

# Renal Physicians Association



Marketing Opportunities

**RPA**

Renal Physicians Association

***STAY CONNECTED TO YOUR TARGET AUDIENCE***



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## CHART YOUR OWN COURSE — ACHIEVE BRAND RECOGNITION, INCLUDE RPA IN YOUR MARKETING STRATEGY!

We recognize the realities of today's economy can be challenging when developing an effective marketing plan. Yet, in spite of this economic downturn, we believe it's the perfect time to seize the moment and take advantage of every opportunity to strengthen your customer base.

We have the blueprint you need for a successful marketing campaign. Gain access to more than 4,000 committed renal health care providers—connect to our member's purchasing power by advertising your products and services in our highly valued member communications and publications; along with maximizing your company's exposure by advertising on our website.

To put it simply, RPA is the best place to access nephrology decision makers.

### Who we are

Since 1973, the Renal Physicians Association (RPA) has been dedicated to representing and serving nephrology practitioners in their pursuit and delivery of quality renal health care. We are a national nephrology specialty medical association with over 4,000 members providing care to kidney patients. Our programs focus in the areas of practice management, public policy and quality patient care. We are the voice of nephrology practice to legislators, Federal policy makers, and payors. Our members include physicians, advanced practitioners (nurse practitioners and physicians assistants) and practice managers. These nephrology healthcare providers are engaged in diverse activities, including the practice of medicine, teaching, research, administration and they are devoted to improving the care of patients with renal disease and related disorders. We provide relevant programs and services, along with practical nephrology tools and resources to insure that our members maintain their highest level of professional satisfaction.



## RPA Membership Profile

Based on data from the Renal Physicians Association member assessment survey and the Nephrology Practice Business Benchmarking Survey

- 88% are Nephrologists – Medical Directors, Chief Medical Officers and Chiefs of Renal Divisions
- 77 % Male
- Patient population 1,000,000 or more.
- 66% practice in the Eastern and Southern regions of the United States
- 80% are majority owners of single specialty group practices
- Median income of \$400,000 - \$599,900.
- Median years of experience 26-30
- Median age 50-60

## Advertising

Increase your visibility in our frequent member communications

The *RPA News* is a print publication reaching our members four times a year. Members read this unique newsletter to stay up-to-date on news and developments in the renal community, public policy, legislation and regulations, and RPA programs and resources.

The *Nephrology Practice Management eBulletin* is an electronic bulletin that is delivered right to the desktop or mobile devices of members on topics such as risk management, finance, leadership, human resources, technology and much more.

Get your message to more than 6,000 visitors per month through our website and our Keeping Kidney Patients Safe portal. In addition to RPA members, our highly visible site appeals to a world wide audience who is interested in the relevant programs and products we provide to the nephrology community. Please visit us at [www.renalmd.org](http://www.renalmd.org)

