

# 2019 Media Kit

American Association of Kidney Patients  
aakp.org



**Contact Information**

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**Mission**

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

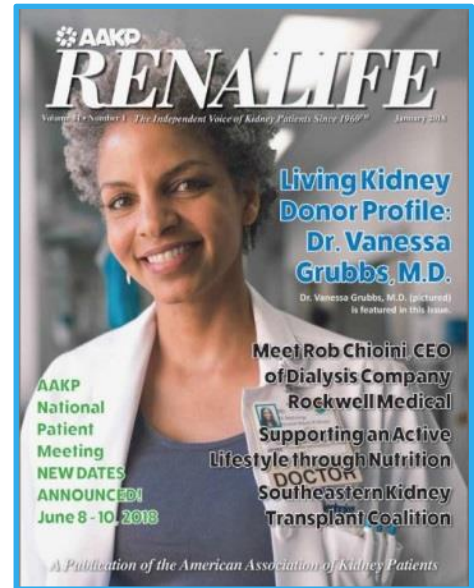
**Advertising Opportunities**

- *aakpRENALIFE* bi-monthly magazine (page 2)
- AAKP E-Newsletters (page 6)
- AAKP Awareness Campaigns (page 8)

## *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 and patient profiles.



### **Circulation:**

Print Subscribers: **7,500+**; Digital Subscribers: **20,000+**

*aakpRENALIFE* reaches over **27,500 total subscribers**, is sent to over **7,000 dialysis clinics** and averages **over 400,000 views across our online platforms!**

### ***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 *aakpRENALIFE* are posted on our **social media** channels:  
Twitter: @kidneypatients and Facebook: @kidneypatient

## 2019 Editorial Calendar:

\*Editorial Calendar is subject to change.

Issue Theme* & Deadlines	Space	Materials
<b>January 2019</b> – Innovations and advancements in the field of nephrology – changing the status quo	11/25/2018	12/1/2018
<b>March 2019</b> - Kidney Disease Awareness Month (patient/caregiver/professional profiles)	1/25/2019	2/1/2019
<b>May 2019</b> – Travel/Nutrition/Exercise	3/25/2019	4/1/2019
<b>July 2019</b> – Co-morbid conditions of kidney disease (anemia, diabetes, high blood pressure, high potassium, gout, etc.)	5/25/2019	6/1/2019
<b>September 2019</b> – AAKP National Patient Meeting	7/25/2019	8/1/2019
<b>November 2019</b> – Immunization Awareness/New Year’s Resolutions	9/25/2019	10/1/2019

### In Every Issue:

- Message from AAKP
- Educational/Informational Article
- Patient/Caregiver Profile
- Nutrition/Self Care Article
- Innovations Article

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

\*Issue content subject to change.

**Rates:**

	<b>6 Issues</b>	<b>5 Issues</b>	<b>4 Issues</b>	<b>3 Issues</b>	<b>2 Issues</b>	<b>1 Issue</b>
<b>Center Spread</b> (2 Full Pages)	\$5,000	\$5,100	\$5,200	\$5,300	\$5,500	\$6,000
<b>Full Page</b>	\$2,300	\$2,400	\$2,600	\$2,800	\$3,000	\$3,500
<b>½ page</b>	\$1,800	\$1,900	\$2,000	\$2,100	\$2,300	\$2,700
<b>¼ page</b>	\$1,200	\$1,300	\$1,400	\$1,500	\$1,600	\$1,900

**Preferred Positions:**

(Premium charged on rates listed above)

<b>Position</b>	<b>Premium Charge</b>
Inside Front Cover	+15%
Inside Back Cover	+10%

**Magazine Insert**

If you are interested in having a separate piece of advertisement inserted into *aakpRENALIFE*, please contact Deborah Pelaez at [dpelaez@aakp.org](mailto:dpelaez@aakp.org) or 813-400-2394 for details and pricing.

