

EDTNA/ERCA Newsletter 2009

EDTNA/ERCA News, the Association's official Newsletter, published four times a year and distributed to all members directly, is designed to provide regular updates about the activities of the Association as well as renal care news. In addition the Newsletter is distributed to Nephrology Units in specific countries for promotional campaigns, it is also available at various educational events throughout Europe. From January 2009 a new Newsletter format of 8 pages, translated into more than 10 languages will provide news, scientific papers and educational activities to encourage the readers to participate actively within this publication giving them the incentive of receiving a certificate of *Accreditation of Continuous Knowledge*.



Format A4, text black, pictures and adverts full colour.

Each year, the Newsletter will have the poster of the Conference as a heading. The Hamburg poster is the heading for 2009.

Production Schedule & Editorial Calendar

| Issue | Deadline for articles/ materials submission | TEXT to layout (All languages) | PDFs Proof reading | Printing | Mailing |
|-----------|---|--------------------------------|--------------------|-----------|-----------|
| Winter 09 | 30 Nov 08 | 10 Jan 09 | 20 Jan 09 | 4 Feb 09 | 20 Feb 09 |
| Spring 09 | 24 Mar 09 | 18 Apr 09 | 28 Apr 09 | 19 May 09 | 22 May 09 |
| Summer 09 | 26 May 09 | 23 Jun 09 | 2 Jul 09 | 15 Jul 09 | 21 Jul 09 |
| Autumn 09 | 31 Aug 09 | 6 Oct 09 | 20 Oct 09 | 10 Nov 09 | 17 Nov 09 |

Translation Available Languages and Distribution

| Production and Distribution of hard copies (full members) 4000 Hard Copies | 1500 E-members All hard copy languages plus: | Other channels: Issues available at different educational European events and on the Web |
|---|---|---|
| English | Serbian | ALL LANGUAGES AVAILABLE TO THE PUBLIC IN PDF FORMAT ON THE EDTNA/ERCA WEBSITE |
| Greek | Polish | |
| Italian | Lithuanian | |
| Spanish | Hebrew | |
| Dutch | | |
| Portuguese | | |
| French | | |
| Danish | | |

Advertising rates and New Strategy

Offering the chance to complement the advert with a report to update/inform readers on new products/services/activities

| Rates & Dimensions | 1 edition | Special rates for 4 editions |
|--|-----------|------------------------------|
| Advert -1 page (A4) | 4000 € | 3000 €/edition - 12000 € |
| $\frac{1}{2}$ Page Advert Special Offer: $\frac{1}{4}$ report Free | 3000 € | 1500 €/edition - 6000 € |
| $\frac{1}{4}$ page | 1500 € | 1000 €/edition - 4000 € |
| $\frac{1}{6}$ page | 700 € | 500 €/edition - 2000 € |
| $\frac{1}{10}$ page | 300 € | 150 €/edition - 600 € |
| A5 or A4 insert -90gr- All languages <i>If above 90gr, extra mailing costs will be charged</i> | 2000 € | |
| A5 or A4 insert -90gr- One language only <i>If above 90gr, extra mailing costs will be charged</i> | 600 € | |

Technical requirements

All materials and artwork must be submitted at due time according production schedule and/or Editor specification. The following print formats are accepted: jpg, tif, eps, pdf.

NOTE:

ETDNA/ERCA is not responsible for the opinions and articles expressed in the Newsletter, they are the sole responsibility of the authors.

Contact Details

For more information and to book your advertising space, please contact:

| | |
|--|--|
| <p>EDTNA/ERCA Secretariat & Conference Department 5. kvetna 65 140 21 Prague 4 CZECH REPUBLIC Tel. +420 261 174 305 Fax +420 261 174 307 e-mail: queries@edtnaerca.org</p> | <p>Newsletter Editor María Cruz Casal Email: mcruzcasal@ibertelecom.com Tel. +34 629 210 355</p> |
|--|--|