

Renal & Urology News

Renal & Urology News is an online and print medical news publication that provides timely and extensive coverage of nephrology and urology research findings presented at medical conferences worldwide and published in the peer-reviewed literature. Complementing the news coverage are regular departments, including continuing medical education (CME) articles for which nephrologists and urologists can earn CME credits and columns dealing with legal and practice management issues.

The *Renal & Urology News* website, www.renalandurologynews.com, and digital outreach, including electronic newsletters, play an important part in the tabloid's goal to be the go-to source for nephrology and urology news and other information. The website offers features unavailable in the monthly printed publication such as clinical quizzes, reader polls, and video podcasts.

ADVERTISING BENEFITS

- Effective bridge from the scientific conferences & peer-reviewed journals to the busy practices of nephrologists & urologists.
- Timely, concise yet clinical.
- Free monthly CME.
- Integrated print/digital programs available.
- Physician-authored articles complement our news coverage.
- Nephrology/urology demo-specific programs available.
- BPA Worldwide Business Publication Audit Membership
- BONUS DISTRIBUTION: Annual Dialysis Conference, National Kidney Foundation, American Society of Nephrology, American Urological Association meetings.



**PRINT AND DIGITAL
RATE CARD**
EFFECTIVE JANUARY 1, 2014

90%
of our readers
get their
medical
specialty news
from our pages

General Information

ISSUANCE 12 issues

CIRCULATION DATA *Renal & Urology News* is mailed to office-based and hospital-based nephrologists and urologists, and is available by request to dialysis nurses and to nephrologists and urologists who are in teaching, administration, research, and training.

BONUS DISTRIBUTION Annual Dialysis Conference and the National Kidney Foundation, American Urological Association, and American Society of Nephrology annual meetings. Contact publisher for more info.

LIST RENTAL Lists supplied by Direct Medical Data, LLC, Des Plaines, Ill.

AD PLACEMENT Fully interspersed and rotated throughout the publication. See rate sheet.

EDITORIAL/ADVERTISING RATIO 50% editorial / 50% advertising.

ESTABLISHED July 2002. No organizational affiliation.

Circulation

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Full-Run Circulation

Nephrologists	7,089
Urologists	8,230
Transplant Surgeons	194
TOTAL CIRCULATION	15,513

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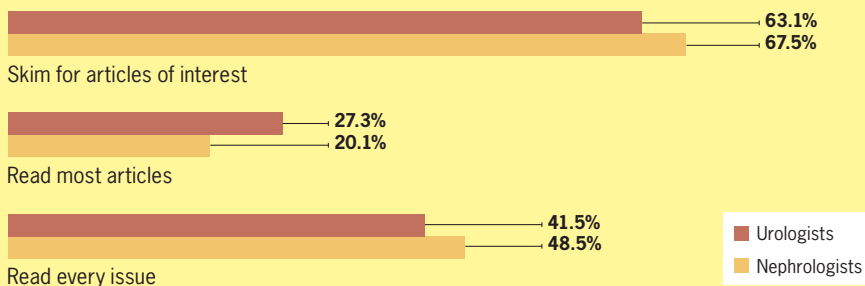
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CEO, Haymarket Media Inc.

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READERSHIP



Haymarket Corporate Discount

Individual pharmaceutical companies and their subsidiaries may qualify for this additional discount based on their total gross spending in either 2012 or 2013. The amount of the discount when combining total gross spending for *The Clinical Advisor*, all *Prescribing Reference* titles, *McKnight's Long-Term Care News*, *Assisted Living*, *Oncology Nurse Advisor*, and *Renal & Urology News* using 2012 rates is calculated after combo, continuity and special discounts are applied.

