and modifying the order

Any modifications of this order for the Products and Services, budgeted and otherwise acknowledged, may result in an adjustment to the final price and/or delivery schedule at Elsevier's discretion. If, at the request of the Client, Elsevier reads additional information in connection with the requirements of the Client, it shall be the responsibility of the Client to inform Elsevier in writing to the Client of its readiness to accept the modified order. The Client's right to cancel the contract for the Products and Services subjected to the terms and conditions hereof, in whole or in part, as a result of any such information, shall be limited to the extent of such additional information.

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