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.

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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/6 hrs/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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<tbody>
<tr>
<td>Top</td>
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</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
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</tbody>
</table>

**Formats**
- jpeg, png, gif, (static image only)

**Tracking Pixels**
- No

**Max File Size**
- 200 KB

**AIP Email**

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MPU banners, positions 1, 2, 3, are stacked vertically. Animation and expandable banners unavailable.

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