American Journal of Kidney Diseases

Overview

The American Journal of Kidney Diseases (AJKD), the official journal of the National Kidney Foundation, is recognized worldwide as a leader in clinical nephrology content. Every month AJKD publishes original investigations describing the latest findings related to kidney diseases, hypertension, dialysis therapies, and kidney transplantation. In addition to the rigorous peer-review of all AJKD content, original investigations undergo routine statistical review and follow a consistent, structured format. Case reports in each issue bring to light new diseases and potential therapeutic strategies. AJKD also publishes a variety of educational and special interest features, including narrative reviews, editorials, teaching cases, quizzes, and articles focusing on translational research, clinical practice, and socioeconomic aspects of kidney disease and treatment. In addition to full-text articles found in the print journal, AJKD’s website (www.ajkd.org) offers exclusive online-only content, such as additional case reports and supplementary data. Freely available content on the website includes editorials, special announcements, and correspondence.

Visit Website

North America

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APAC

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v.vanhomrigh@elsevier.com

Global Print Circulation
2,028

Avg. Global Monthly Visits
150,980

Avg. Global Monthly Unique Visitors
62,915

Avg. Global Page Views
86,031

Avg. Global eTOC Distribution
17,704

Affiliation
The National Kidney Foundation

Audience
Nephrologists, urologists, and internists.
## Print Closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>SPACE CLOSING</th>
<th>RUN OF BOOK ARTWORK DUE</th>
<th>PREPRINTED SUPPLIED PIECES DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>83/2</td>
<td>February 2024</td>
<td>12/21/2023</td>
<td>12/27/2023</td>
<td>01/03/2024</td>
</tr>
<tr>
<td>83/3</td>
<td>March 2024</td>
<td>01/24/2024</td>
<td>01/29/2024</td>
<td>02/03/2024</td>
</tr>
<tr>
<td>83/4</td>
<td>April 2024</td>
<td>02/22/2024</td>
<td>02/27/2024</td>
<td>03/05/2024</td>
</tr>
<tr>
<td>83/5</td>
<td>May 2024</td>
<td>03/23/2024</td>
<td>03/28/2024</td>
<td>04/04/2024</td>
</tr>
<tr>
<td>83/6</td>
<td>June 2024</td>
<td>04/24/2024</td>
<td>04/29/2024</td>
<td>05/06/2024</td>
</tr>
<tr>
<td>84/1</td>
<td>July 2024</td>
<td>05/23/2024</td>
<td>05/28/2024</td>
<td>06/04/2024</td>
</tr>
<tr>
<td>84/2</td>
<td>August 2024</td>
<td>06/24/2024</td>
<td>06/27/2024</td>
<td>07/04/2024</td>
</tr>
<tr>
<td>84/3</td>
<td>September 2024</td>
<td>07/24/2024</td>
<td>07/29/2024</td>
<td>08/05/2024</td>
</tr>
<tr>
<td>84/4</td>
<td>October 2024</td>
<td>08/23/2024</td>
<td>08/28/2024</td>
<td>09/04/2024</td>
</tr>
<tr>
<td>84/5</td>
<td>November 2024</td>
<td>09/24/2024</td>
<td>09/27/2024</td>
<td>10/04/2024</td>
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<tr>
<td>84/6</td>
<td>December 2024</td>
<td>10/24/2024</td>
<td>10/29/2024</td>
<td>11/05/2024</td>
</tr>
<tr>
<td>85/1</td>
<td>January 2025</td>
<td>11/22/2024</td>
<td>11/27/2024</td>
<td>12/04/2024</td>
</tr>
</tbody>
</table>

