



2018 Media Kit



Contact Information

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Mission

AAKP is the largest independent kidney patient organization in the U.S. Our mission is dedicated to improving the quality of life for kidney patients through education, advocacy, patient engagement and the fostering of patient communities.

Advertising Opportunities

- *aakpRENALIFE* bi-monthly magazine
- AAKP monthly E-Newsletters: Kidney Beginnings, AAKP RenalFlash and Kidney Transplant Today

aakpRENALIFE Advertising Opportunities

Editorial Focus:

aakpRENALIFE bi-monthly magazine delivers expert content on kidney disease management, treatment options including new medications and technologies, nutrition education, public policy issues, patient profiles and much more.

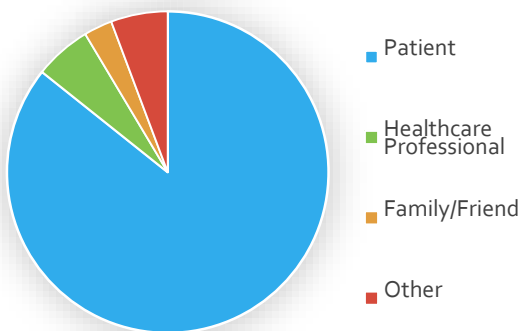


Circulation:

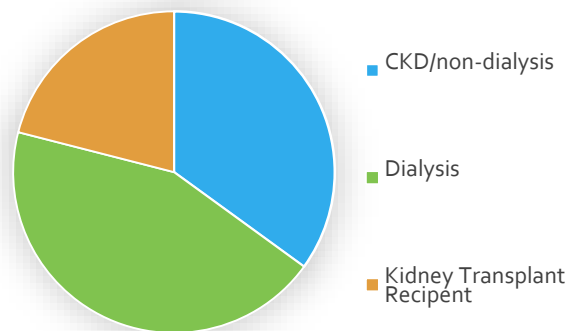
Print: **7,500+**; Digital: **15,000+**

aakpRENALIFE reaches over **22,000 total subscribers**, is sent to over **6,000 dialysis clinics** and receives **over 400,000 views on our online platforms!**

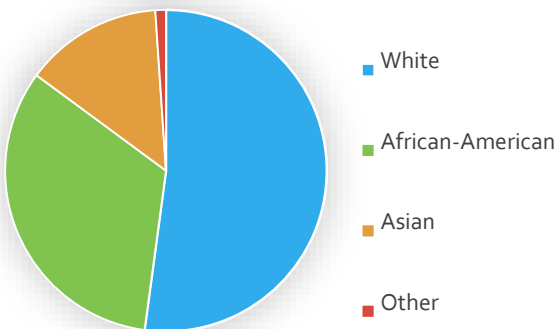
Constituents



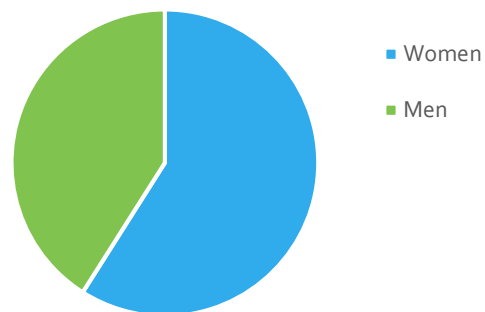
Patient Type



Race/Ethnicity



Demographics



aakpRENALIFE Online Reach:

All issues of *aakpRENALIFE* are displayed on our website (<https://aakp.org/magazine/>) for at least **one year!** AAKP website views: **420,000+ views** per year.

All issues of *aakpREANLAIFE* are now posted on our social media channels.

Facebook: **5,900+ Followers**; Twitter: **4,700+ Followers**

Editorial Calendar:

Issue Theme*	Closing Dates	
	Space	Materials
January 2018 – Staying Active with Kidney Disease Issue <i>This issue will focus on learning the importance of incorporating exercise into your daily routine.</i>	11/25/2017	12/1/2017
March 2018 - 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. This issue also features AAKP Medal of Excellence winners.</i>	1/25/2017	2/1/2018
May 2018 – 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 including travel, summer time eating and more.</i>	3/25/2017	4/1/2018
July 2018 – Patient Summit Preview Issue <i>This issue previews some of the topics that will be discussed at the Fall Patient Summit in Washington D.C.</i>	5/25/2017	6/1/2018
September 2018 – The Emergency Preparedness Issue <i>This issue discusses ways patients can prepare for emergencies ahead of time.</i>	7/25/2017	8/1/18
November 2018 – Focus on the Future Issue <i>This issue will highlight the topic of clinical trials, innovations being made in the renal field, advancements and company highlights.</i>	9/25/2017	10/1/2018