PERCENT DISCOUNT

Total Gross Dollars	% Discount Off Gross
\$250,000 – \$750,000	2.0%
\$750,001 – \$1,500,000	3.0%
\$1,500,001 – \$2,500,000	5.0%
\$2,500,001 – \$3,500,000	7.0%
\$3,500,001+	10.0%

Online Opportunities (a minimum of two ad units are required to guarantee purchased impression)	CPM	Price (net/net)
Run of Site (ROS) Banner Ads <ul style="list-style-type: none"> 25,000 impressions/month to any visitor of the site (Physicians, Nurse Practitioners, Physician Assistants, Pharmacists, Nurses, Renal Dieticians, etc) A minimum of two ad units is required 	\$87	\$2,175/mos
Specialty-Targeted Banner Ads <ul style="list-style-type: none"> 25,000 impressions/month to validated Urologists or Nephrologists Campaigns targeted to other professions or specialties (e.g. Nurse Practitioners, Physician Assistants in urology or nephrology) may be available based on inventory 	\$164	\$4,100/mos
List-Match Targeted Banner Ads <ul style="list-style-type: none"> Match your list to RUN's list of validated Urologists, Nephrologists Delivers 25,000 impressions/month (dependent on the results of list match) Note: creation of a unique list by combining data points (e.g., multiple professions and/or specialties, prescribing data, ICD-9 or CPT codes, etc) will be billed at the List Match Targeted Banner Ad price plus costs to create the list 	\$220	\$5,500/mos
Content Posting <ul style="list-style-type: none"> Post your pre-approved promotional webcast, podcasts, supplements, clinical studies, whitepapers, etc 100% exclusivity on posting page 	Video: \$1,000/mos Static: \$500/mos	
Contextual Opportunities (a minimum of two ad units are required to guarantee purchased impression)		
Information Center <ul style="list-style-type: none"> Disease-specific content from <i>Renal and Urology News</i> consisting of articles, clinical tools, videos, slideshows located on the website Site Takeover take precedence over Speciality Sponsorships (i.e., Speciality Sponsorship is put on hold for 24 hours) 	Sponsorship	\$25,000/year
Department Sponsorship <ul style="list-style-type: none"> 100% SOV for any Department on the site, for example: <ul style="list-style-type: none"> Prostate Cancer; OAB; Clinical Quiz Speciality Sponsorship and Site Takeover take precedence over Department Sponsorship (i.e., Department Sponsorship is put on hold for 24 hours) 	Sponsorship	\$1,250/mos
Channel Sponsorship <ul style="list-style-type: none"> 100% SOV for either the Urology or Nephrology Channel of the site Site Takeover take precedence over Channel Sponsorships (i.e., Channel Sponsorship is put on hold for 24 hours) 	Sponsorship	\$1,000/mos
Site Takeover <ul style="list-style-type: none"> 100% SOV for the entire website (1 day/week max) Site takeover takes precedence over Departmental and Speciality Sponsorship 	Sponsorship	\$2,000/day
Homepage Opportunities (a minimum of two ad units are required to guarantee purchased impression)	CPM (net/net)	Price (net/net)
Takeover (Roadblock) <ul style="list-style-type: none"> 100% SOV...own all ad inventory on home page for 1 week Cannot run at same time as Home Page Peel ad, unless same brand buys both Available for max 2 weeks each month 	Sponsorship	\$500/week
Prestitial <ul style="list-style-type: none"> 100% SOV...sits "over" the site and all pages are routed through the ad; appears once per visitor per 24 hours 	Sponsorship	\$500/day
ROS Text Ads <ul style="list-style-type: none"> Client provides one text ad, which rotates on every page of the site 	N/A	\$500/mos
E-Newsletter Opportunities		
Editorial e-Newsletters <ul style="list-style-type: none"> Deliver to all opt in HCP 	\$3,500/drop	
Specialty Targeted e-Newsletters <ul style="list-style-type: none"> Deliver your ad to just Urologists or Nephrologists Ads run on existing editorial e-newsletter; content is not changed 	\$2,500/drop	
Spotlight e-Newsletter <ul style="list-style-type: none"> Disease-specific content from the <i>Renal & Urology News</i> website to urologists or nephrologists 100% SOV—only your advertising appears on the newsletter 	\$2,500/drop	