### Cancellations:

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.
## Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4,010</td>
<td>$2,995</td>
<td>$2,260</td>
</tr>
<tr>
<td>3x</td>
<td>$3,990</td>
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<tr>
<td>6x</td>
<td>$3,810</td>
<td>$2,915</td>
<td>$2,205</td>
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<td>12x</td>
<td>$3,750</td>
<td>$2,860</td>
<td>$2,185</td>
</tr>
<tr>
<td>18x</td>
<td>$3,700</td>
<td>$2,820</td>
<td>$2,165</td>
</tr>
<tr>
<td>24x</td>
<td>$3,630</td>
<td>$2,785</td>
<td>$2,135</td>
</tr>
<tr>
<td>36x</td>
<td>$3,590</td>
<td>$2,755</td>
<td>$2,100</td>
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<tr>
<td>48x</td>
<td>$3,455</td>
<td>$2,615</td>
<td>$1,955</td>
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<tr>
<td>60x</td>
<td>$3,305</td>
<td>$2,475</td>
<td>$1,805</td>
</tr>
<tr>
<td>72x</td>
<td>$3,265</td>
<td>$2,335</td>
<td>$1,655</td>
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<tr>
<td>84x</td>
<td>$3,205</td>
<td>$2,190</td>
<td>$1,430</td>
</tr>
<tr>
<td>96x</td>
<td>$2,875</td>
<td>$2,040</td>
<td>$1,285</td>
</tr>
</tbody>
</table>

### Premium Positions

- **Cover 4:** 50% B/W Page rate
- **Cover 2:** 35% B/W Page rate
- **Cover 3:** 25% B/W Page rate
- **Opposite TOC:** 25% B/W Page rate
- **First Right Hand Page:** 25% B/W Page rate
- **Other Preferred Positions:** 10% B/W Page rate

### Earned Rates

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

### Inserts

Furnished inserts are billed at the black and white rate times the number of insert pages.

- **Two-page insert (one leaf):** Two-times earned frequency rate.
- **Four-page or larger insert:** Black & White earned frequency rate.
Acceptance of Advertising

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.

Classified / back of book print closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>CLASSIFIED SPACE CLOSING &amp; RUN OF BOOK ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>83/2</td>
<td>February 2024</td>
<td>12/15/2023</td>
</tr>
<tr>
<td>83/3</td>
<td>March 2024</td>
<td>01/18/2024</td>
</tr>
<tr>
<td>83/4</td>
<td>April 2024</td>
<td>02/16/2024</td>
</tr>
<tr>
<td>83/5</td>
<td>May 2024</td>
<td>03/19/2024</td>
</tr>
<tr>
<td>83/6</td>
<td>June 2024</td>
<td>04/18/2024</td>
</tr>
<tr>
<td>84/1</td>
<td>July 2024</td>
<td>05/17/2024</td>
</tr>
<tr>
<td>84/2</td>
<td>August 2024</td>
<td>06/18/2024</td>
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<tr>
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<td>85/1</td>
<td>January 2025</td>
<td>11/18/2024</td>
</tr>
</tbody>
</table>

Cancellations:

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Classified / back of book print advertising

Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2,685</td>
<td>$1,755</td>
<td>$1,240</td>
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<tr>
<td>6x</td>
<td>$2,595</td>
<td>$1,690</td>
<td>$1,190</td>
</tr>
<tr>
<td>12x</td>
<td>$2,440</td>
<td>$1,585</td>
<td>$1,175</td>
</tr>
<tr>
<td>24x</td>
<td>$2,350</td>
<td>$1,480</td>
<td>$1,150</td>
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</table>

<table>
<thead>
<tr>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>4 COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>760</td>
<td>805</td>
<td>1,795</td>
<td>690</td>
</tr>
</tbody>
</table>

Confidential Email Inbox
Cost: $40.

Agency Discount
For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

Cancellations:
Must be received in writing on or before the announced closing date.

Run of Book Print Ads

Sizing
Trim: 8-1/4” x 10-7/8”
1/4” from all trim edges.
Binding: Perfect; Jogs to head
Printing Process: Litho Sheet
Halftone Screen: Cover: 150 line screen Text: 150 line screen

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7-3/4” x 10-3/8”</td>
<td>8-1/2” x 11-1/8”</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>16-3/4” x 11-1/8”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 5”</td>
<td>8-1/2” x 5-11/16”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2” x 10”</td>
<td>4-3/8” x 11-1/8”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2” x 5”</td>
<td></td>
</tr>
</tbody>
</table>
Specifications

File Format

**PDF or PDF/X-1a compliant files, saved as PDF version 1.3.**

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

*NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.*

Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh “city” fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).
Page Layout
Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset.
- No content is to be within 1/4" of all trim edges.
- Supply as single page files only.
- Right Reading, Portrait Mode, 100% size, No Rotation.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2” outside trim.

