



A world without kidney disease.



The American Kidney Fund's

2017 Media Kit

 **23**

In 23 cities nationwide,
we screen high-risk
people for kidney disease



 **1 in 5**

Today, we're helping
1 in 5 U.S. dialysis
patients to
access health care



 **1 million**

We've helped over
1 million kidney patients
with financial assistance
since 1971





6,000

More than 6,000 AKF patient-advocates are working to advance public policy



\$0

We charge \$0 for all of our online CE courses for health professionals

KIDNEYNATION
fund the fight



KIDNEYNATION offers the opportunity to raise money to support AKF patients and programs





We spend \$.97 of every donated dollar on programs and services

About the American Kidney Fund

The American Kidney Fund is the nation's leading nonprofit working on behalf of the 30 million Americans with kidney disease. Our mission is to help people fight kidney disease and live healthier lives, and we fulfill that mission by providing a complete spectrum of programs and services: prevention activities, top-rated health educational resources, and direct financial assistance enabling kidney patients to access lifesaving medical care, including dialysis and transplantation. We also invest in clinical research to improve outcomes for kidney patients, and we fight tirelessly on Capitol Hill for legislation and policies supporting the issues that are important to the people we serve.

We provide these critically needed services while maintaining a 4-star rating from Charity Navigator, the nation's leading charity watchdog agency. For our excellent fiscal management, we are proud to be on Charity Navigator's list of top 10 charities in the United States, out of 8,000 reviewed. The American Kidney Fund is also very proud to be recognized by Consumer Reports as an example of one of the "Best Charities for Your Donations." Dollars donated to AKF make a difference as we spend \$.97 of every contributed dollar on our patients and programs.

Patient Newsletter



Published **4x** per year



Received by **72,000+** patients

Readership



36% African American

34% Caucasian

20% Hispanic



58% male, **42%** female



Average age of **58**

as of June 19, 2017

Specs

Submit all ads as CMYK or Grayscale in PDF format showing crop marks and bleed. Allow 1/4" safe area on all sides.

	Trim	Bleed
Full-page	8.5" W x 11" H	8.75" W x 11.25" H
Half-page	8.5" W x 5.5" H	8.75" W x 5.75" H

Pricing

	1 x	4 x
Full-page	\$12,500	\$10,000
Half-page	\$7,500	\$6,500

If purchasing full year package, inserted postcard can be substituted for one issue (at full purchase cost).

Inserted postcard

	Price
Full distribution	\$15,000
Half distribution	\$7,500

****Important Note:** Pharmaceutical prescription drug ads must abide by FDA standards and meet the guidelines described here: <http://www.fda.gov/Drugs/ResourcesForYou/Consumers/PrescriptionDrugAdvertising>

2 Understanding AKF's financial assistance programs.

3 Adjusting to dialysis.

4 5 Things you should know if you need a kidney transplant.

American Kidney Fund®

AKF in Action

WINTER 2017 VOL. 13

Dear friends,
All of us at the American Kidney Fund (AKF) wish you a happy and healthy New Year!

This was a very special year for AKF as we celebrated our 45th year of serving patients and those at risk for kidney disease.

When I think about this special celebration, what comes to mind first isn't so much the number of people we've helped, but rather the story of how we have been able to make a difference for individual patients, one life at a time.

Let me introduce you to someone who is a true testament to our commitment to helping people fight kidney disease and live healthier lives. Elaine Moran was financially devastated by kidney failure. Before she knew it, she had a good job as a radiographer, her failing health and the rigors of dialysis treatment meant she could no longer work, and she had to move into her mother's basement with her daughter. That's when we stepped in to pay her health insurance premiums, letting a huge burden off her shoulders. Along the way, her daughter got a scholarship from Harvard, and Elaine proudly watched her receive her degree—just a few days before Elaine had a successful kidney transplant! Today, Elaine has a new career—working at the University of Kentucky Transplant and Center for Kidney Disease, helping to coordinate the transplant process. What an inspiring story!

We help thousands of patients like Elaine, and like you, each year in your fight against kidney disease. We also reduce people's risk about steps they can take to help prevent kidney disease, and we support professional education and clinical research to improve the lives of kidney patients. We have a wealth of information for patients and caregivers on our website, KidneyFund.org.

As we begin 2017, our country has a new President and a new Congress, and AKF will be working to educate you about the needs of kidney patients. We hope you enjoy our "AKF in Action" newsletter which provides you with a glimpse of the ways we're impacting the lives of patients—one person at a time.

Sincerely,
Lafarna A. Barnett
President and Chief Executive Officer

Help Line: 866.300.2990 | KidneyFund.org | 5

New to dialysis?

Adjusting to life on dialysis can be challenging. There's a lot to think about, from choosing a treatment option, to finding new ways to enjoy your favorite activities, to managing a new diet.

Our FIRST30 program is all about helping you through this period of adjustment.

Visit KidneyFund.org/first30 to find a checklist to help guide you as you create your new normal.

You can also find videos featuring current dialysis patients offering tips to help you through this period of adjustment.

Meet Ron Krokey

In 1996, Ron Krokey was as healthy as could be, a competitive triathlete who was a regular at his gym. A routine checkup with a high blood pressure reading led to a diagnosis of focal glomerulosclerosis (FSGS) and eventual dialysis.

