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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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**

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<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

**AIP Email**

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Contact your sales representative for all digital advertising rates and opportunities.
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To the MAXIMUM EXTENT PERMITTED BY LEGAL REQUIREMENTS Elsevier shall not be liable for any of the following although in no event shall Elsevier be liable for any indirect, special, exemplary or consequential damages or any loss or damage of any nature which are or which become due to the Client from any act or omission. The Client hereby waives all claims in contract, tort, or otherwise, whether otherwise express or implied, including loss of profits or loss of business arising from the TC.

9. Force majeure
Any force majeure event shall be deemed to have occurred if (i) such event is beyond the reasonable control of the party claiming force majeure; (ii) the party affects by the event could not reasonably have been avoided; (iii) the event has a materially adverse effect on the ability of the party claiming force majeure to perform its obligations under the TC; and (iv) the party claiming force majeure has taken all steps reasonable in the circumstances to try to avoid the effect of the force majeure event. Notwithstanding any other provision of the TC, a party will not be liable or responsible for any delay or performance failure that is caused by or related to a force majeure event, or for any other failure or delay in performance of the party resulting from a force majeure event.

10. Advertising & Reprints
Orders must specify a definite schedule of insertions, issues and sizes of space for a consecutive period of not less than one year from the date of the order. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements is placed, it must specify in writing the number of insertions, issues and sizes of space for a consecutive period of not less than one year from the date of the order. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the affected party’s obligations set forth in this TC, and shall notify the other party promptly of any delay.

11. Audit
The Client shall pay a reasonable fee for any audit of its accounts or its use of the Products or Services to verify its compliance with the TC. The Client shall allow Publisher’s authorized representative at any reasonable time to have access to Client’s premises (or its agents and suppliers’ premises) for the purpose of inspecting Client’s facilities, books and records to verify Client’s compliance with the TC. All products are sold on credit and are subject to availability of the ordered Products. Unless otherwise expressly agreed by Elsevier in writing, Client represents and warrants that it is purchasing products from Elsevier for its own internal use and not on behalf of any other person or entity if the Client is an agent, it represents and warrants that it is purchasing the Products and Services for the Client for the Client’s own internal use on behalf of any other person or entity as principal or agent. If the Client is an agent, it represents and warrants that it is purchasing the Products and Services for the Client for the Client’s own internal use and not on behalf of any other person or entity as principal or agent. If the Client has a sales force, it represents and warrants that it is purchasing the Products and Services for the Client for the Client’s own internal use on behalf of any other person or entity as principal or agent.

12. Termination
Where the Client is in breach of this TC by Client. Orders must specify a definite schedule of insertions, issues and sizes of space for a consecutive period of not less than one year from the date of the order. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements is placed, it must specify in writing the number of insertions, issues and sizes of space for a consecutive period of not less than one year from the date of the order. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the affected party’s obligations set forth in this TC, and shall notify the other party promptly of any delay.