# Advertising Rate Card 2010/2011

## 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

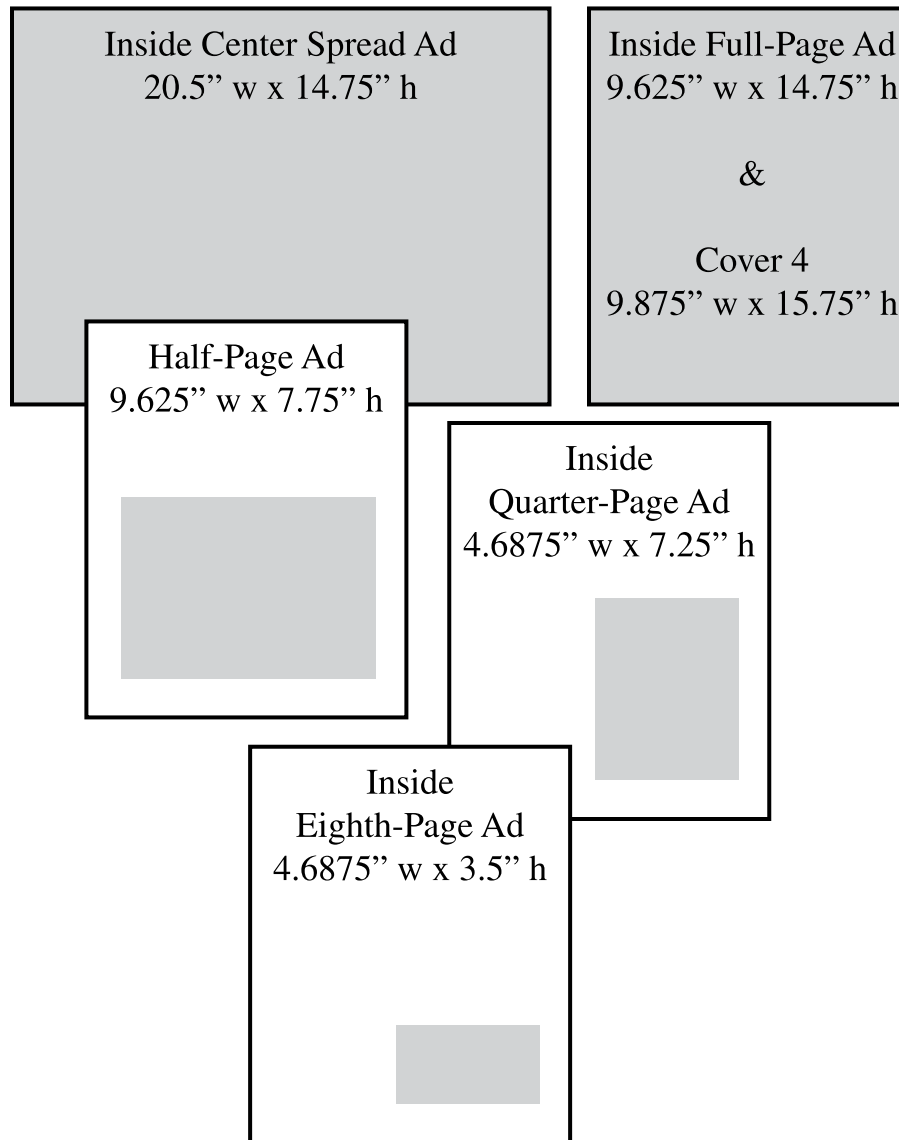
### Deadlines

Issue	Display Ad Space Reservation/ Cancellation Deadline	Display Ad Artwork Deadline
May 2011	March 29, 2011	April 1, 2011
September 2011	July 26, 2011	July, 29 2011
November 2011	September 27, 2011	October 1, 2011
January 2012	November 23, 2011	November 30, 2011

### Dimension Sizes

Ad Size	1 issue	2 issues (X2)	4 issues (X4)	Dimensions
Center Spread (2 pages)	\$15,000	\$14,750	\$14,250	20.5" W x 14.75" H
Cover 4	\$10,000	\$9,750	\$9,250	9.875" W x 15.75" H
Full page	\$4,000	\$3,750	\$3,250	9.625" W x 14.75" H
Half Page	\$2,500	\$2,250	\$1,750	9.625" W x 7.25 " H
Quarter Page	\$1,500	\$1,250	\$750	4.6875" W x 7.25" H
Eighth Page	\$1,000	\$750	\$500	4.6875" W x 3.5" H

## Page Dimensions



## Artwork Submission Information

- All ads must be submitted in one of the following file formats:
  - High resolution PDF
  - Adobe Illustrator EPS or InDesign CS 3.0 or .inx 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.

### 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 and against any lost, expense, or any liability resulting 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.
- 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 contracts will be subject to the rates prevailing at the time of renewal.
  - f. No cancellations will be accepted after closing dates. Advertisers who fail to notify the publisher of cancellation prior to closing date will be required to pay the full price for insertion. Cover insertion orders may not be cancelled.
  - g. Current rates, dimensions, closing dates, and so forth are published in the RPA Marketing Opportunities/Media Kit (available on the Web at [www.renaldmd.org](http://www.renaldmd.org) and in print from RPA, 1700 Rockville Pike, Suite 220, Rockville, MD 20852).
  - h. Advertising orders will not be accepted by phone. All advertising must be received in writing by the deadline date.

