



*aakp*RENALIFE

2016-17 Media Kit



Contact Information

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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.

Sponsorship and Advertising Opportunities:

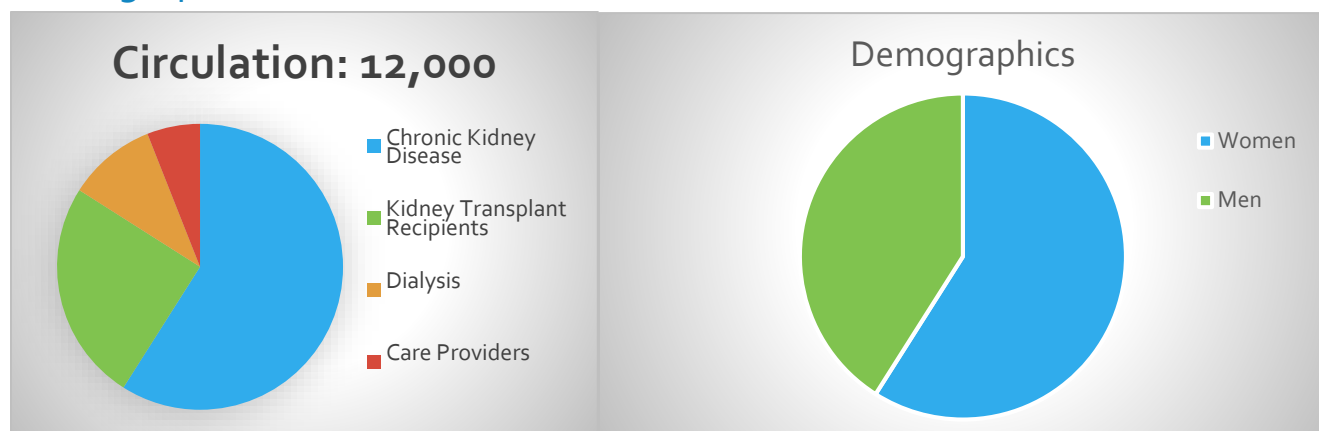
- *aakpRENALIFE* Advertising Rates and Deadlines
- Monthly E-Newsletters

What's New for AAKP in 2017

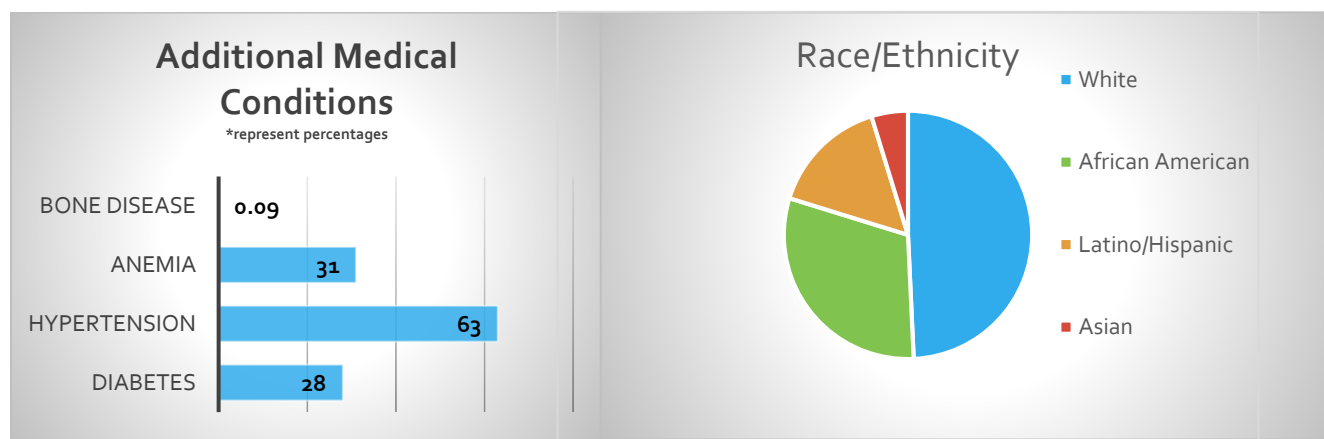
For 2016-2017, advertisers should be aware that AAKP is increasing our reach across multiple social media platforms and to make our content more mobile friendly.

- 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 America's largest kidney patient organization.