Conferences

<p>Renal Week LIVE, NKF LIVE, or AUA LIVE</p> <ul style="list-style-type: none"> • At least 16 articles posted during the conference • Ads on Home Page are shared with other conference sponsors • App sell : <i>Renal & Urology News</i> • 100% SOV on Conference Coverage section page and articles • Distribution by email to 7,000+ validated urologists or nephrologists • Four video interviews with experts at the conference 	<p>\$7,500 per conference</p>
<p>Renal & Urology News xPress</p> <ul style="list-style-type: none"> • Distribute pre-approved material to target list of HCPs • Leverage the strength of <i>Renal & Urology News</i> to cut through the inbox clutter • Minimum 4,000 email addresses • Note: additions fees apply if newsletter needs legal review, tracking codes added, etc. 	<p>Set Up Fee \$1,000 + \$0.79 per name</p>

Mobile App (over 8,000 downloads)	CPM	Price
ROA (includes drug database)	\$83	\$2,075
Specialty Targeted ROA	\$156	\$3,900
List Match Targeted ROA	\$210	\$5,250
Video Posting	n/a	\$1,000
Content Posting	n/a	\$500
Content Sponsorship	n/a	\$1,000
Drug Subsection Takeover	n/a	\$1,000
Homepage Road Block	n/a	\$500
Sponsored News Release (i.e. Alert)	n/a	\$10,000
Mobile Prestitial	n/a	\$1,000

Custom

<p>Virtual Conference</p>	<p>Contact publisher</p>
<p>Microsites</p> <ul style="list-style-type: none"> • 100% SOV, presents in-depth information on specific therapeutic categories which can be supplemented with client-provided content (e.g., preapproved promotional webcast, podcast, supplement, clinical study, white paper, video, etc.). 	<p>Contact publisher</p>

Supported Ad Units (in pixels):

Leader Board – 728 × 90



Medium Rectangle – 300 × 250



Half Page – 300 × 600



Advertising Information

ADVERTISING ACCEPTANCE All advertising subject to publisher's approval.

PRINT AND DIGITAL CLOSING DATE Fifth of the month preceding issue date.

CASH DISCOUNT Contact publisher.

EARNED RATES Earned rates for advertisers are based on the combined total number of paid ad pages appearing in *Renal & Urology News*, *The Clinical Advisor*, all *Prescribing Reference* titles, *Assisted Living*, *Oncology Nurse Advisor*, and *McKnight's Long-Term Care News* within the current 12-month period.

All insertions in either edition count toward earned frequency rates. A spread counts as two insertions. Full pages and fractional pages count as single insertions. Each page of an insert counts as one insertion. Parent companies' and subsidiaries' insertions are combined to determine earned rate.

OUR DIGITAL EDITION will continue to be added value.

For 2014, however, you will be required to send IOs for digital and print advertising at the same time.

CANCELLATION None accepted beyond closing date.

AGENCY COMMISSION 15%

BLEED ADS No extra charge

COVERS Back cover—**50% premium**
 Inside back cover—**20% premium**
 Inside front cover—**25% premium**
 Center spread—**10% premium**

TRIM SIZE Tabloid 10 1/2" × 14"

COVER TIPS Available, Contact Publisher

2014 Ad Rates

UROLOGIST CIRCULATION ONLY : Black and White

Frequency	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	192x	240x	300x	360x
Tabloid	\$5,200	\$5,090	\$4,960	\$4,740	\$4,650	\$4,530	\$4,470	\$4,400	\$4,260	\$4,070	\$4,040	\$4,020	\$4,000	\$3,960	\$3,940
Standard A	\$3,800	\$3,590	\$3,500	\$3,360	\$3,300	\$3,170	\$3,140	\$3,040	\$2,960	\$2,850	\$2,840	\$2,800	\$2,790	\$2,780	\$2,770