### 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.

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

### 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.

## 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    Eight Page

Ad Rates: (Refer to RPA News advertising rates)

Ad Frequency: (Circle)

1 Issue    2 Issues    3 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

## Web and Electronic Advertising

### Nephrology Practice Management eBulletin Advertising

Produced Bi-Monthly

The Nephrology Practice Management eBulletin provides a summary of articles covering the whole spectrum of nephrology and general medical practice management. Since its inauguration, RPA members view the eBulletin as a valuable member benefit.

Established: 2009  
 Circulation: 4,000  
 Frequency: February/April/June/August/  
 October/December



#### Banner Ad Dimensions and Pricing

	Lead Banner ad	Right side bar ads	Right side bar ads
Size	468x60	120 x 240	120 x 60
Price per month	\$2,500 ea./mo.	\$2,300 ea./mo.	\$2,000 ea./mo.

\*Purchase ad space (including the banner ad) for 6 issues for \$12,000

#### Technical requirements

Lead Banner Ad: 468 x 60 pixels JPEG or GIF file.  
 Right side bar ads: 120 x 240 pixels JPEG or GIF file.  
 Right side bar ads: 120 x 60 pixels JPEG or GIF file.

#### When submitting your ad, please include the following information:

- Title of your ad
- Ad copy can be 150 characters or less; however, based on space requirements RPA reserves the right to edit or discontinue your ad.
- A click through URL (e.g. www.practiceone.com)

**Deadlines:** Ads must be submitted on or before the 1st of each month.

## **Nephrology Practice Management eBulletin Advertising Reservation Form**

Advertiser: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Bill to: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Month(s): (Circle)

February      April      June      August      October      December

Ad Size/Position: (check one)

- Lead Banner – 468 x 60
- Right side Bar – 120 x 240
- Right side Bar – 120 x 60

Ad Rates: (Refer to Nephrology Practice Management eBulletin Advertising)

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

## Web Advertising

Online advertising is an effective way to maximize your company's exposure and your advertising budget. Features of the RPA website include a new career center, information on practice management, legislation, regulations and compliance, meetings and education, patient care, advocacy and much more.

### Banner Ad Dimensions and Pricing

	Home Page Right side banner Ad	Annual Meeting Page Right side banner Ad
Size	234 x 60	120 x 60
Price per month	\$2,500 ea./mo.	\$2,000 ea./mo.

### Technical requirements

Home page banner: 234 x 60 pixels JPG file

Meeting page banner: 120 x 60 pixels JPG file

Ads must be submitted 30 days prior to the banner ad posting on the Home Page.  
*RPA cannot accept ads with third-party hosting.*



## RPA Web Advertising Reservation Form

Advertiser: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
Bill to: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Month(s): (Circle)

January      February      March      April      May      June  
July      August      September      October      November      December

Ad Size/Position: (check one)

- Home Page Right Side Banner – 234 x 60  
 Meeting Page Banner – 120 x 60

Ad Rates: (Refer to RPA Web and Electronic advertising rates)

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:**

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1700 Rockville Pike, Suite 220  
Rockville, MD 20852-9485  
Fax: 301-468-3511

# Website Advertising Agreement

This Website Advertising Agreement (the "Agreement") is made on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, between **Renal Physicians Association, 1700 Rockville Pike, Suite 220, Rockville, Maryland 20852** ("Website Owner"), and \_\_\_\_\_ of \_\_\_\_\_ ("street address, city, county, state, zip code"), ("Advertising Customer").

