



2015 SPRING CLINICAL MEETINGS

March 25-29, 2015
Dallas, TX

DAILY CLINICALS

RATE CARD & ORDER FORM

The E-Newsletter of the National Kidney Foundation
2015 Spring Clinical Meetings

Daily Clinicals is the official e-newsletter of the National Kidney Foundation 2015 Spring Clinical Meetings. It is e-mailed at 5am each day at the Meetings to all attendees.

Over 3,000 professionals are expected to attend the 2015 Spring Clinical Meetings from March 25-29 in Dallas, TX.

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

RATE CARD

Reservation date for all ads: **FEBRUARY 23, 2015**

All ads are due by: **MARCH 2, 2015**

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!

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E-NEWSLETTER CALENDAR

ISSUE	PUBLICATION DATE
Preview Edition	Monday, March 23
Welcome Edition	Wednesday, March 25
Day One Highlights	Thursday, March 26
Day Two Highlights	Friday, March 27
Day Three Highlights	Saturday, March 28
Day Four Highlights and Recap	Sunday, March 29

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	\$275
Promotional Block	150 W 160 H	20K	\$1,050
Skyscraper	150 W 320 H	40K	\$1,575
Interrupter	282 W 160 H	40K	\$2,100
Leaderboard	486 W 105 H	40K	\$2,675

DAILY CLINICALS

E-NEWSLETTER — AD SIZES IN PIXELS



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

For the following edition(s): 3/23 3/25 3/26 3/27 3/28 3/29

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