Overview

*Advances in Chronic Kidney Disease* provides in-depth, scholarly review articles about the care and management of persons with early kidney disease and kidney failure, as well as those at risk for kidney disease. The full spectrum of basic science through clinical care is covered in these reviews. Clinical care issues stress the multidisciplinary team approach to the care of kidney patients. Each issue is devoted to a single topic. The journal is available full text online through www.ackdjournal.org for subscribers, who receive access as part of their print subscription.

Visit Website

Display Advertising

Jessica Jimenez-Ahmed  United States  
267-226-8166  
j.jimenez-ahmed@elsevier.com

Robert Bayliss  Europe  
44 20 7424 4454  
r.bayliss@elsevier.com

Virginia Van Homrigh  Global  
61 448 008159  
v.vanhomrigh@elsevier.com

Derek Zakaib  Canada  
514-730-8837  
derekjohnzakaib@gmail.com

Recruitment Advertising

Kenneth Naylor  Global  
212-633-3735  
k.naylor@elsevier.com

Global Print Circulation

Online Only

Avg. Global Monthly Visits: 1,229


Avg. Global eTOC Distribution: 942

Affiliation

National Kidney Foundation

Audience

Nephrologists, nephrology fellows, nurses, technicians, dieticians, and social workers caring for patients with renal disease.
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 |

AIP 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>Side</td>
<td>Skyscraper</td>
<td>160 x 600</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

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability
Terms and conditions applicable to this proposal and amendments made to this proposal by Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). The TC supersedes any previous agreement or representation between the parties.

2. Cancellations & Returns
The Client shall use the services covered by the TC during the time specified in the TC. Any request for cancellation of the TC, or the provision of any services, shall be made in writing to Elsevier in accordance with the terms specified in the TC and shall only be valid if accepted in writing by Elsevier. Written requests for cancellation shall be received by Elsevier prior to the Closing Date. The Client shall be liable for the cost of the full quantity ordered for each cancelled contract and for any additional costs incurred or committed by Elsevier up to the Closing Date. If a campaign has been run in advance of the Closing Date, any remaining risk shall be borne by the Client. In the event of a cancellation, advertising content already printed may be replaced by alternative advertising content, including editorial content, as agreed in advance between Elsevier and the Client.

3. Prices, taxes and currencies
The Client agrees to pay all sums due under the TC in full, within thirty (30) days of receipt of the invoice. Payment will be made by bank transfer to Elsevier’s nominated account, unless otherwise agreed in writing. Where applicable, the Client will pay all value added taxes, withholding taxes, and any other duties, levies, or taxes. Late payment may be subject to additional interest charges or penalties. The Client may be subject to legal proceedings if it fails to pay its obligations under the TC. In case of any dispute, the Client may be required to pay interest on any sums due under the TC or to pay compensation for any losses or expenses incurred by Elsevier as a result of non-payment. The Client agrees to pay any costs incurred by Elsevier as a result of enforcing any part of the TC or any claims brought against it by Elsevier.

4. Audit
Elsevier reserves the right to conduct an audit in connection with the Client's order. The Client agrees to provide Elsevier with all necessary information and assistance to facilitate the audit. The Client further agrees that it will not accept any payment or other benefit in money or in kind from any person or entity who is a government official, employee, or contractor, or who controls, is controlled by, or is under common control with any government official, employee, or contractor, without the prior written consent of Elsevier. The Client further agrees that it will not offer or promise any payment or other benefit in money or in kind to any government official, employee, or contractor, or who controls, is controlled by, or is under common control with any government official, employee, or contractor, without the prior written consent of Elsevier. The Client agrees to provide Elsevier with all necessary information and assistance to facilitate the audit.

5. Force Majeure
If a party is unable to perform any part of its obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is prevented from performing by reason of the event. A party shall not be relieved of any obligations to the extent it is able to perform. The parties shall give each other prompt notice of any event of force majeure that may affect its ability to perform its obligations under this TC. The affected party shall use good faith efforts to comply as closely as possible with its obligations under this TC. The affected party shall notify the other party of the duration of the event of force majeure and of any steps the affected party has taken or proposes to take to mitigate the effects of the event of force majeure. The affected party shall use reasonable efforts to perform its obligations under this TC in the manner intended under this TC.

6. Indemnification
The Client shall indemnify Elsevier for any losses, damages, or liabilities, including attorney's fees and expenses, that it may incur as a result of any breach of this TC by the Client or any of its representatives or agents. The Client agrees to hold Elsevier harmless from any claims, demands, or actions brought against Elsevier by any person, firm, or entity that arises in any way out of the Client's activities under this TC.