## I. Definitions

### A. Advertising Information.

*Advertising Information* means the name, address, Website name, phone number, electronic image and/or description of Advertising Customer's business provided by Advertising Customer or a third party, which will appear on \_\_\_\_\_ (*name of Website*).

### B. Net Contract Price.

*Net Contract Price* means the total charges owed by Advertising Customer to Website Owner under this Agreement, exclusive of any applicable taxes, as indicated in the fee schedule set forth in **Exhibit A** attached to this Agreement.

### C. Name of Website.

*Name of Website* means Website Owner's site on the Internet's World Wide Web located at the Uniform Resource Location ("URL").

## II. Advertising Customer's Obligations

### A. Designation of Contact.

Upon execution of this Agreement, Advertising Customer will designate, on the final page of this Agreement, a person within its organization responsible for all interactions with Website Owner regarding the subject matter of this Agreement.

### B. Delivery of Advertising Information.

Within \_\_\_\_\_ (*number*) days after the date of this Agreement, Advertising Customer will deliver to Website Owner Advertising Information conforming to the advertising specification requirements in **Section IV** and in accordance with advertising options/formats set forth in **Exhibit A**.

### C. Rights in Advertising Information.

Advertising Customer is responsible for obtaining all licenses and permissions required to provide, distribute, use, display or access the Advertising Information in all manners and methods contemplated by this Agreement.

## III. Website Owner's Obligations

Website Owner will place the Advertising Information belonging to the Advertising Customer on \_\_\_\_\_ (*name of Website*) in accordance with the advertising option/format set forth in **Exhibit A**. Except as otherwise provided in Exhibit A, positioning of the Advertising Customer's Advertising Information on \_\_\_\_\_ (*name of Website*) is at the sole discretion of Website Owner.

## IV. Advertising Specifications

Advertising Customer's advertisement will conform to the following specifications:

A. Advertisement File Format: \_\_\_\_\_;

B. Advertisement File Size: Maximum of \_\_\_\_\_ (*number*) bytes; and

C. Advertisement Dimensions: \_\_\_\_\_ (*number*) pixels high by \_\_\_\_\_ (*number*) pixels wide.

Website Owner reserves the right to refuse, substitute or cancel any advertisement at any time and for any reason whatsoever, without limitation and regardless of whether it conforms to the specifications in this **Section IV**.

## V. Charges and Payment

Advertising Customer agrees to pay Website Owner the Net Contract Price for the advertising format Advertising Customer chooses according to the fee schedule and at the pricing rates, if applicable, described in **Exhibit A**. All charges under this Agreement are payable to Website Owner within \_\_\_\_\_ (*number*) days of the billing date and are exclusive of sales, use, ad valorem, personal property and other applicable taxes, which are the responsibility of Advertising Customer. Website Owner may apply a surcharge to international Advertising Customers and Advertising Customers requiring non-English language applications. If full payment is not made within the above-specified time, Advertising Customer subsequently may be charged up to the maximum legal interest on any unpaid balance. Website Owner may modify charges upon notice to Advertising Customer \_\_\_\_\_ (*number*) days prior to the annual renewal date, including the first renewal date. All charges are payable in United States dollars and are nonrefundable.

## Website Advertising Agreement (continued)

### A. Annual Charges.

Advertising Customer will be billed upon expiration of the Initial Term (as defined in Section X) and subsequently on an annual basis during the term of this Agreement based on any modifications made to the advertisement and on the then-current advertising rates.

### B. Additional Subsequent Charges.

Website Owner will bill Sponsor for any additional changes incurred under this Agreement, whether additional design charges or other charges, promptly after such charges are incurred.

## VI. Advertising Customer Representations and Warranties

Advertising Customer is solely responsible for any legal liability arising out of or relating to the Advertising Information. Advertising Customer represents and warrants to Website Owner that it has full authority to provide and use the Advertising Information as contemplated by this Agreement, and that such provision and use of the Advertising Information does not and will not violate any copyrights, trademarks, trade secrets or other proprietary rights of any third party or create any liability to any third party. Advertising Customer further warrants that the Advertising Information does not contain any matter that is defamatory or which may cause injury or result in damage to any third party and that the Advertising Information does not contain any matter that is false or deceptive.

