



Program Book Advertising

The KDEC Conference Program is the official guide to the conference. It is distributed on-site and is referred to throughout the meeting by attendees. Contents include the schedule of events, exhibit hall floor plan, exhibits guide, and speaker information. The program book will be distributed at the KDEC Conference, February 2005.

Black/White Rate

Full page	\$600.00
Half page	\$400.00
Quarter page	\$200.00

Cover Rates (Full page, four color only)

Inside Front Cover	\$2,145.00
Inside Back Cover	\$1,995.00
Outside Back Cover	\$2,245.00

Color Rates (Per page)

(Add to Black & White Space Cost)

Standard Colors (AAAA)

Five Colors	\$1,095.00
Four Color	\$995.00
Second Color	\$520.00

Matched Colors (PMS)

Each Color ADD	\$690.00
Metallic Colors	\$975.00

Preferred Position Rates

Across from Final Program	15%
Across from Exhibit Floor Plan	15%

AD Page Specifications

Full page—Trim Size	8 1/2" x 11"
Full page—Live Area	7 1/8" x 9 1/2"
Full page—Trim Size	8 3/4" x 11 1/4"
Materials	Negatives (right-reading, emulsion side down) and proof, or camera-ready art 133
Line Screen	

Electronic Submissions

Please contact *MN&I's* production manager at **800.719.9682** for more information on submitting files electronically.

Live matter should be kept at least 3/8 " inside all trim edges and 3/8 " inside the gutter of all bleeds. Any additional production work will be billed to the advertiser at the prevailing rates.

Space Deadline: December 17, 2004

Material Deadline: December 27, 2004

Conference Program Book Advertising Space Contract

Please complete this form and send it to KDEC Account Executive, 13880 N. Northsight Blvd., Suite 101, Scottsdale, AZ 85260 or fax it to 480.443.4528. PLEASE PRINT OR TYPE.

Advertiser _____

Agency (if applicable) _____

Contact _____ Title _____ Date _____

Ad Space _____

Position _____ Ad title _____

New material, to be delivered by due date Pick up ad from *Nephrology News & Issues* (mo/yr) _____ / _____

Payment for Program Advertising is due by January 5, 2005

Bill in Advance to _____

Billing Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ Email _____

Ad materials will be supplied in acceptable formats as set forth above. Submitted ad materials should identify that they are for the KDEC Conference Program and should be shipped to **Medical News & Issues, Attn: Production Department, 13880 N. Northsight Blvd., Suite 101, Scottsdale, AZ 85260.**

The above-named advertiser authorizes *Medical News & Issues* to reserve advertising space in the KDEC Conference Program and agrees to supply advertising materials in a timely manner as specified in the rate card above. Advertiser has read and agrees to all the terms and conditions as specified in the General Policies of the current *Nephrology News & Issues* Media File.

Authorized Signature: _____ Date: _____