7. Limitation of Liability
Nothing in this TC shall be construed as creating an obligation to indemnify the other party against the other party’s own negligence. Elsevier’s liability for any other loss, impairment, or breach of any express or implied warranty in this TC shall be limited to the invoice value of the part of the TC to which the liability relates. To the maximum extent permitted by applicable law, Elsevier expressly excludes any liability, whether direct or indirect, for any Client account and shall be entitled to refuse to supply any Client who has exceeded its credit limit.

8. Intellectual Property
The Client agrees to provide Elsevier with all necessary information and assistance to facilitate the audit. The Client further agrees that it will not accept any payment or other benefit in money or in kind from any person or entity who is a government official, employee, or contractor, or who controls, is controlled by, or is under common control with any government official, employee, or contractor, without the prior written consent of Elsevier. The Client agrees to provide Elsevier with all necessary information and assistance to facilitate the audit.

9. Delivery
Unless otherwise agreed in writing, delivery shall be made within thirty (30) days of the invoice date in the currency stated. Invoices will be paid by bank transfer to Elsevier’s nominated account, unless otherwise agreed in writing. If the Client is not in default for any reason, the Client shall pay any additional costs incurred or committed up to the Closing Date by Elsevier.

10. Force Majeure
If a party is unable to perform any part of its obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is prevented from performing by reason of the event. A party shall not be relieved of any obligations to the extent it is able to perform. The parties shall give each other prompt notice of any event of force majeure that may affect its ability to perform its obligations under this TC. The affected party shall use good faith efforts to comply as closely as possible with its obligations under this TC. The affected party shall notify the other party of the duration of the event of force majeure and of any steps the affected party has taken or proposes to take to mitigate the effects of the event of force majeure. The affected party shall use reasonable efforts to perform its obligations under this TC in the manner intended under this TC.

11. Indemnification
The Client shall indemnify Elsevier for any losses, damages, or liabilities, including attorney's fees and expenses, that it may incur as a result of any breach of this TC by the Client or any of its representatives or agents. The Client agrees to hold Elsevier harmless from any claims, demands, or actions brought against Elsevier by any person, firm, or entity that arises in any way out of the Client's activities under this TC.

12. Limitation of Liability
Nothing in this TC shall be construed as creating an obligation to indemnify the other party against the other party’s own negligence. Elsevier’s liability for any other loss, impairment, or breach of any express or implied warranty in this TC shall be limited to the invoice value of the part of the TC to which the liability relates. To the maximum extent permitted by applicable law, Elsevier expressly excludes any liability, whether direct or indirect, for any Client account and shall be entitled to refuse to supply any Client who has exceeded its credit limit.

13. Delivery
Unless otherwise agreed in writing, delivery shall be made within thirty (30) days of the invoice date in the currency stated. Invoices will be paid by bank transfer to Elsevier’s nominated account, unless otherwise agreed in writing. If the Client is not in default for any reason, the Client shall pay any additional costs incurred or committed up to the Closing Date by Elsevier.

14. Force Majeure
If a party is unable to perform any part of its obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is prevented from performing by reason of the event. A party shall not be relieved of any obligations to the extent it is able to perform. The parties shall give each other prompt notice of any event of force majeure that may affect its ability to perform its obligations under this TC. The affected party shall use good faith efforts to comply as closely as possible with its obligations under this TC. The affected party shall notify the other party of the duration of the event of force majeure and of any steps the affected party has taken or proposes to take to mitigate the effects of the event of force majeure. The affected party shall use reasonable efforts to perform its obligations under this TC in the manner intended under this TC.

15. Indemnification
The Client shall indemnify Elsevier for any losses, damages, or liabilities, including attorney's fees and expenses, that it may incur as a result of any breach of this TC by the Client or any of its representatives or agents. The Client agrees to hold Elsevier harmless from any claims, demands, or actions brought against Elsevier by any person, firm, or entity that arises in any way out of the Client's activities under this TC.

16. Limitation of Liability
Nothing in this TC shall be construed as creating an obligation to indemnify the other party against the other party’s own negligence. Elsevier’s liability for any other loss, impairment, or breach of any express or implied warranty in this TC shall be limited to the invoice value of the part of the TC to which the liability relates. To the maximum extent permitted by applicable law, Elsevier expressly excludes any liability, whether direct or indirect, for any Client account and shall be entitled to refuse to supply any Client who has exceeded its credit limit.

17. Delivery
Unless otherwise agreed in writing, delivery shall be made within thirty (30) days of the invoice date in the currency stated. Invoices will be paid by bank transfer to Elsevier’s nominated account, unless otherwise agreed in writing. If the Client is not in default for any reason, the Client shall pay any additional costs incurred or committed up to the Closing Date by Elsevier.