**ADVERTISING RATES**

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 Full Page (4c)</td>
<td>297 x 420 mm</td>
<td>4,250.00 Euro</td>
</tr>
<tr>
<td>1/2 Half Page (4c) (landscape)</td>
<td>297 x 210 mm</td>
<td>3,050.00 Euro</td>
</tr>
<tr>
<td>Cover Wrap on front of the newspaper</td>
<td>148,5 x 420 mm</td>
<td>12,200.00 Euro</td>
</tr>
</tbody>
</table>

**Deadline**

- Booking Deadline: 30 March, 2017
- Deadline for the Submission of artwork: 4 May, 2017

*For further questions contact Bettina Albers*

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The Way to Reach Your Target Audience: With the
»ERA-EDTA Daily Congress News«
The ERA-EDTA congress newspaper (24–28 pages in A3 format) will appear on the opening day, the second and the third congress day.

The newspaper will feature the lectures of the day. There will also be interviews with the Congress President, the ERA-EDTA President and various other key opinion leaders, as well as articles on special congress highlights and important announcements (e.g. Council elections, General Assembly).

The official congress newspaper of the ERA-EDTA is the ideal channel for reaching more than 8,000 congress attendees, mainly nephrologists from all European countries, but also from all over the world.

The newspaper will be distributed on-site, sent digitally to all registered delegates and posted on the congress website homepage.

It will also be available on the ERA-EDTA Congress App to attract a wider audience!

ERA-EDTA will promote the newspaper via social media (Facebook, Twitter, Google+) prior to the congress in order to distribute the paper’s content more widely.

Seize the opportunity and advertise your products and/or your symposia; or simply attract attendees to your booth by running invitational ads!

**FORM & LAYOUT:**
The newspaper will be printed in A3 size (297 x 420 mm). The new layout reflects the ERA-EDTA corporate design more strongly.

**UP-TO-DATE NEWS:**
Parts of the newspaper will be produced on-site. This means that news and photos from the previous day (e.g. opening ceremony) will be in the next day’s newspaper.

**NEWS FROM INSIDE THE ERA-EDTA:**
The newspaper is also a “bonding tool” for ERA-EDTA members. It will therefore provide more information about the association’s activities.

**PHOTO GALLERY:**
Impressions from Day 1/2/3 with various photos of the previous congress day.

**EVENT NOTES:**
Daily section “What’s going on today in Madrid?”

**CROSS-MEDIA-SOLUTION**
Short interviews with key opinion leaders, or statements, are recorded on-site and immediately put online; QR codes in the newspaper direct readers to the video interviews/statements.

**ONLINE EDITION:**
More content is available in the online editions—the reader will be directed to it (links and/or QR codes)

**CONTENTS & LOOK**

Reach Your TARGET AUDIENCE!