

LifeLines

Published by DaVita Inc.

601 Hawaii Street
El Segundo, California 90245

Staff

Managing Editor

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About DaVita

DaVita Inc., a FORTUNE 500® company, is a leading provider of kidney care in the United States, providing dialysis services and education for patients with chronic kidney disease and end stage renal disease. DaVita® manages more than 1,500 outpatient facilities and acute units in more than 700 hospitals located in 43 states and the District of Columbia, serving approximately 115,000 patients.

About *LifeLines*

Goals:

LifeLines' goals are to educate DaVita patients, their families and DaVita teammates about issues pertaining to dialysis and kidney disease, to inform them about relevant programs and events at DaVita and in the kidney community, and to motivate them with inspirational stories to improve quality of life and quality of care.

Format:

LifeLines is full-color, 8 pages, and 8.5 x 11 inches. It primarily features educational articles and personal stories. The last page features a kidney-friendly recipe.

Circulation:

- Hard copies of *LifeLines* are mailed to all DaVita dialysis centers where they are distributed to approximately 115,000 DaVita patients across the country.
- Copies are provided in quantities requested by each center in English and Spanish.
- An electronic .pdf version of the newsletter is provided each month via the DaVita Village Voice, a weekly internal e-newsletter which is emailed to all DaVita teammates.

Articles are written by renal dietitians, social workers, and other clinical experts in the field of kidney care. Patient submissions are a regular and prominent feature of the newsletter. The primary audience for *LifeLines* is DaVita's 115,000 dialysis patients, and their families and friends. The focus of the newsletter is patient education, encouragement and empowerment.

Regular features of *LifeLines* include:

- Dietary education
- Dialysis-friendly recipe
- Clinical education
- Education on social work issues and resources
- Patient stories, achievements and advice
- Center-specific stories
- Public policy updates

For 2010, *LifeLines* will continue to be distributed in hard copy to patients via DaVita's dialysis centers, and online to DaVita teammates via email newsletter.

Advertising Opportunities:

Qualifications for Ad Placement

- Ads are made available on a first-come, first-served basis for qualified applicants.
- Advertisers must be organizations, groups or individuals whose products, services or information directly or indirectly benefit the kidney or dialysis community.
- Advertisers may be for-profit or non-profit.

Sponsorship Banner Ads

- The purpose of sponsorship is to offset the costs of producing *LifeLines*.
- One banner ad is available at the bottom of up to 6 (six) pages of *LifeLines*. Each banner ad is 7.5" x 0.75"
- Banner ads consist of the words "This issue of *LifeLines* sponsored in part by" followed by the advertiser's name or logo.
- In the .pdf version of *LifeLines*, the advertiser's name/logo will link to the advertiser's website.
- Each issue will include a maximum of six banners.

Payment is required to secure reservation of a banner.

- A sponsor may purchase multiple sponsorships at a time.
- Sponsorships for particular months' issues are allocated on a first-come, first-served basis. Banners will be allocated to the first available page of *LifeLines*, then second, third etc. based on order of receipt.
- Payment must be received at least two months prior to publication to ensure inclusion in a particular issue (e.g., July 1 receipt for September issue). If payment is

received but is not timely, the ad will be placed in the next month's issue of *LifeLines*, if space permits and the sponsor agrees.

Full-Color 1/4 Page and 1/8 Page Ads

- One, 1/4-page full color ad, or two, 1/8-page full color ads, are available in each issue of *LifeLines*. These ads are available on a first-come, first served basis.
- *LifeLines* reserves the right to place each ad on any of pages 2 through 7 of *LifeLines*.
- In the .pdf version of *LifeLines*, the advertiser's name/logo will link to the advertiser's website.

Advertising in *LifeLines*

General Information

Established	October 2001
Issuance	Monthly
Circulation	115,000

Advertising Information

Advertising acceptance is subject to publisher's approval.

Deadlines

Issue	Insertion Order Form	Materials Due
February	11/20/09	12/1/09
March	12/20/09	1/2/10
April	1/20/10	2/2/10
May	2/20/10	3/1/10
June	3/20/10	4/1/10
July	4/20/10	5/1/10
August	5/20/10	6/1/10
September	6/20/10	7/1/10
October	7/20/10	8/1/10
November	8/20/10	9/1/10
December	9/20/10	10/1/10

Please send insertion orders, ad materials and correspondence to:

Mail

DaVita Inc.
Attn: Aunjelique Meraz
601 Hawaii Street
El Segundo, CA 90245

Fax

Aunjelique Meraz
(310) 536-2707

E-mail

Newsletter@davita.com

Publisher reserves the right to reject or cancel any advertisement, insertion order or contract at any time.

Rate Card

Effective December 1, 2009 through December 31, 2010

Banner Ads \$500 per banner
(up to 6 banners per issue of LifeLines)

1/8 Page Full Color Ads \$1,000 per ad

1/4 Page Full Color Ads \$2,000 per ad

Ad Unit Specifications

Print Advertisements

1/4 Page

Live Area: 4.25" x 5.5"
Bleed: .125" on all sides
Resolution: 600 dpi
Format: Print Quality PDF

1/8 Page

Live Area: 2.125" x 5.5"
Bleed: .125" on all sides
Resolution: 600 dpi
Format: Print Quality PDF

Accepted File Formats

PDF

PDFs are the preferred file format.

PDFs must have a resolution of 600 dpi for continuous tone images at 100%.

PDF must include crop marks.

Adobe

Adobe InDesign, Adobe Illustrator and Adobe PhotoShop files are accepted (266 dpi for CT scans, and 1200 dpi for LW).

LifeLines and DaVita are not responsible for color variances, low resolution photos or unreadable text.

Ad Material Submission Requirements

1. Digital files are required. CD-ROM is the preferred media.
2. Submissions must include a printout of disk contents and disk format.
3. Ads should be sized to 100% of mechanical requirements.
4. Scanned artwork/images should be formatted as EPS or TIFF files.
5. With the page layout files, include all PostScript screen and printer fonts and original graphic files if imported graphics are used in the ad.
6. Color files must be CMYK. RGB files must be converted to CMYK before submission.
7. High-end color proofs (100%) are required for 4-color ads.



Insertion Order Form

Company Information

Company/Organization

Contact Name

Title

Address

City

State

Zip+4

Phone

Ext

Fax

E-mail

Ad Size

1/4 Page

1/8 Page

Banner

Frequency

1x

2x

3x

4x

5x

6x

7x

8x

9x

10x

11x

12x

Please send this order form to:

Mail

DaVita Inc.
Attn: Aunjelique Meraz
601 Hawaii Street
El Segundo, CA 90245

Fax

Aunjelique Meraz
(310) 536-2707

E-mail

Newsletter@davita.com