Il Giornale di Tecniche Nefrologiche e Dialitiche (GTND), fondato nel 1988 da Nicola Di Paolo e Umberto Buoncristiani, è un’autorevole rivista specializzata in nefrologia, dialisi e trapianto renale. È pubblicato in associazione con EDTNA/ERCA Filiale Italiana e in collaborazione con Associazione Italiana Rene Policistico /AIRP.

Il GTND è un periodico con cadenza trimestrale rivolto a medici nefrologi, specializzandi in nefrologia, infermieri di nefrologia, dialisi e trapianto, tecnici di dialisi e dietisti renali. Pubblica editoriali, rassegne, articoli originali, short communication e lettere. Pubblica, inoltre, supplementi monotematici, dibattiti o indagini correlate alla nefrologia.

Readership profile: Nefrologi, specializzandi in nefrologia, infermieri di nefrologia, dialisi e trapianto, tecnici di dialisi e dietisti renali

Advertising Rates & Information - 2019

Closing dates for print advertising:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Copy deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>04 January 2019</td>
<td>11 January 2019</td>
</tr>
<tr>
<td>June</td>
<td>03 April 2019</td>
<td>10 April 2019</td>
</tr>
<tr>
<td>September</td>
<td>03 July 2019</td>
<td>10 July 2019</td>
</tr>
<tr>
<td>December</td>
<td>05 October 2019</td>
<td>12 October 2019</td>
</tr>
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</table>

Print advertising rates – 2019:

**Colour Rates**

<table>
<thead>
<tr>
<th>Colour</th>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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<tbody>
<tr>
<td>Full Page</td>
<td></td>
<td>€1850,00</td>
<td>€1750,00</td>
<td>€1650,00</td>
</tr>
<tr>
<td>Outside Back cover</td>
<td></td>
<td>€200,00</td>
<td>€200,00</td>
<td>€200,00</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td></td>
<td>€2250,00</td>
<td>€2150,00</td>
<td>€2050,00</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td></td>
<td>€2035,00</td>
<td>€1935,00</td>
<td>€1835,00</td>
</tr>
<tr>
<td>Half Page</td>
<td></td>
<td>€835,00</td>
<td>€790,00</td>
<td>€750,00</td>
</tr>
<tr>
<td>Double Page spread</td>
<td></td>
<td>€300,00</td>
<td>€3000,00</td>
<td>€200,00</td>
</tr>
<tr>
<td>Black and White</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td></td>
<td>€1000,00</td>
<td>€935,00</td>
<td>€880,00</td>
</tr>
<tr>
<td>Half Page</td>
<td></td>
<td>€675,00</td>
<td>€640,00</td>
<td>€610,00</td>
</tr>
</tbody>
</table>

*Bonus Distribution:

- March 2019 Issue - 56th ERA-EDTA Congress European Renal Association - 13-16 June (Budapest, Hungary)
Belly band: A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

Outserts (product samples, brochures): Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity—only one advertising outsert is permitted per issue.

Online Advertising

Digital advertising solutions:
- A: 728x90 Leaderboard (pictured) top of page ad position for immediate exposure
- B: 300x250 Banner Ad (pictured) middle right of page to engage the most invested users
- C: Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper Lower middle, right of page

Digital ad upgrades:
- Rich media: include active images or text
- Expandability: upgrade any ads to expand over or push down content
- Video: upgrade any ads with embedded video for greater engagement
- Form/lead capture: upgrade any ads with a contact information form for lead capture

Other digital solutions:
- Webinars: a custom digital event package that includes promotion and event hosting
- eTOC alerts: Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- Content gateways: custom package to host your content and SAGE content in one place
- Sponsored digital editions: options include single article, full issue, or custom article compilations

Policy and Guidelines

General policy on acceptance of advertising
Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations. Any cancellations after the deadlines will be charged in full.

All advertising is subject to the publisher’s and society’s approval. The advertiser and/or advertising agency assumes liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted.

If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

Mechanical requirements for print advertisements

- **Full Page**
  - Full page, bleed 286mm (h) x 216mm (w)
  - Full page, trim size 280mm (h) x 210mm (w)
  - Full page, type area 250mm (h) x 180mm (w)

- **Half Page**
  - Horizontal, Type Area 120mm (h) x 180mm (w)
  - Vertical, Type Area 250mm (h) x 85mm (w)

- **Double Spread**
  - Double page spreads need to be supplied as a full PDF page per advert, and not a joined spread of both. The dimensions remain as per normal full page adverts, including the bleed and crockmark requirements.

Requirements for electronic delivery
Please submit advertisements as print-ready PDFs.

Crop marks should be placed on all advertisements that bleed and offset.

All colour and greyscale graphics should be a minimum of 300 dpi at the finished size.

Colour graphics must be in CMYK.

The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

Contact Details

Publisher:
SAGE Publishing Ltd, 1 Oliver’s Yard, 55 City Road, London EC1Y 1SP, UK

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