Advertising Customer also represents and warrants that it will comply with all applicable laws and rules or regulations regarding attorney ethics, conduct and advertising in its performance under this Agreement. Advertising Customer acknowledges that any breach of Advertising Customer's representations and warranties in this Agreement is a material breach of this Agreement. Advertising Customer shall defend, indemnify and hold harmless Website Owner from and against any and all third-party claims, actions, causes of action, liabilities, damages, costs, and expenses, including attorneys' fees, arising out of or related to any facts or alleged facts which, if true, would constitute a breach of such representations or warranties.

## VII. Disclaimer of Warranty

*Website Owner shall have no liability whatsoever for any claim(s) relating to any Internet user's inability to view Advertising Customer's advertisement or access Advertising Customer's Advertising Information through Advertising Customer's advertisement. \_\_\_\_\_ (Name of Website) and any services provided on it, are provided as is, without warranty of any kind, express or implied, including, but not limited to, warranties or performance, merchantability, fitness for a particular purpose, accuracy, omissions, completeness, currentness and delays. Neither Website Owner nor its Affiliates or Agents make any warranty as to the results that may be obtained under this Agreement, that display of Advertising Customer's advertisement under this Agreement will be uninterrupted, or that display of Advertising Customer's advertisement or the ability of any Internet user to access Advertising Customer's Advertising Information through Advertising Customer's advertisement will be error free.*

## VIII. Limitation of Liability

*Website Owner's, its affiliates' and its agents' entire liability under this Agreement, if any, for any claim(s) for damages relating to this Agreement which are made against them, whether based in contract or tort (including negligence) shall be limited to the amount of charges paid by Advertising Customer relative to the period of occurrence of the events which are the basis of the claim(s). In no event will Website Owner, its affiliates or its agents be liable for any lost profits or any consequential, exemplary, incidental, indirect or special damages arising from or in any way related to this Agreement or relating in whole or part to Advertising Customer's rights under this Agreement, even if advised of the possibility of such damages.*

## IX. Limitations of Claims

Except for claims relating to charges, no claim, regardless of form, which in any way arises out of this Agreement, may be made, nor action based upon such claim brought, by either party more than one year after the basis for the claim becomes known to the Party desiring to assert it.

## X. Term and Termination

### A. Term and Renewal.

This Agreement will become effective upon approval by Website Owner in \_\_\_\_\_ (city, county, state) (Effective Date) and will continue in force for 13 months after such approval (Initial Term). Subsequently, renewal will be automatic for successive one-year periods (Annual Terms) unless either party gives notice of non-renewal to the other party at least \_\_\_\_\_ (number) days in advance of any renewal date including the first renewal date.



## Contacts

To help you map out your marketing plan with RPA please feel free to contact us.

**Katrina Alaman-Murray**

Marketing Project Manager

[kmurray@renalmd.org](mailto:kmurray@renalmd.org)

**Rose Butts**

Director, Membership and Marketing

[rbutts@renalmd.org](mailto:rbutts@renalmd.org)

**Desiree Bryant**

Director of Meetings

[dbryant@renalmd.org](mailto:dbryant@renalmd.org)

**Dale Singer**

Executive Director

[dsinger@renalmd.org](mailto:dsinger@renalmd.org)



The logo for the Renal Physicians Association (RPA) features the letters 'RPA' in a bold, sans-serif font. The 'R' and 'A' are dark purple, while the 'P' is a lighter shade of purple. The letters are set against a white circular background.

Renal Physicians Association

1700 Rockville Pike, Suite 220  
Rockville, MD 20852-9485

Phone: 301-468-3515

Fax: 301-468-3511

Email: [rpa@renalmd.org](mailto:rpa@renalmd.org)

Website: [www.renalmd.org](http://www.renalmd.org)