



# 2020 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; emerging research and innovations; nutrition, exercise and wellness education; public policy and advocacy issues; patient profiles; and much more!



### Circulation:

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

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

### *aakpRENALIFE* Online Reach:

All issues of *aakpRENALIFE* are displayed on our website ( <https://aakp.org/center-for-patient-research-and-education/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

## 2020 Editorial Calendar:

\*Editorial Calendar is subject to change.

Issue Theme* & Deadlines	Space	Materials
<b>January 2019</b> – AAKP 2020	11/25/2019	12/1/2019
<b>March 2019</b> - Kidney Disease Awareness Month & National Donate Life Month (patient/caregiver/professional profiles)	1/25/2020	2/1/2020
<b>May 2019</b> – Nutrition/Exercise and Co-morbid conditions (i.e. gout, hyperkalemia, anemia, etc.)	3/25/2020	4/1/2020
<b>July 2019</b> – Travel & Renal Replacement Treatment Options	5/25/2020	6/1/2020
<b>September 2019</b> – AAKP National Patient Meeting & Current/emerging advocacy issues	7/25/2020	8/1/2020
<b>November 2019</b> – Health & Wellness Around the Holidays	9/25/2020	10/1/2020

## In Every Issue:

- AAKP President's Message
- Educational/Informational Article
- Patient/Caregiver Profile
- Health/Wellness 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:

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

## Preferred Positions:

(Premium charged on rates listed above)

Position	Premium Charge
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.

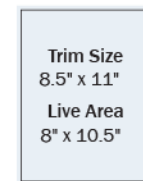
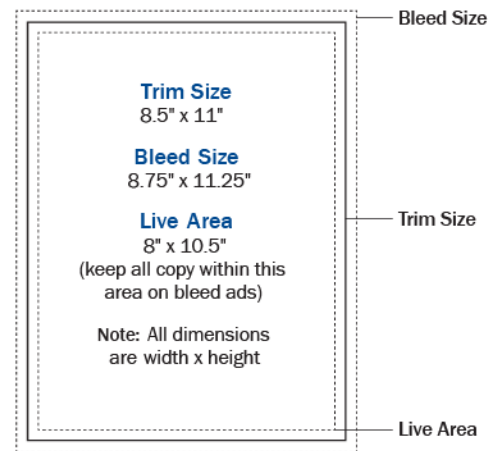
## Small Business Rates\*:

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

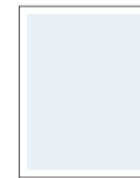
	6 Issues	5 Issues	4 Issues	3 Issues	2 Issues	1 Issue
<b>Full Page</b>	\$500	\$575	\$650	\$725	\$800	\$875
<b>½ page</b>	\$400	\$500	\$600	\$675	\$750	\$800
<b>¼ page</b>	\$200	\$275	\$350	\$425	\$500	\$550

## 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"



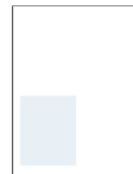
**1/2 ( Bleed)**  
8.75" x 5.5"



**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 **30,000** 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.

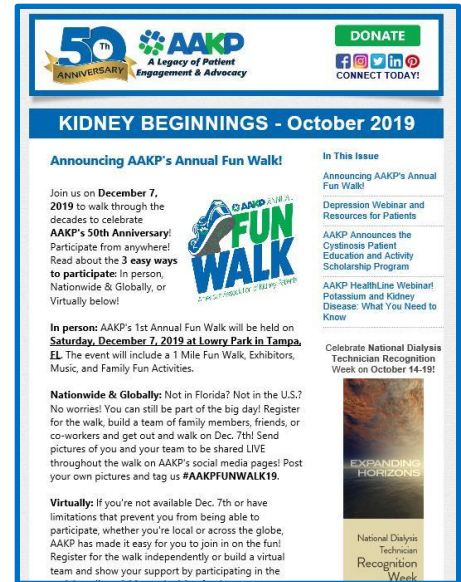
**AAKP Pediatric Kidney Pals**, contains current news, articles, and inspirational stories on pediatric and adolescent kidney patients for their parents and caregivers.

### E-Newsletter Subscribers:

#### Additional Online Reach:

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

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





## E-Newsletter Advertising Rates:

4 issues or more	3 issues	2 issues	1 issue
\$1,000 (each)	\$1,200 (each)	\$1,500 (each)	\$1,800

\*Please note space fills up fast; AAKP allows two advertisers per issue.

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)

**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](mailto:dpelaez@aakp.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.