NEPHROLOGIST CIRCULATION ONLY : Black and White

Frequency	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	192x	240x	300x	360x
Tabloid	\$4,360	\$4,290	\$4,100	\$4,030	\$3,930	\$3,810	\$3,730	\$3,650	\$3,560	\$3,520	\$3,500	\$3,480	\$3,470	\$3,450	\$3,440
Standard A	\$2,920	\$2,740	\$2,690	\$2,570	\$2,540	\$2,440	\$2,400	\$2,390	\$2,370	\$2,360	\$2,340	\$2,330	\$2,320	\$2,310	\$2,300

Ad Unit Specifications

TRIM SIZE: 10 1/2" × 14"

NON-BLEED: 10" × 13 1/2" (Tabloid)
 7" × 10" (Standard A-Size)

BLEED: 10 3/4" × 14 1/4" (Tabloid)
 7 1/4" × 10 1/4" (Standard A-Size)

BINDING: Saddle-stitched



TABLOID
 10" W × 13 1/2" (D)
 10 3/4" (W) × 14 1/4" (D)



STANDARD A-SIZE
 7" W × 10" (D)
 7 1/4" (W) × 10 1/4" (D)

CLOSING DATES

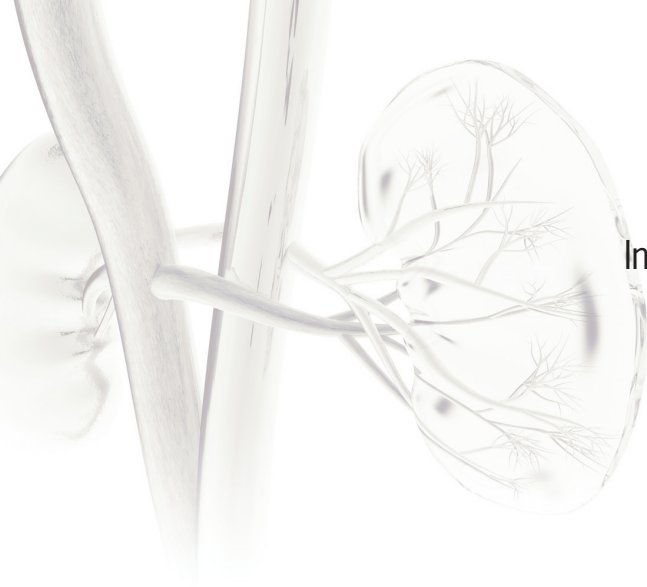
Print and Digital Ad Close: **5th of the month prior** to publication.

Print and Digital Material Deadline: **10th of the month prior** to publication.

COLOR RATES

4 Color	\$1,950
2C Matched	\$1,430
3 Color	\$1,550
2C Standard	\$1,050
5 Color	\$2,840
Mechanical charge on inserts: \$500 per insertion (non-commissionable)	

Please contact Production Dept. regarding other ad sizes.



Insert Information

INSERTS Maximum paper stock weight is 100 lb coated text or 80 lb uncoated text. Inserts jog to top unless otherwise specified. Inserts are billed at the regular black-and-white space rate frequency earned and are commissionable.

INSERT DUE DATE

ROB material due date: **10th of the month** preceding publication; **25th of the month** preceding publication

QUANTITY TO DELIVER

19,500 Full run

9,500 Nephrologists only

10,000 Urologists only

SHIPPING Inserts are to be in cartons on skid. Ship with publication name, issue date, and insert quantity clearly marked. Each issue packed separately.

DELIVERY ADDRESS RR Donnelley, Attn: Mark Boma for *Renal and Urology News*, 1600 N. Main St., Pontiac, IL 61764.

Ad Material Specifications:

Live area and bleed requirements:

- Include standard trim, bleed, and center marks in all separations, ½" outside trim (no marks included in the "live" image area).
- A contract color proof should accompany all ad file submissions. If proofs are not supplied, RUN will print to SWOP densities and not be held responsible for color reproduction of ads.

File Specifications:

- **PDF/X-1a files recommended. Single pages preferred.**
- **The version should be either 1.3 or 1.4.**
- **PDF/X-1a export preset recommended.**
- **All high resolution images and fonts must be included.**

Ad inquiries, instructions and ROB materials to:

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