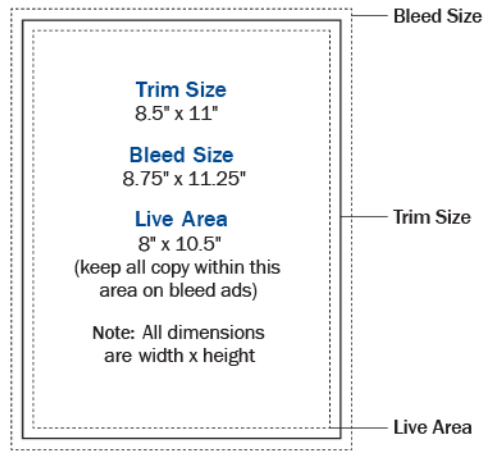
**Small Business Rates\*:**

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

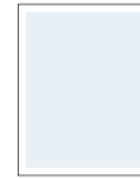
	<b>6 Issues</b>	<b>5 Issues</b>	<b>4 Issues</b>	<b>3 Issues</b>	<b>2 Issues</b>	<b>1 Issue</b>
<b>Full Page</b>	\$500	\$575	\$650	\$725	\$800	\$875
<b>½ page</b>	\$400	\$500	\$600	\$675	\$750	\$800
<b>¼ page</b>	\$200	\$275	\$350	\$425	\$500	\$550

## Ad Specifications & File Submission Requirements:

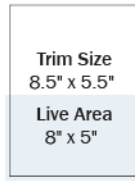
- PDF/X1a format is the preferred file format for file submission
- PDF/X1a file saved with only one ad per file
- All high-resolution images and fonts must be embedded
- Images must be CMYK or Grayscale and at least 200 dpi
- Total area density should not exceed 280% TAC
- Standard trim and bleed marks,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



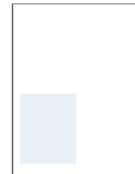
**1/2 ( Bleed)**  
8.75" x 5.5"



**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**, 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.

**At Home with AAKP**, provides information and news to individuals on or interested in home dialysis therapies.

**AAKP Pediatric Kidney Pals**, contains current news, articles, and inspirational stories on pediatric and adolescent kidney patients for their parents and caregivers.

### E-Newsletter Subscribers:

#### Additional Online Reach:

All AAKP e-newsletters are displayed on our website for at least **one month!** AAKP website views: **420,000+ views** per year.

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

**AT HOME WITH AAKP - NOVEMBER 2018**

**Home Hemodialysis May Offer Better Survival**



More frequent **home hemodialysis (HHD)** is associated with better first-year survival odds than **in-center hemodialysis (IHD)** among patients new to **dialysis**, new data presented at the American Society of Nephrology's Kidney Week 2018 meeting suggest.

After 1 year of follow-up, the survival rate was significantly higher among **patients on HHD** compared

**In This Issue**

- Home Hemodialysis May Offer Better Survival
- Getting Prepared for At-Home Hemodialysis
- A Creative Way to Find a Home HD Care Partner
- The Rogosin Institute opens first NYC area free-standing home dialysis treatment and education center for both patients and staff

Subscribe to the printed version of *aakpRENALIFE* magazine for just \$12/yr. Click the image to purchase a subscription online today.



## 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@aaqp.org](mailto:dpelaez@aaqp.org) or (813) 400-2394.

## AAKP Awareness Campaigns

AAKP is committed to increasing awareness on issues important to patients and making the patient and caregiver community aware of research opportunities that they may qualify for, such as market research and clinical trials. AAKP utilizes its various communication platforms to customize Educational Awareness campaigns and Clinical Trial Awareness Campaigns to target specific audiences to maximize reach/exposure and recruitment efforts.

For more information on these opportunities and to partner with AAKP on a customized campaign, please contact Deborah Pelaez at [dpelaez@aakp.org](mailto:dpelaez@aakp.org) or (813) 400-2394.

## Coming Soon!

Advertise on our [blog](#)! More details about this opportunity will be available soon.