Color Space
All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors
Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC). Any non-intended spot colors will be converted to CMYK.

Trapping and Screening
Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs
If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.

Delivery
Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs
Variances from the above specifications may not yield results that conform to Elsevier quality control standards.
Supplied Print Ad Pieces

Size - 2 page: 8-1/2" x 11-1/8"
Size - 4 page: 17" x 11-1/8"
Trimming: For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

Closing Date for Booking Inserts: Same as ad space closing
Insert delivery date: See Insert due dates
All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion orderNote: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Insert Quantity
Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions
Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipments Address

American Journal of Kidney Diseases
Sheridan Press
450 Fame Avenue
Hanover, PA 17331-1585
United States
Attn: Elsevier Team

Disposition of Reproduction Materials
All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

For Contracts, Insertion Orders & Production Materials
Send new print ad files and submit pickup ads to www.ads4els.com.
Digital Specs

**Website**

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
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<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 300 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>
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</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)

**AIP Email**

<table>
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<tr>
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</table>

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

**Max File Size**
- 200 KB

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
ELSEVIER TERMS AND CONDITIONS OF SUPPLY

1. Applicability
These terms and conditions shall apply to all proposals, offers and agreements made up to and including 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"). They supersede any previous terms of business and/or order confirmation. If any provision of the TC is determined by any court of competent jurisdiction to be invalid or unenforceable, it shall to the extent of such illegality, invalidity, voidness, voidability, or unenforceability, be to the extent of such illegality, invalidity, voidness, voidability, or unenforceability, be null and void and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing or the Client in recognizing a breach of the TC shall not be deemed to be a waiver of such breach or any other breach of the TC.

2. Offer and acceptance
The TC shall be formed on the date Elsevier delivers the Products or issues the invoice to the Client (the "Effective Date"). The Client shall be deemed to accept the TC by placing the order, and the TC shall be deemed to form an agreement unless otherwise expressly agreed in writing. Any order must be accompanied by a description of the Products and the price and must be confirmed by Elsevier. Elsevier reserves the right to suspend or cancel any order if any Product is or becomes subject to restrictions on trade imposed by any court, tribunal or administrative body of competent jurisdiction. The Client shall accept such suspension or cancellation. The Client shall not be entitled to claim any damages on account of a suspension or cancellation of the TC. Failure or delay by Elsevier in enforcing or the Client in recognizing a breach of the TC shall not be deemed to be a waiver of such breach or any other breach of the TC.

3. Execution and modification of the order
The Client shall review the Product or service description, schedule, budget and any other information related to the order acknowledgement, and may in an agreement to the final price and/or delivery schedule at Elsevier's discretion. If, at the request of the Client, Elsevier renders additional services, the prices for such services shall be agreed upon in writing between the parties. Elsevier agrees to provide such additional services only if the scope of such additional services is mutually agreed upon in writing between the parties. Elsevier reserves the right to modify the scope of such additional services if the Client fails to make any payments due under the TC. The Client shall be responsible for the costs of any changes or modifications made to the order acknowledgement.

4. Payment
Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which may be incurred in the execution or performance of a contract provided that such expenditures are permissible under the Applicable Law. Payment is due on receipt of invoice unless otherwise expressly agreed in writing. If the Client is delayed in making payment, interest at a rate of 1% may be charged to the Client on a monthly basis for any sums outstanding, together with any collection fees incurred by Elsevier. If the Client fails to make payment of the full amount due within the time specified, or if the Client is declared bankrupt, then Elsevier may forthwith suspend further delivery of Products or Services and in such event Elsevier may forthwith cancel the order.

5. Force majeure
If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, inability to obtain in whole or in part by any means or method any necessary foreign exchange or other cause beyond the reasonable control of a party, such party is unable to perform in whole or in part the obligations assumed by it under the TC, then the party so affected shall be excused from performing its obligations hereunder to the extent of such failure or inability and the party not so affected shall not be liable for any damages otherwise than as provided in the TC. In such event, Elsevier may either (i) publish alternative Advertising Content in consultation with the Client or (ii) change the remaining Advertising Content to fit the space remaining in the relevant issue(s) or (iii) consent to the Client's rights to permute the use of the Advertising Content by Elsevier for the purposes of this TC.