Advertising Rate Card

**RPA News**

The **RPA News** is the official newspaper of the Renal Physicians Association focusing on current events and all issues affecting nephrology practices and the renal community. It is provided to members 4 times each year. RPA members regard the **RPA News** as a highly valued member benefit.

- **Established:** 1984
- **Circulation:** 10,000
- **Frequency:** January/ May/ September/ November
- **No. of Pages:** 20 pages per issue

**RPA News Advertising Rates**

**Deadlines**

<table>
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<tr>
<th>Issue</th>
<th>Display Ad Space Reservation/ Cancellation Deadline</th>
<th>Display Ad Artwork Deadline</th>
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<tbody>
<tr>
<td>May 2016</td>
<td>March 27, 2016</td>
<td>April 1, 2016</td>
</tr>
<tr>
<td>November 2016</td>
<td>September 28, 2016</td>
<td>October 5, 2016</td>
</tr>
<tr>
<td>January 2017</td>
<td>November 21, 2016</td>
<td>November 30, 2016</td>
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</tbody>
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**Dimension Sizes**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1 issue</th>
<th>2 issues (X2)</th>
<th>4 issues (X4)</th>
<th>Dimensions</th>
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<tbody>
<tr>
<td>Center Spread (2 pages)</td>
<td>$15,000</td>
<td>$14,750</td>
<td>$14,250</td>
<td>20.5&quot; W x 14.75&quot; H</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$8,000</td>
<td>$7,750</td>
<td>$7,500</td>
<td>9.875&quot; W x 15.75&quot; H</td>
</tr>
<tr>
<td>Full page</td>
<td>$4,000</td>
<td>$3,750</td>
<td>$3,250</td>
<td>9.625&quot; W x 14.75&quot; H</td>
</tr>
<tr>
<td>Half Page</td>
<td>$2,500</td>
<td>$2,250</td>
<td>$1,750</td>
<td>9.625&quot; W x 7.25 &quot; H</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$1,500</td>
<td>$1,250</td>
<td>$750</td>
<td>4.6875&quot; W x 7.25&quot; H</td>
</tr>
</tbody>
</table>

Contact us:

Katrina A. Murray
301-468-3515 ext 14 • kmurray@renalmd.org
**Artwork Submission Information**

- All ads must be submitted in one of the following file formats:
  - High resolution PDF (preferred format)
  - Adobe Illustrator EPS, In Design or .idml file
  - High resolution Tiff (300 dpi at 100% of ad size)

- All Artwork must be in CMYK color

- If submitting native Adobe files, all elements of advertisement must be submitted, including: images/scans, fonts, logos, artwork, etc.
RPA Advertising Policy

General:
a. RPA reserves the right to reject advertisements for any reason.
b. RPA complies with the provisions of applicable federal laws prohibiting discrimination.
c. Placement of ads will be at RPA’s discretion although advertiser’s preference will be met whenever possible.
d. RPA publications do not accept advertising for candidates for elected office.
e. RPA will not accept advertising that appears to libel, slander, or conflict with RPA policies.

c. To qualify for a multi-issue reduction, advertising must be placed on a contract basis. A contract starts with the first insertion. Sixty (60) days written notice is required for contract cancellation by publisher or advertiser. If a contract is cancelled, the charges for the ads placed while the contract was in force will be short-rated; i.e., the full one-time insertion rate will be applied retroactively for each ad actually placed.

d. If new copy for contract ads is not received by the closing date, standing copy will be used.

e. RPA will provide notice of rate changes at the earliest possible time and at least in the issue preceding the first issue to be affected. Any advertising contract ratified before a rate change is announced will be honored at the contracted rate for the then current term of the contract. Renewals of such contacts will be subject to the rates prevailing at the time of renewal.

Liability:
a. Publication of an advertisement does not constitute endorsement or approval of any product or service advertised, or any point of view, standard, or opinion presented therein. RPA is not responsible for any claims made in an advertisement appearing in its publications.
b. The advertiser and/or advertising agency assume liability for all ad content and text preparation including illustrations. It is understood that the advertiser and/or advertising agency will indemnify and hold to publisher harmless from any suits including actions for libel, breach of warranty, negligence, product liability, misrepresentation, fraud, violation of privacy, plagiarism, copyright infringement, and any other claims or suits whatsoever that may arise from publication of such advertisement.
c. RPA will not be bound by any terms(s) or condition(s) that an advertiser includes on order forms or invoices unless RPA has agreed in writing to such term(s) of condition(s).
d. Other than the return of any charge that has been paid, RPA is not liable for any alleged loss or damages if an advertisement is omitted for any reason.
e. Advertiser claims for errors will be decided on a case-by-case basis with discounts offered for the advertisement in question or on the advertiser’s next order provided it is determined that RPA made the error and that the error seriously affected advertising results.

Personnel Advertising:
a. Personnel advertising in violation of federal civil rights laws will not be accepted for publication.

Placement of Orders:
b. The placement of an order for an advertisement or advertisements constitutes an acceptance of all the rate and condition under which advertising is sold at that time.

d. Visa, MasterCard, American Express and Discover are accepted.

Copy:
a. Advertisements that resemble the format and layout of the RPA publication itself will not be accepted without the label “Advertisement.” RPA reserves the right to require this label on any and all advertisements.
b. RPA reserves the right to add its own specific disclaimer to any ad.

c. Terms:
a. The terms for all advertising charges are net 30 days.
b. RPA reserves the right to withhold advertising for any account that has an invoice unpaid over 30 days.
c. First-time advertisers are required to make full payment with their advertisement insertion in order to establish credit.

h. Advertising orders will not be accepted by phone. All advertising must be received in writing by the deadline date.
RPA News Ad Space Reservation Form

Advertiser: ________________________________________________________________
Contact Person: ____________________________________________________________
Phone: __________________ Fax: __________________ Email: _____________________
Bill to: _________________________________________________________________
Billing Address: __________________________________________________________
City/State/Zip: ____________________________________________________________
Signature: ___________________________ Date: _____________________________

Issue(s): (Circle)

January    May    September    November

Ad Size: (Circle)

Center Spread    Cover 4    Full Page    Half Page    Quarter Page

Ad Rates: (Refer to RPA News advertising rates)

Ad Frequency: (Circle)

1 Issue 2 Issues 4 Issues

Payment:
Amount enclosed_____________________

☐ Check made payable to Renal Physicians Association

☐ VISA    ☐ MasterCard    ☐ American Express    ☐ Discover

Card Number__________________________ Exp Date___________________________

Name on Card________________________

Signature__________________________________________

Terms: Please refer to RPA Advertising Policy.

To order please mail or fax order form to:
RPA Advertising
1700 Rockville Pike, Suite 220
Rockville, MD 20852-9485
Fax: 301-468-3511