



Daily CLINICALS

RATE CARD & ORDER FORM

The E-Newsletter of the
National Kidney Foundation
2011 Spring Clinical Meetings

Daily Clinicals is the official e-newsletter of the National Kidney Foundation 2011 Spring Clinical Meetings. It is e-mailed at 5am each day at the Meetings to all attendees.

Nearly 2,500 professionals are expected to attend the 2011 Spring Clinical Meetings from April 26th to 30th in Las Vegas, NV.

Daily Clinicals e-newsletters will be a valuable resource for all attendees before, during and after the Meetings. Issues will feature program highlights, special events, exhibitor information, a calendar of events and much more.

RATE CARD

**Reservation date
for all ads:**

April 1, 2011

All ads are due by:

April 15, 2011

Multiple Ad Discounts:

10% for 2 insertions

15% for 3 insertions

20% for 4 insertions

25% for 5 insertions

30% for 6 insertions

**Exclusive Ad
Sponsorship available
for all 6 editions!**

CONTACT:

DENISE DEVLIN

denised@kidney.org

212.889.2210 ext. 218

CLAUDIA HENRY

claudia.henry@kidney.org

212.889.2210 ext. 178

E-NEWSLETTER CALENDAR

ISSUE	PUBLICATION DATE
Preview Edition	Friday, April 22
Welcome Edition	Tuesday, April 26
Day One Highlights	Wednesday, April 27
Day Two Highlights	Thursday, April 28
Day Three Highlights	Friday, April 29
Day Four Highlights and Recap	Saturday, April 30

AD SPECS & RATES

Supported static ad types: GIF or JPEG

CREATIVE TYPE	ART SIZE IN PIXELS	FILE SIZE	COST PER ISSUE
Sponsored Listing	Text	30 words	\$300
Promotional Block	150 W 160 H	20K	\$1,000
Skyscraper	150 W 320 H	40K	\$2,000
Interrupter	282 W 160 H	40K	\$3,000
Leaderboard	486 W 105 H	40K	\$4,000

OVER ►



PROMOTIONAL BLOCK
(150 W x 160 H)



DAILY CLINICALS

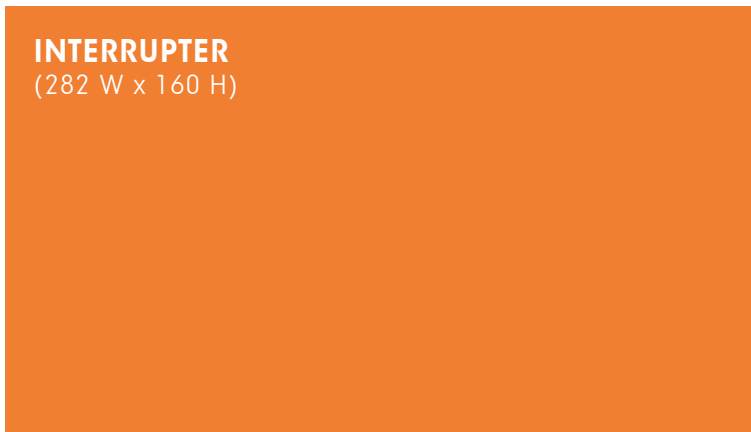
E-Newsletter

Ad Sizes
in pixels

SKYSCRAPER
(150 W x 320 H)



INTERRUPTER
(282 W x 160 H)



LEADERBOARD
(486 W x 105 H)



ORDER FORM

Please reserve the following ad size: Sponsored Listing Promotional Block Skyscraper Interrupter Leaderboard

For the following edition(s): 4/22 4/26 4/27 4/28 4/29 4/30

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

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

E-mail: _____

Contact Person: _____

Title: _____

Send order form to:

National Kidney Foundation
Ref: NKF SCM11 Daily Clinicals
30 East 33rd Street,
New York, NY 10016

Denise Devlin :
212.889.2210, x218
Claudia Henry: x178
Fax: 212.689.9261

E-mail: **denised@kidney.org**
claudia.henry@kidney.org

Please submit this order form and we will bill you.