

QUEST

DAVITA'S NEPHROLOGY JOURNAL TM

Published by DaVita Inc.

1627 Cole Boulevard
Lakewood, Colorado 80401

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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 failure and end stage renal disease. DaVita® has been recognized as the only FORTUNE 500® company on WorldBlu's annual List of Most Democratic Workplaces™. As of June 30, 2009, DaVita manages more than 1,493 outpatient dialysis facilities and acute units in approximately 700 hospitals located in 43 states and the District of Columbia, serving approximately 116,000 patients - nearly one-third of all dialysis patients in the United States. In everything we do, DaVita strives to be the greatest kidney care company the world has ever seen.

About Quest

Quest is a quarterly, nephrology journal published by DaVita. Articles are written by nephrologists, renal dietitians and other experts in the field of kidney care. The primary audiences for *Quest* include nephrologists and related nephrology professionals. The journal is primarily composed of articles that offer thought leadership on subjects such as clinical outcomes, business practices and public policy relevant to kidney care.

Featured *Quest* information includes:

Clinical

This section includes feature articles that address clinical outcomes and research on topics important to our readers. These topics are listed in our 2010 editorial calendar.

Business

This section focuses on ways Medical Directors can enhance their practices and efficiently work within new conditions for coverage and public policy guidelines.

Public Policy

This section focuses on legislative changes and updates affecting nephrology care.

Cutting Edge Innovations

This section focuses on new and innovative clinical, equipment or technological advances.

Clinical Studies

This section briefly outlines clinical studies that are currently underway or about to begin.

In 2010, *Quest* will be distributed in both print and digital formats. This provides the opportunity to engage readers through interactive ads, as well as regular print ads. Advertisements will be placed in both the print and digital version for one ad rate.

Quest in Print

Quest has been offered in print since July 2005 and 2010 will be no exception. We will continue to offer the print version to our loyal readers and advertisers. This provides the opportunity to place 1/2 page and full page advertisements in B&W or full color.

Digital Quest

Quest will also be offered in our new digital format. This offers readers the ability to print specific pages or the whole issue, forward pages, bookmark pages, insert notes, view in a one- or two-page format, and much more. However, as much as the new format offers readers, it offers even *more* to advertisers. In addition to the advertising opportunities included in the printed version of *Quest*, advertisers also have the opportunity to actively engage readers through interactive advertisements for an additional nominal fee. See our rate card on page 6 for more details.

2010 Editorial Calendar

To request a copy of the 2010 Editorial Calendar, please send an e-mail to Quest.Journal@davita.com.

Advertising in Quest

General Information

Established	July 2005
Issuance	Quarterly (March, June, September, December)
General Circulation	7,600 (Oct. 2009) 6,700 of which are nephrologists

Advertising Information

Advertising acceptance is subject to publisher's approval.

Deadlines

Issue	Insertion Order Due	Materials Due
Quarter 1	12/28/09	01/11/10
Quarter 2	03/25/10	04/09/10
Quarter 3	06/25/10	07/09/10
Quarter 4	09/24/10	10/11/10

Please send insertion orders to:

Mail
DaVita Inc.
Attn: Paula Resley
601 Hawaii Street
El Segundo, CA 90245

Fax
Paula Resley
1-866-931-7365

Please send ad materials to:

Mail
Zareh Aghajanian
18811 Amesbury Manor Lane
Houston, TX 77094

E-mail
Zareh.Aghajanian@davita.com

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

Rate Card

Effective January 1, 2010 through December 31, 2010

Black and White Rates

Frequency	Full Page	Half Page
1x	\$2990	\$2130
2x	\$2840	\$2020
3x	\$2555	\$1820
4x	\$2300	\$1640

Color Rates

Frequency	Full Page	Half Page
1x	\$4390	\$3230
2x	\$4170	\$3065
3x	\$3755	\$2760
4x	\$3380	\$2485

Cover Rates

Inside Front Cover	Inside Back Cover
25% premium	20% premium

Rich Media Advertisements (digital version only)

All ads placed in the print version will also be placed in the digital version of *Quest*. All ads submitted with a full URL in text format will receive website linkage at no additional cost. However, the digital version also offers the opportunity to make your ad interactive through flash animation, audio or video. Prices for these added features are below.

Rich Media Rates

Rich Media	Additional Cost
Flash Animation	\$150
Audio	\$150
Video	\$150

Ad Unit Specifications

Print Advertisements

Full Page

Trim: 8.5" x 11" (vertical)
Live Area: 7.5" x 10" (.5" on all sides)
Bleed: .125" on all sides

Half Page (horizontal only)

Trim: 8.5" x 5.5" (horizontal)
Live Area: 7.5" x 4.5" (.5" on all sides)
Bleed: .125" on all sides

Accepted File Formats

PDF

PDFX1a is the preferred file format. PDFs must have a resolution of 300 dpi for continuous tone images (grayscale and color) at 100%, and 2400 dpi for scanned black-and-white line art 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).

Macintosh format is preferred, but PC format files are also acceptable.

Quest is 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. Proofs are required.
 - 1-color ads: a black-and-white laser proof.
 - 4-color ads: a high-end color proof (100%).

Rich Media Advertisements

If you opted to take advantage of our rich media options, the following additional submission requirements apply.

Audio

1. Please send audio files embedded in a Flash document. We also accept .mp3 or .wav files.
2. All .mp3 files should be set at a sample rate of 11kHz, 22kHz, 44kHz or 96kHz.

Video

1. Please send video files as a .flv or .avi file. We also accept Windows Media Player, Real Video or QuickTime formats.
2. When sending QuickTime video files, please avoid using these video codecs: Intel Indeo Video and SoftDV. The recommended video codecs for QuickTime are:
 - o Uncompressed video
 - o Sorenson Video 1, 2, and 3
 - o Motion JPEG A and B

3. When sending QuickTime video files, please avoid using the IMA 4:1 audio codec. The recommended audio codecs for QuickTime are:

- Uncompressed audio
- ALaw 2:1
- ADPCM

4. When sending .avi files, avoid using the Intel Indeo video codec.

Flash Animation

1. Please supply animation as Flash 8 or earlier files. We will need .swf AND .fla files supplied.

2. We do not support animations created using SWiSH.

3. Make sure there is no white space around the edge of the Flash animation.

4. Set the Flash file to a frame rate of 24 fps.

5. For animations that shouldn't loop, please ActionScript it as such.

6. Avoid ActionScript such as the `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`.

7. Animations need to be created for display at the maximum zoom size. The normal maximum zoom size is 950 pixels wide, but if the maximum zoom size is made larger or smaller, we will then provide different dimensions for the Flash animations accordingly.

8. There should be no links in the animations we are given. We will create the links so they can be tracked.

9. There is no file size limit on animations, but for loading purposes, the files should be as small as possible.

10. Images should be set to lossless compression instead of photo compression.

11. Filenames for Flash animation files (SWFs) should not include special characters such as brackets, question marks, quotes, commas, etc. Underscore characters are ok to use.

Company Information

Company/Organization

Contact Name

Title

Address

City

State

Zip+4

Phone

Ext

Fax

E-mail

Special Placement Ads

Inside Front-Cover

Inside Back-Cover

Rich Media Ads

Flash Animation

Audio

Video

Ad Size

Full Page

1/2 Page

Color

Black & White

4-Color

Frequency

1x

2x

3x

4x

Please send this order form to:

Mail

DaVita Inc.
Attn: Paula Resley
601 Hawaii St
El Segundo, CA 90245

Fax

Paula Resley
1-866-931-7365

E-mail

quest.journal@davita.com