RATES

1. Black-and-White rates:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4,200</td>
<td>$2,770</td>
<td>$1,640</td>
</tr>
<tr>
<td>3x</td>
<td>4,090</td>
<td>2,695</td>
<td>1,595</td>
</tr>
<tr>
<td>6x</td>
<td>3,755</td>
<td>2,480</td>
<td>1,460</td>
</tr>
<tr>
<td>9x</td>
<td>3,290</td>
<td>2,170</td>
<td>1,295</td>
</tr>
<tr>
<td>24x</td>
<td>3,190</td>
<td>2,170</td>
<td>1,295</td>
</tr>
<tr>
<td>36x</td>
<td>3,085</td>
<td>2,170</td>
<td>1,295</td>
</tr>
<tr>
<td>48x</td>
<td>3,000</td>
<td>2,170</td>
<td>1,295</td>
</tr>
<tr>
<td>60x</td>
<td>2,900</td>
<td>2,170</td>
<td>1,295</td>
</tr>
</tbody>
</table>

Color: In addition to earned black-and-white rates.

Charge per color per page or fraction

<table>
<thead>
<tr>
<th>Color Type</th>
<th>Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Color</td>
<td>590</td>
</tr>
<tr>
<td>Matched Color</td>
<td>700</td>
</tr>
<tr>
<td>Metallic Color</td>
<td>1,110</td>
</tr>
<tr>
<td>Four Color</td>
<td>1,625</td>
</tr>
<tr>
<td>Four Color + PMS</td>
<td>2,410</td>
</tr>
<tr>
<td>Four Color + Metallic</td>
<td>2,735</td>
</tr>
</tbody>
</table>

3. Bleed: No charge

4. Covers, Positions:
   a) Covers:
      - Second cover: Earned b/w rate plus 25%.
      - Color additional.
      - Third cover: Earned b/w rate plus 15%.
      - Color additional.
      - Fourth cover: Earned b/w rate plus 50%.
      - Color additional.
   b) Positions:
      - Special positions: Contact your sales representative for more details.

5. Online Advertising Rates: Please contact your sales representative for more information.

6. Recruitment/Classified Rates: Please contact the sales representative at slack@kerhgroup.com.
DISCOUNTS

1. **Combined Earned Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all Healio and SLACK publications to achieve maximum frequency.

2. **New Advertiser Discount:** Receive a 5% discount off all ad insertions. To qualify, the advertisement must be for a:
   a) Product that has not advertised in Nephrology NEWS & ISSUES the past calendar year
   b) New indication for a currently advertising product in Nephrology NEWS & ISSUES

3. **Multichannel Program:** Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.

4. **Corporate Discount:** Total net spend achieved in the year 2021 will set a Corporate Discount to be taken off 2022 advertising.

5. When taking advantage of more than one discount program, discounts must be taken in the following order:
   a) Less New Advertiser/Product Discount
   b) Less Healio Strategic Solutions Corporate Discount
   c) Less 15% Agency Discount
   Equals net cost

ISSUANCE AND CLOSING

1. **Established:** September 1987

2. **Frequency:** 12 times per year

3. **Issue Dates:** January, February, March, April, May, June, July, August, September, October, November, December

4. **Mailing Dates & Class:** Mails within the issue month; Periodical Class.

5. **Extensions and Cancellations:**
   a) **Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
   b) **Cancellations:** If, for any reason, an advertisement is canceled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

EDITORIAL

1. **General Editorial Direction:** Nephrology NEWS & ISSUES® strives to be the definitive information source for nephrologists by delivering timely, accurate, authoritative and balanced reports on clinical issues, socioeconomic topics and specialty industry developments, as well as presenting clinically relevant information about medical therapies for the benefit of the patient. The publication will offer its audience late-breaking reports from national and international congresses, as well as treatment and diagnostic updates, FDA developments, clinical resources and guidelines for care.

2. **Average Issue Projection:**
   a) **Average Number of Articles per Issue:** 20
   b) **Editorial Sections:**
      - National News
      - Business News
      - Clinical News
      - Meeting News
      - Advance Practice News
      - Home Dialysis
      - First Word
      - Bottom Line
      - Book Review
      - Viewpoint
      - Renal Policy
      - Renal Politics
      - Outcomes
      - Home Dialysis
      - Conference Preview
      - Data Management
      - Practice Management
      - Clinic Management
      - Transplantation
      - Research
      - Nursing
      - Social Work

3. **Origin of Editorial:**
   a) **Staff written:** 78%
   b) **Solicited:** 20%
   c) **Submitted:** 2%
   d) **Articles or abstracts from meetings:** 15%
   e) **Peer review:** No, meetings that are covered are selected in advance.

