



2024 AAKP MEDIA KIT

Advertising opportunities with AAKP include:

- *aakpRENALIFE* magazine
- AAKP e-newsletters: Kidney Beginnings, Renal Flash, Kidney Transplant Today, At Home with AAKP, and Pediatric Kidney Pals
- AAKP Awareness Campaign Opportunities

Advertising Contact:

American Association of Kidney Patients (AAKP)

Jennifer Rate, Director of Communications and Digital Operations

Email: jrate@aakp.org

Phone: (813) 400-2394

Table of contents

About <i>aakpRENALIFE</i>	03
---------------------------	----

<i>aakpRENALIFE</i> Editorial Calendar	04
--	----

<i>aakpRENALIFE</i> Rates	05
---------------------------	----

<i>aakpRENALIFE</i> Ad Specifications	06
---------------------------------------	----

About AAKP E-Newsletters	07
--------------------------	----

E-Newsletter Rates	08
--------------------	----

E-Newsletter Advertising Package	09
----------------------------------	----

Awareness Campaigns	10
---------------------	----





Editorial Focus

The *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
- Much more!

Circulation

Print and Digital

aakpRENALIFE is sent to subscribers, over 7,000 dialysis clinics, and averages over 400,000 views across our social media and online platforms. All issues are displayed on our website for at least one year for expanded readership.



2024 Editorial Calendar

Each issue of *aakpRENALIFE* features: The AAKP president's message, an educational/informational article, a patient/caregiver profile, a health and wellness article, and an innovator series article.

Issue Themes* and Deadlines

	Space	Materials
Jan. 2024 - Start the New Year off Right: Mind and Body Wellness	11/25/23	12/1/23
Mar. 2024 - National Kidney Month and Donate Life Month	1/25/24	2/1/24
May 2024 - Related Health Conditions Kidney Patients Commonly Manage	3/25/24	4/1/24
July 2024 - Pediatric Kidney Disease	5/25/24	6/1/24
Sept. 2024 - Kidney Disease Research and Innovation	7/25/24	8/1/24
Nov. 2024 - Food and Nutrition, Travel, and More	9/25/24	10/1/24

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 theme/content subject to change.



Rates

	6 Issues	5 Issues	4 Issues	3 Issues	2 Issues	1 Issue
Center Spread (2 pages)	\$5,350	\$5,450	\$5,550	\$5,650	\$5,750	\$6,450
Full Page	\$2,650	\$2,750	\$2,950	\$3,150	\$3,250	\$3,950
1/2 Page	\$2,150	\$2,250	\$2,350	\$2,450	\$2,550	\$3,125
1/4 Page	\$1,550	\$1,650	\$1,750	\$1,850	\$1,950	\$2,250
<p>+15% for preferred positions, inside cover, and inside back cover. Note: All ads must be booked on the same insertion order to receive an ad rate discount.</p>						

Small Business Rates <i>A small business is defined as a privately owned and operated business which does not exceed annual receipts (sales) of more than \$500,000.</i>						
Full Page	\$500	\$575	\$650	\$725	\$800	\$875
1/2 Page	\$400	\$500	\$600	\$675	\$750	\$800
1/4 Page	\$200	\$275	\$350	\$425	\$500	\$550

Magazine insert: If you are interested in having a separate piece of advertisement inserted into *aakpRENALIFE*, please contact us for details and pricing.



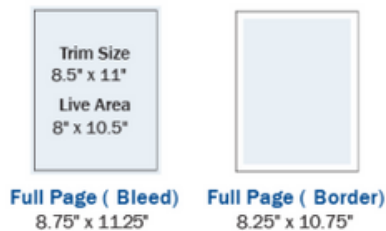
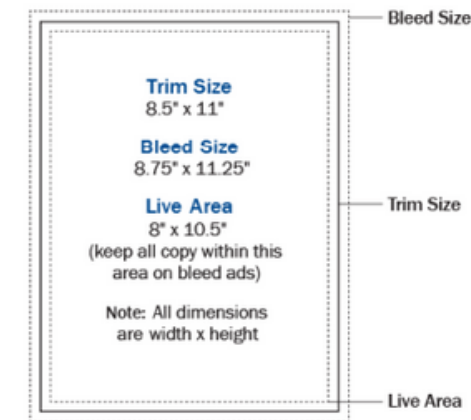
Ad Specifications

Art 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

File Submissions

Please provide artwork to
jrate@aakp.org



Electronic Newsletters



Kidney Beginnings

Kidney Beginnings provides educational information and resources for individuals who may be at risk for kidney diseases or have recently been diagnosed with reduced kidney function.



Renal Flash

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

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

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



Pediatric Kidney Pals

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



Rates



4 Issues or More	3 Issues	2 Issues	1 Issue
\$1,350 (each)	\$1,500 (each)	\$1,750 (each)	\$1,900

Note: All ads must be booked on the same insertion order to receive an ad rate discount.

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



Advertising Package

Advertisers Receive

- Display of company, product, and 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 jpg file)

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

Ad Placement

Please contact Jennifer Rate at
jrate@aakp.org or (813) 400-2394.



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, examples of past campaigns, and to partner with AAKP on a customized campaign, please contact Jennifer Rate at jrate@aakp.org or (813) 400-2394.

Looking for Sponsorship Opportunities?

For 2024 sponsorship opportunities, please contact AAKP Deputy Director Erin Kahle at ekahle@aakp.org or (813) 400-2393.

Follow us on
social media:



@kidneypatient



@kidneypatients



The American Association of
Kidney Patients

