



# *aakp*RENALIFE

## 2016 Media Kit



### Contact Information

Jerome Bailey, Managing Editor  
2701 N. Rocky Point Drive, Suite 150  
Tampa, FL 33607  
Phone: 813-400-2394  
Fax: 813-636-8122  
Email: [jbailey@aakp.org](mailto:jbailey@aakp.org)

### Mission

AAKP is the largest independent kidney patient organization in the U.S. Our mission is to improve the health outcomes of kidney patients through education, patient engagement and advocacy.

### Editorial Focus

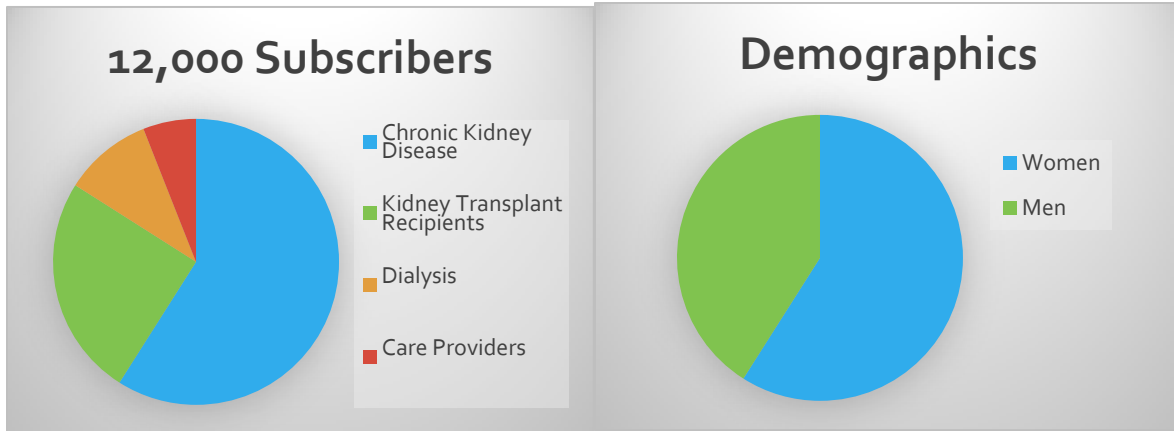
*aakpRENALIFE* magazine delivers expert content on kidney disease management, treatment options including new medications and technologies and public policy issues.

## What's New for AAKP in 2016

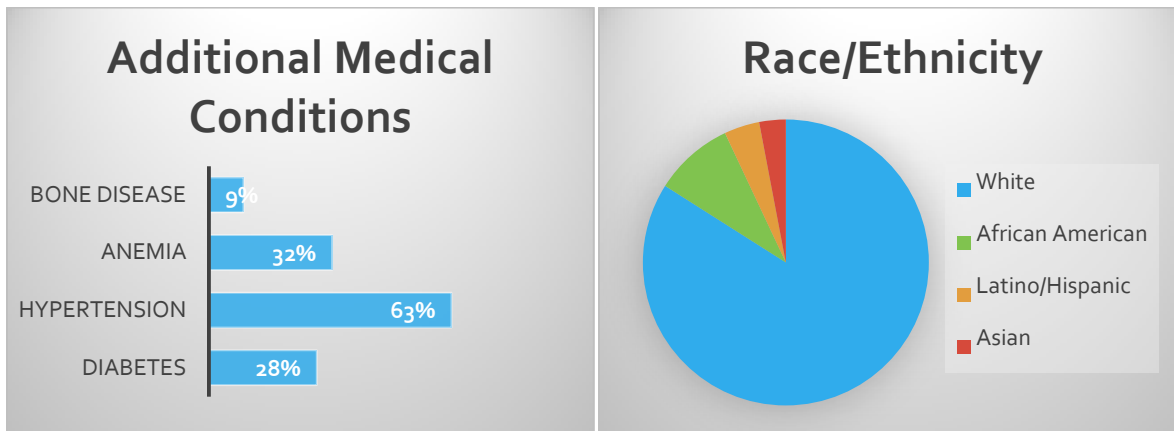
For 2016, advertisers should be aware that AAKP has received generous funding to increase our reach across multiple social media platforms and to make our content more mobile friendly.