CIRCULATION

1. **Description of Circulation Parameters:**
   a) Nephrologists

2. **Demographic Selection Criteria:**
   a) **Prescribing:** Yes
   b) **Circulation Distribution:** Controlled: 100%
   c) **Paid Information:**
      - **Association members:** Is publication received as part of dues? No
      - **Subscription rates:**
        - U.S.: $125/yr. individual
        - Canada: add 5% tax/yr.
        - Outside the U.S.: add $89/yr.

3. **Circulation Verification:**
   a) **Audit:** BPA Worldwide
   b) **Mailing House:** LSC Communications

4. **Date and source of breakdown:** BPA Worldwide, June 2020

5. **Total estimated circulation for 2021:** 18,771

GENERAL INFORMATION

1. **Requirements for Advertising Acceptance:**
   Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the healthcare profession and subject to Publisher’s approval. Non-professional product and service advertisers must submit ad copy two weeks prior to the closing date.

2. **New Product Releases:** Yes

3. **Editorial Research:** Yes

4. **Ad Format and Placement Policy:**
   a) **Format:** Within articles

5. **Ad/Edit Information:** 50/50 Ad/Edit Ratio

6. **Value-Added Services:**
   a) **Bonus Convention Distribution:** See Editorial Calendar

7. **Online Advertising Opportunities:** Contact your sales representative for more information.

8. **Additional Advertising Opportunities:**
   a) **BRC inserts:** See 5b under Insert Information for specifications.
   b) **Split-run advertising:** Contact publisher for information.

9. **Reprints:** Yes. Email: scsreprints@sheridan.com.
Audience Overview

Getting your message delivered to the entire renal team — those who provide medical care for patients every day, operate the dialysis clinic, write prescriptions and manage physician practices — can be done in multiple ways. You’ll receive maximum exposure when you partner with Nephrology News & Issues® because we maintain a print circulation of 18,564, which includes all nephrologists who are members of the American Medical Association (AMA) and all members of the National Kidney Foundation. On Healio, NN&I’s exclusive online content and newsletters bring the audience you want to reach to the website every day.

*Nephrologists: 11,577
IM, Nephrology: 967
Transplant Surgeons: 255

*Nurse Practitioners: 631
Physician Assistants: 315

*NKF: 2,958
NRAA: 672
NANT: 246

*Dialysis Center Technicians: 307
Nephrology Nurses: 343
Renal Dietitians: 483

**based off of BPA June 2020 analyzed issue

Total Journal Subscribers: 18,907

Looking for a copy of our audited Brand Report?
Click to view full circulation info

SOURCES: December 2016 BPA Statement; Google Analytics | Other Titles Included: Librarian, Patient, Government Official and Others Allied to the Industry
Administrative Titles Included: Administrator, President, Vice President, CEO/CFO/COO, Medical Director, Facility Board/Owner, Transplant Administrator, Nurse Manager, Network Director, Chief Technician, Manager/Supervisor, Laboratory Director and Other Administrators.
AD SPECIFICATIONS

1. Available Advertising Unit Sizes:

<table>
<thead>
<tr>
<th>Ad sizes:</th>
<th>Non-bleed (Live area) sizes:</th>
<th>Bleed sizes:*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width</td>
<td>Height</td>
</tr>
<tr>
<td>Full Page</td>
<td>15¼&quot; x 10½&quot;</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7¾&quot; x 10¼&quot;</td>
<td></td>
</tr>
<tr>
<td>½ Page Horizontal</td>
<td>7¾&quot; x 4¼&quot;</td>
<td></td>
</tr>
<tr>
<td>½ Page Vertical</td>
<td>3½&quot; x 10¼&quot;</td>
<td></td>
</tr>
<tr>
<td>¼ Page</td>
<td>3¼&quot; x 5&quot;</td>
<td></td>
</tr>
</tbody>
</table>

*Bleed ads use non-bleed size for live area.

a) Trim size of journal: 8¼" x 10½"

b) For spread ads, keep content (images/text) ¼" in on each side of gutter.

c) To view Thumbnails of ad specs, visit healio.com/adspecs.

