

Program Advertising



Expo: April 14–16, 2010
Meetings: April 13–17, 2010
Walt Disney World Swan and Dolphin
Lake Buena Vista, FL

An advertisement in the official on-site Program Book provides an excellent opportunity to maximize your attendee exposure. The Program Book is distributed to every attendee at registration along with premium items, and features program session schedules, workshop descriptions, exhibitor descriptions and the Exhibit Hall floor plan.

Ad Specifications

Note: All ads will print in 4-color process (CMYK). Ads should not contain spot colors. Ad specs/page sizes are subject to change. Please check the website www.NKFClinicalMeetings.org for the final ad specs before creating your ad.

LAYOUT	DIMENSIONS BLEED	DIMENSIONS NON-BLEED	DETAILS	COST
Actual Program size (trim size)	n/a	8.5" horizontal x 11" vertical	Sheet, offset printed. Perfect bound. Cannot print spot colors.	n/a
Two-page spread ad (bleed and non-bleed)	8.75" horizontal x 11.25" vertical	n/a	Two-page spread ads <u>must be prepared as separate pages</u> . On each page, the ad must extend .125 inches beyond the trim size in all four directions. Therefore, each of the two pages with bleed should measure 8.75 inches horizontal x 11.25 inches vertical. The book will be perfect bound so the bleeds that extend into the gutter will be used for grind-off before binding.	\$3,000
Full-page ad (bleed and non-bleed)	8.75" horizontal x 11.25" vertical	7.5" horizontal x 10" vertical	The bleed ad must extend .125 inches in all directions beyond the trim size (which is 8.5 x 11 inches). Therefore, a full-page ad with bleed should measure 8.75 inches horizontal x 11.25 inches vertical. All essential copy (live area) should be within .5 inches of edge.	\$1,750
Half-page ad (non-bleed)	n/a	7.5" horizontal x 4.75" vertical	Half-page ads may not bleed and must be submitted to these sizes.	\$1,000
Quarter-page ad (non-bleed)	n/a	3.5" horizontal x 4.75" vertical	Quarter-page ads may not bleed and must be submitted to these sizes.	\$750

Ad Requirements

Ads should be submitted in digital PDF format. However, it is very important to save your digital ads correctly. The quality of your ad will depend on how it is saved. Ads should be submitted in digital form per the following specs:

- PDF/X-1A preferred
- Adobe Acrobat (PDF) 4.0 or higher
- Saved at Press Quality (300ppi)
- All fonts must be embedded
- Registration/crop marks: ON
- We cannot accept any documents in their native application format, i.e., no QuarkXPress, InDesign or MS Word documents.

For more information about how to create a PDF file, please go to: <http://tinyurl.com/2scjk>

Ads under 10MB in size may be e-mailed to denised@kidney.org and followed up with a hard copy proof faxed to **212.689.9261**, attn: Denise Devlin.

Ads over 10MB in size must be sent on CD-ROM to the address listed at the bottom of this page.

All ads must be accompanied by a hard copy proof; a color proof for color ads; and a black and white proof for black and white ads.

If you have any ad specification questions, please contact Sunil Vyas at 612.354.7519 or sunilv@kidney.org. For all other questions, please contact Denise Devlin at 212.889.2210 ext. 218 or denised@kidney.org

PAYMENT AND INSERTION ORDER DEADLINE:

2/16/10

Artwork due:
3/2/10

Ads will not be accepted after due date.

Please reserve the following ad size: 2-Page Spread Full-Page Half-Page Quarter-Page

Total cost of all ads \$ _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Fax: (_____) _____

E-mail: _____

Contact Person: _____

Title: _____

Attach this form and send insertion order, artwork in digital pdf format, payment and correspondence to:

Denise Devlin
 Director, KLS Sponsorship Programs
 National Kidney Foundation, Inc.
 Ref: NKF SCM10 Program Ad
 30 East 33rd Street,
 New York, NY 10016

Phone: 212.889.2210
 Fax: 212.689.9261
 E-mail: denised@kidney.org