- The AAKP professional marketing team will be cross-promoting magazine content and links through our social media platforms – allowing for a broader reach of advertisements among our expanding social media fan base of key influencers and decision-makers across the kidney space – including Federal officials and Congressional staff.
- AAKP is working very closely with several other major established national kidney organizations to grow our membership - which is now offered free to patients and caregivers. These organizations will be aiding AAKP efforts to add more kidney patients to our ranks – and every new patient member receives aakpRENALIFE magazine.
- AAKP is seeking placement of AAKP membership information and original educational content in the publications of our advertisers – a great opportunity for advertisers to cross-promote kidney patient engagement and patient-centered care messages via a content partnership with Americas largest kidney patient organization.

## Demographics

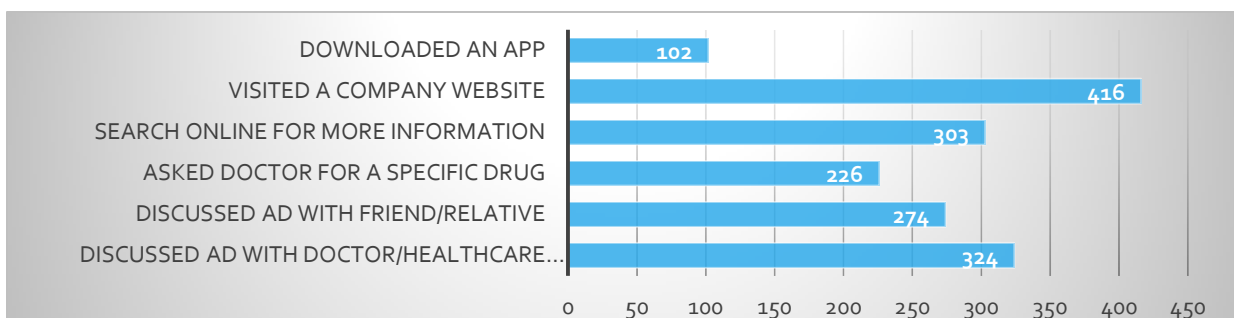


2,000 people receive the digital version of the magazine.



## Taking Action

AAKP aims to provide patients and their caregivers the tools necessary to make good health decisions. After seeing an ad in our magazine or electronic newsletters – our readers take action.



## aakpRENALIFE magazine Editorial Calendar

Issue Month	Closing Dates	
	Space	Materials
<b>January 2016</b>	11/23/15	12/10/15
Patient Engagement – What it Means and How to be Effective		
Keeping Your New Kidney Healthy		
Minimize Pain, Maximize Life!		
Self-Care for the Caregiver		
<b>March 2016</b>	1/4/16	2/1/16
Get Proactive for the Cause – Tools for the Patient Advocate		
Stay Engaged – Be a Mentor		
Meditation: Finding Calm in the Midst of Illness		
Lost in Transplantation – A Living Donor’s Perspective		
<b>May 2016</b>	3/11/16	4/1/16
The Federal Government and Kidney Disease – New Patient-Centered Initiatives		
Post -Transplant Diet & Nutrition		
Dealing with Death in the Unit		
Summer Eats		
Patient Intimacy/Sexuality		
<b>July 2016 – Special National Patient Meeting Pre-View Issue</b>	5/13/16	6/1/16
You are Not Alone – Coping with Kidney Disease		
Be Your Own Best Advocate		
Clinical Trials – Get Involved		
The ABCs of Immunosuppressant Drugs		
<b>September 2016</b>	7/15/16	8/1/16
The Failing Donated Kidney – How to Cope		
Positive Attitude, Positive Life		
Getting the Most Out of Your Doctor’s Time		
<b>November 2016</b>	9/16/16	10/1/16
Getting Involved in AAKP - How to Fight for the Cause		
Transitioning from Pediatric to Adult Care		
Holiday Cooking and Eating		
Help is Available – Resources for Care		

Advertisers or advertising agencies who miss space and material deadlines for any AAKP publications risk forfeiting ad space and any preferred placement. \*Issue content subject to change.