Seven months, 10 years later almost killed Ron. In his debilitated state, he could no longer work and switched to hemodialysis treatment at a center. Three days each week. Unable to afford his health insurance premiums, Ron turned to the American Kidney Fund for assistance. We paid Ron's health insurance premiums, assuring that he could receive treatment for kidney failure as well as all his other health care.

Ron worked hard at regaining his strength and staying healthy. He joined AKF's Advocacy Network and traveled to Washington, D.C. to meet with policy makers about issues affecting kidney patients. And he joined KIDNEYACTION, AKF's community of fundraisers who are raising money to help kidney patients and spread awareness of kidney disease. Ron created infurture.org and said "I am a dialysis warrior" and sold the online, donating the proceeds to AKF. On his birthday he asked friends and family to make donations to AKF instead of buying him gifts.

In October 2015, Ron received the very best gift possible—a kidney that was a match for him. The health insurance that he had as a result of grants from AKF made his transplant possible. His transplant was a success, and today he is continuing in his advocacy efforts and spreading awareness of kidney disease. "I am so grateful because I have been blessed with another opportunity to help people," Ron says.

Help Line: 866.300.2990 | KidneyFund.org | 5

PAID ADVERTISEMENT

Receiving Adequate Iron is Essential for My Good Health

Today, there is a product that can deliver iron consistently at every dialysis treatment in place of IV iron... it's called Triferic.

Hemodialysis patients lose iron with each dialysis treatment due to the consistent blood loss that occurs. Patients lose approximately 2-7 milligrams of iron every hemodialysis treatment. Therefore, iron is needed every dialysis treatment, to replace the ongoing iron loss that occurs during hemodialysis.

Triferic is the only FDA approved drug indicated for iron maintenance therapy.

Triferic is delivered via dialysate, simply replacing the 5.7 milligrams of iron lost during your regularly scheduled dialysis treatment. Triferic enters your blood and immediately binds to transferrin, the natural carrier of iron in the body and is taken to the bone marrow. Releasing the iron, similar to normal dietary iron uptake, your body will use the iron to make hemoglobin. Hemoglobin will carry oxygen throughout your body providing energy.

Triferic is the only drug FDA approved to replace iron at every hemodialysis treatment and to maintain hemoglobin concentration.

- Iron delivered at every dialysis treatment
- Replaces the 5.7 milligrams of iron that is needed
- Maintains hemoglobin concentration
- Does not increase iron stores and inflammation (buried)

Triferic does not require intravenous infusion. There are no IV's or needles required to receive Triferic. Triferic is simply mixed into your dialysate and administered to you throughout the hemodialysis procedure.

The safety profile of Triferic has been demonstrated in long-term studies and is similar to patients receiving placebo treatment. There have been no cases of life-threatening hypersensitivity reactions in over 100,000 doses administered.

For more information, ask your doctor about Triferic or call Rockwell Medical at 800-849-3333.

TRIFERIC®
ferric pyrophosphate citrate

Visit www.triferic.com

ROCKWELL
MEDICAL

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eNewsletter



Published **12x** per year (monthly)



Received by **80,000+** individuals

- CKD patients
- dialysis patients
- caregivers
- renal professionals
- AKF supporters

as of June 19, 2017

Specs and Pricing

Submit all ads as web-ready PNG, GIF or JPEG files.

	Pricing	Specs
Full Block	\$2,500	524 x 222 pixels
Half Block	\$1,000	236 x 217 pixels
Package of 6 Full Block Ads	\$13,500	
Package of 10 Full Block Ads	\$20,000	


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Mail and Print Insertion Dates

These dates are tentative and may be subject to revision.

Mailing Dates	Insertion Dates	Mailing Dates	Insertion Dates
January	December 15	July	June 15
February	January 15	August	July 15
March	February 15	September	August 15
April	March 15	October	September 15
May	April 15	November	October 15
June	May 15	December	November 15

American Kidney Fund™
Help us fight kidney disease
DONATE




WATCH: What to expect while on dialysis

Starting dialysis often means creating a new normal for yourself and your family. There's a lot to think about. Watch the next video in our FIRST30 video series featuring advice from patients. Learn how to stay focused during your dialysis treatment, overcome fears and misconceptions, acquire good habits and ask for help when needed.

Watch now »

KIDNEYNATION



No mountain too high


Justin's enjoyment for mountain climbing inspired his dad Gerry, who passed last year of kidney failure. He is dedicating his next climb, Mt. Everest, to his father's memory and raising money for AKF through KIDNEYNATION...

Read all about it »

Webinar: Heart disease and kidney disease


Join us on Tuesday, February 21, to learn about the connection between heart disease and kidney disease, and how to best protect yourself if you have either of these conditions...

Save your seat »



Webinar

American Kidney Fund™
Help us fight kidney disease
DONATE




Raising their voices

Advocates make their voices heard on Capitol Hill

To kick off National Kidney Month, American Kidney Fund (AKF) patient-advocates from around the country came to Washington to educate their elected officials about the financial challenges kidney patients face, and to urge lawmakers to put an end to discriminatory practices among some health insurers.

Find out more »



CMS defers action on nonprofit third-party payer rule


We continue to urge CMS to protect kidney patients...

Learn more »

President's FY 2017 budget requests \$1.9 billion for NIDDK

The President's budget also requests that funds focus on three major kidney disease research initiatives...

See what they are »





A world without kidney disease.



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Connect with us:

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