Demographics



6,000 people receive the digital version of the magazine.



aaqpRENALIFE magazine Editorial Calendar

Issue Theme*	Closing Dates	
	Space	Materials
January 2017 - The Patient Safety Issue <i>This issue deals with patient safety issues in the renal community including an interview with Dr. Priti Patel from the CDC, the 2016 AAKP Patient Engagement and Advocacy Award Winner</i>	11/23/2016	12/09/2016
March 2017 - The All Patient Issue – Celebrating Kidney Disease Awareness Month <i>This issue tells inspirational stories of patients, caregivers, families and loved ones who continue on their healthcare journey of kidney disease.</i>	01/04/2017	02/01/2017
May 2017 – Summer Fun Issue <i>This issue deals with unique ways for renal patients and their families to make the most out of the summer time activities.</i>	3/10/2017	04/03/2017
July 2017 – Special National Patient Meeting Preview Issue <i>This issue previews some of the topics that will be discussed at the largest Kidney Patient Meeting in the United States including how you can register and get early bird prices.</i>	5/12/2017	06/01/2017
September 2017 – The Treatment Options Issue <i>This issue discusses the new and innovative treatment options that are available for Pre-and post-dialysis patients. Patients can learn how to get the most out of their doctor's time and how to maximize their treatment options</i>	07/14/2017	08/01/17
November 2017 – The Holiday Issue <i>This issue helps patients get ready for the holiday season including travel tips, renal friendly recipes, and how to deal with those dreaded holiday blues.</i>	09/15/2017	10/02/2017

In Every Issue:

- Message from AAKP
- Center for Patient Engagement & Advocacy
- Food For Thought
- Patient Profile

Advertisers or advertising agencies that 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
Full Page	\$2,300	\$2,400	\$2,600	\$2,800	\$3,000	\$3,500
½ page	\$1,800	\$1,900	\$2,000	\$2,100	\$2,300	\$2,700
¼ page	\$1,200	\$1,300	\$1,400	\$1,500	\$1,600	\$1,900

Preferred Positions

(Premium charged on rates listed above)

Position	Premium Charge
Outside Back Cover	+20%
Inside Front Cover	+15%
Inside Back Cover	+10%
Special Positions	+5%

Magazine Insert

If you are interested in having a separate piece of advertisement inserted into aakpRenalife, please contact Gary Green at ggreen@aakp.org or 813-400-2393 for details and pricing.

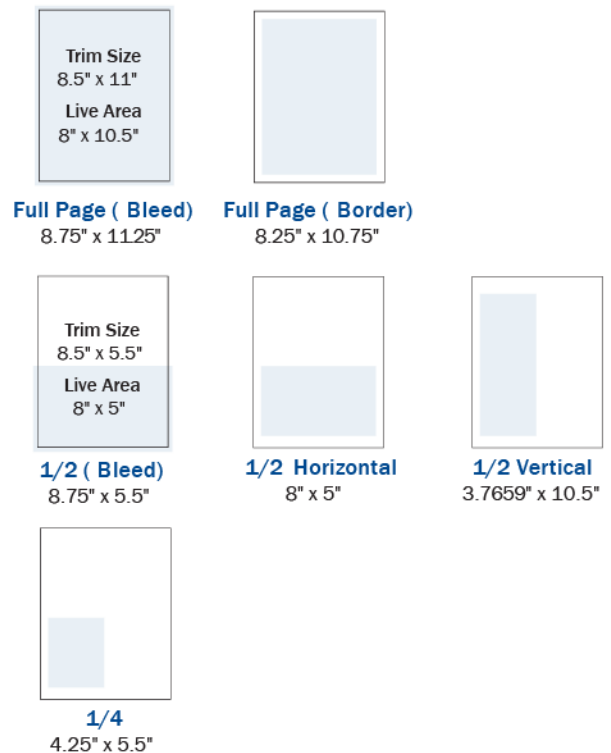
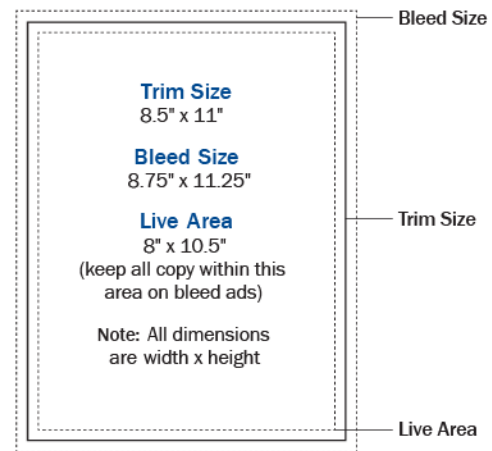
Small Business Rates*

* Small business is defined as a privately owned and operated business which does not exceed annual receipts (sales) of more than \$500,000.

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

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 or ESRD (requiring a form of renal replacement therapy).

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.

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)