

PROGRAM ADVERTISING



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.

Expo: April 27–29, 2011
 Meetings: April 26–30, 2011
MGM Grand, Las Vegas, NV

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 must be prepared as separate pages. 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>

Please submit your print-ready PDF for publication at: <http://tinyurl.com/SCM11ads>

A hard copy proof is not required, but if you wish, one may be sent to:
 National Kidney Foundation
 Attn: Sunil Vyas/SCM11 ad
 30 E. 33rd Street
 New York, NY 10016
 Tel: 212.889.2210 ext. 305

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

DUE DATES

Payment and insertion order deadline:
3/1/11

Artwork due:
3/15/11

Ads will not be accepted after due date.

INSERTION ORDER

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: _____

Send this insertion order and payment to:

Denise Devlin
 Director, KLS Sponsorship Programs
 National Kidney Foundation
 Ref: NKF SCM11 Program Ad
 30 East 33rd Street,
 New York, NY 10016

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