2. Type of Binding: Saddle-stitch

3. Print Ad Requirements: For specifications, go to: healio.com/adspecs

4. Color Proofs: One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.

If only color lasers are furnished, color match on press cannot be guaranteed.

5. Note: Spread ads should be sent as a one-page file.

6. Ad File Submission: Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Ads are accepted on CD/DVD, via email or uploaded to the Healio Strategic Solutions ftp site. Contact the sales administrator for ftp instructions.

7. Disposition of Ad Material: Ad materials will be held one year from date of last insertion and then destroyed unless notified otherwise in writing.

INSET INFORMATION

1. Availability and Acceptance:

a) Availability: Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are limited to three per issue.

b) Acceptance: A sample of the insert must be submitted to the Publisher for approval.

2. Insert Charges: Furnished inserts billed at the earned black-and-white-space rate on a page-for-page basis. Commissionable.

3. Sizes and Specifications: All inserts must be full size, supplied untrimmed, printed, folded (except single leaf), and ready for tipping/binding. Varnished inserts are acceptable at the Publisher's discretion. Inserts are jogged to foot.

<table>
<thead>
<tr>
<th>No. of Pages</th>
<th>Max Paper Stock</th>
<th>Min Paper Stock</th>
<th>Max Micrometer Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width</td>
<td>Height</td>
<td></td>
</tr>
<tr>
<td>2 page (one leaf)</td>
<td>80# coated text</td>
<td>70# coated text</td>
<td>.004&quot;</td>
</tr>
<tr>
<td>4, 6, 8 page</td>
<td>70# coated text</td>
<td>60# coated text</td>
<td>.004&quot;</td>
</tr>
</tbody>
</table>

4. Trimming: Supply size: 8¼" x 11½". Trim size 8¼" x 10½". Trimming of oversized inserts will be charged at cost. Keep live matter ¼" from trim edges and ½" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim ¼".

5. BRCs:

a) Pricing: Contact your Sales Representative for prices. Non-commissionable.

b) BRC Specifications: 3½" x 5" minimum to 4½" x 6" maximum; perforated with ½" lip (from perforation) for binding. Add ¼" for foot trim. Cardstock minimum: 75# bulk or higher.

6. Quantity: Full run — 22,000 (estimated). Exact quantity will be given upon Publisher’s approval of insert or call Publisher prior to closing date.

7. Shipping: Carton packing must have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and Healio Strategic Solutions will not be responsible for shortages on press. Make sure all pieces are oriented the same way in the carton (all facing the same direction). Do not include slip sheets in between pieces or shrink wrap in bundles. Additional costs will be incurred if hand work is necessary to remove slip sheets and/or shrink wrapping.
# Editorial Calendar 2021

## Print

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Closing</th>
<th>Material Due</th>
<th>Featured Topics</th>
<th>Meeting Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/1/2020</td>
<td>12/16/2020</td>
<td>Washington politics and the impact on nephrology</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>1/4/2021</td>
<td>1/15/2021</td>
<td>New diagnostics in tracking kidney disease</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>2/1/2021</td>
<td>2/16/2021</td>
<td>New payment models in kidney care</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>3/1/2021</td>
<td>3/16/2021</td>
<td>Home dialysis</td>
<td>Annual Dialysis Conference; Renal Physicians Association Annual Meeting</td>
</tr>
<tr>
<td>May</td>
<td>4/1/2021</td>
<td>4/16/2021</td>
<td>Cardio-renal syndrome</td>
<td>National Kidney Foundation; Cardio Renal Metabolic Conference</td>
</tr>
<tr>
<td>July</td>
<td>6/1/2021</td>
<td>6/16/2021</td>
<td>Access to Transplantation</td>
<td>American Transplant Congress</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>2021 Buyer's Guide</strong></td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>7/1/2021</td>
<td>7/16/2021</td>
<td>Telehealth</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>8/2/2021</td>
<td>8/16/2021</td>
<td>Artificial Kidney</td>
<td>IDEAS Conference</td>
</tr>
<tr>
<td>October</td>
<td>9/1/2021</td>
<td>9/16/2021</td>
<td>Workforce issues</td>
<td>Physicians Guide to Kidney Week 2021</td>
</tr>
<tr>
<td>November</td>
<td>10/1/2021</td>
<td>10/15/2021</td>
<td>Vascular access</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>11/1/2021</td>
<td>11/15/2021</td>
<td>Practice guidelines</td>
<td>American Society of Nephrology</td>
</tr>
</tbody>
</table>