## Rates

	6 Issues	5 Issues	4 Issues	3 Issues	2 Issues	1 Issue
<b>Full Page</b>	\$2,800	\$3,000	\$3,100	\$3,200	\$3,300	\$3,450
<b>½ page</b>	\$2,200	\$2,300	\$2,400	\$2,500	\$2,550	\$2,650
<b>¼ page</b>	\$1,500	\$1,650	\$1700	\$1,750	\$1,800	\$1900

## Preferred Positions

(Premium charged on rates listed above)

Position	Premium Charge
OutsideBackCover	+20%
InsideFrontCover	+15%
InsideBackCover	+10%
SpecialPositions	+5%

## Small Business Rates

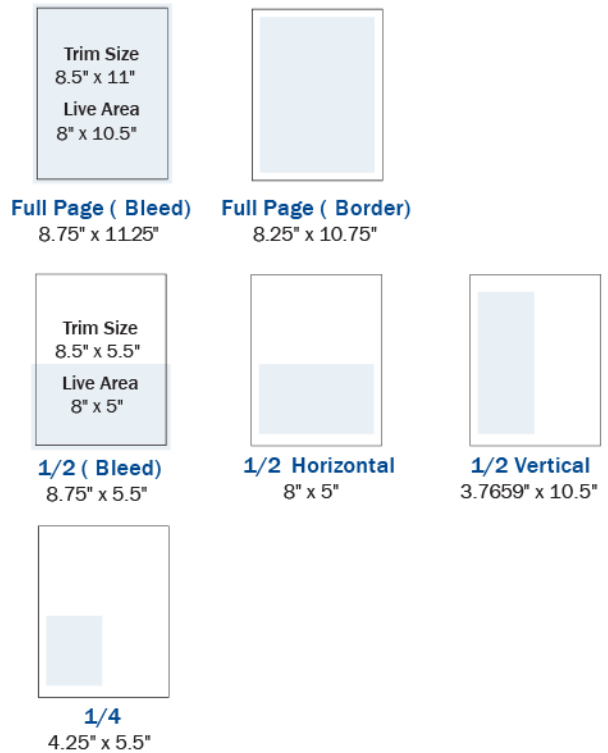
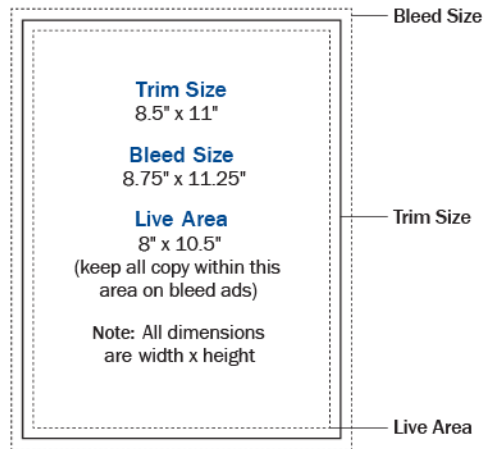
	6 Issues	5 Issues	4 Issues	3 Issues	2 Issues	1 Issue
<b>Full Page</b>	\$500	\$575	\$650	\$725	\$800	\$875
<b>½ page</b>	\$400	\$500	\$600	\$675	\$750	\$800
<b>¼ page</b>	\$200	\$275	\$350	\$425	\$500	\$550

## BRC

<b>Printed Card</b>	\$2,000
<b>Supplied Card</b>	\$750

## Ad Specifications & File Submission Requirements

- PDF/X1a format is the preferred file format for file submission
- PDF/X1a file saved with only one ad per file
- All high-resolution images and fonts must be embedded
- Images must be CMYK or Grayscale and at least 200 dpi
- Total area density should not exceed 280% TAC
- Standard trim and bleed marks, offset 1/8" outside trim. (No marks included in the 'live' or bleed image area)
- CMYK process only. No RGB or Spot (Pantone) colors
- Flatten all transparency



## Additional Electronic Advertising & Marketing Opportunities

### **AAKP Electronic Newsletters**

More than 12,000 patients, family members, and healthcare providers subscribe to AAKP electronic newsletters.

**AAKP Renal Flash**, provides detailed information for individuals on dialysis or approaching stage five kidney disease (dialysis).

**Kidney Transplant Today**, provides information for individuals who have received a kidney transplant or are considering transplantation as their form of renal replacement therapy.

**Kidney Beginnings: The Electronic Newsletter**, provides educational information and resources for individuals who may be at risk for kidney disease or have recently been diagnosed with reduced kidney function.

Electronic newsletter advertisement is \$1,200/month per newsletter. Please note, only one advertiser per newsletter. Electronic newsletter advertisers receive:

- Display of Company/Product logo - 110 x 110 pixels
- Banner ad display - 600 x 200 pixels
- Direct link to company Web site.
- Company name recognition as the official newsletter advertiser.  
(please submit logos and banner ads as a jpeg file)