In Every Issue:

- Message from AAKP
- Center for Patient Engagement & Advocacy Update
- Patient/Caregiver Profile
- Nutrition Article
- Education Article

Advertisers or advertising agencies that miss space and material deadlines for any AAKP publications risk forfeiting ad space and any preferred placement. **See insertion order for cancellation clause.**

*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	\$1900

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 Deborah Pelaez at dpelaez@aakp.org or 813-400-2394 for details and pricing.

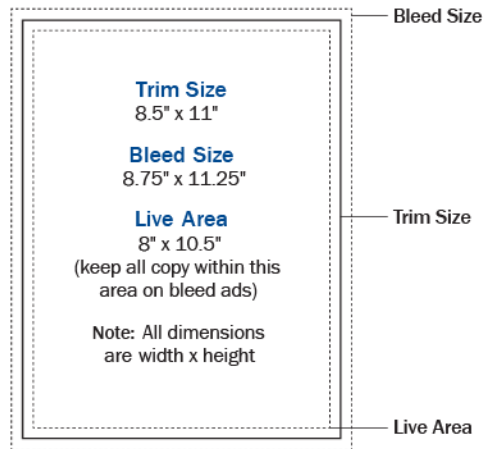
Small Business Rates*:

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

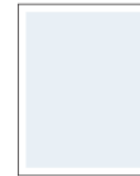
	6 Issues	5 Issues	4 Issues	3 Issues	2 Issues	1 Issue
Full Page	\$500	\$575	\$650	\$725	\$800	\$875
½ page	\$400	\$500	\$600	\$675	\$750	\$800
¼ page	\$200	\$275	\$350	\$425	\$500	\$550

Ad Specifications & File Submission Requirements:

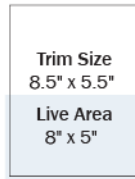
- PDF/X1a format is the preferred file format for file submission
- PDF/X1a file saved with only one ad per file
- All high-resolution images and fonts must be embedded
- Images must be CMYK or Grayscale and at least 200 dpi
- Total area density should not exceed 280% TAC
- Standard trim and bleed marks, 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



Full Page (Bleed)
8.75" x 11.25"



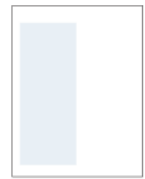
Full Page (Border)
8.25" x 10.75"



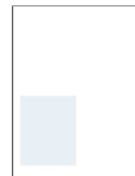
1/2 (Bleed)
8.75" x 5.5"



1/2 Horizontal
8" x 5"



1/2 Vertical
3.7659" x 10.5"



1/4
4.25" x 5.5"

AAKP Electronic Newsletter Advertising Opportunities

About AAKP E-Newsletters:

More than **20,000** patients, family members, and healthcare providers subscribe to AAKP electronic newsletters. Here is a brief description of each e-newsletter.



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.

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.

E-Newsletter Subscribers*:

Kidney Beginnings: **7,800**; AAKP Renal Flash: **8,000**; Kidney Transplant Today: **4,500**

Additional Online Reach:

All AAKP e-newsletters are displayed on our website (<https://aakp.org/e-newsletter/>) for at least **one month**! AAKP website views: **420,000+ views** per year.

All AAKP e-newsletters are now posted on our social media channels.

Facebook: **5,900+ Followers**; Twitter: **4,700+ Followers**

*Number of subscribers is constantly evolving.

E-Newsletter Advertising Rates:

E-newsletter advertisement is **\$1,500/month per newsletter**.

E-newsletter advertisers receive:

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

A large, light gray rectangular area serves as a placeholder for a banner advertisement. Centered within this area is the following text:

Banner ad size:
600 pixels x 200 pixels
with link to your webpage

Ad Placement:

To place advertising, please contact the Marketing and Communications Manager for an insertion order today. Contact: Deborah Pelaez, dpelaez@aakp.org or (813) 400-2394.