The DPC Education Center is a 501(c)(3) non-profit organization. Founded in 2012, the DPC Education Center is led by a board of directors composed of 12 end-stage renal disease (ESRD) patients, including six currently on dialysis and six transplant recipients.

Our board, staff and volunteers are truly dedicated to the cause and bring a diverse set of skills and backgrounds that help sustain our mission.

The DPC Education Center is dedicated to improving kidney patients’ quality of life and reducing the occurrence of ESRD by developing awareness of dialysis and kidney disease issues, improving the partnership between patients and caregivers, and developing public policy solutions.

We focus on education to empower patients to become an active participant in their healthcare and teach prevention as a tool to slow or stop the progression of kidney disease. The DPC Education Center focuses on the advantages listed below:

- Activities and programs to advance patients’ choices and improve their health outcomes.
- Improved access to cutting edge patient-driven educational materials.
- Resources and trainings for patients to become more active in their own care.
- Preventive actions to stop or delay the onset of disease.
- Collaboration between partners both inside and outside the kidney community to bring the best ideas to the table to advance patient care.

The DPC Education Center is an affiliate of Dialysis Patient Citizens (DPC), and the two organizations collaborate on various communications and educational resources. All DPC members receive all communications and educational resources from the DPC Education Center free of charge.
**Membership Demographics**

**30,000+ Total Membership**

- **Patient Membership:** 80%
- **Patient Family Membership:** 9%
- **Partners in Care (Healthcare Professionals):** 11%

**Regional Distribution**

- **Northeast:** 11%
- **Midwest:** 19%
- **South:** 43%
- **West:** 27%

- **43% of our Members are Female**
- **57% of our Members are Male**

- **2 in 5 members are on a transplant list**

- **858 hemodialysis treatments**

Patient members have been on dialysis for 5-6 years on average.
PRINT MAGAZINE ADVERTISING

The DPC Education Center will be launching a bimonthly print magazine called The Kidney Citizen, building on DPC’s previous print newsletter (pictured below). The Kidney Citizen will go out to DPC’s 30,000+ members.

Per Issue Pricing (in USD)

Full page – 4 issues: $4,250. 3 issues: $4,500. 2 issues: $4,750. 1 issue: $5,000.

2/3 page – 4 issues: $3,400. 3 issues: $3,600. 2 issues: $3,800. 1 issue: $4,000.

½ page – 4 issues: $2,550. 3 issues: $2,700. 2 issues: $2,850. 1 issue: $3,000.

1/3 page – 4 issues: $2,125. 3 issues: $2,250. 2 issues: $2,375. 1 issue: $2,500.

¼ page – 4 issues: $1,700. 3 issues: $1,800. 2 issues: $1,900. 1 issue: $2,000.

Preferred Positions

(Premium charged on rates listed above)

Outside Back Cover + 20%
Inside Front Cover + 15%
Inside Back Cover + 10%
Special Positions + 5%
**Electronic Newsletter Advertising**

Over **8,000** DPC members receive two e-newsletters a month – one from DPC and one from the DPC Education Center. These emails are opened at a rate of **20%**.

<table>
<thead>
<tr>
<th>Edition:</th>
<th>Frequency:</th>
<th>Sponsorship Cost:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dialysis Patient Citizens</strong>-</td>
<td>Monthly, released first week of the month</td>
<td><strong>$2,500 per issue</strong></td>
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<tr>
<td>Focuses on policy and</td>
<td></td>
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<tr>
<td>advocacy</td>
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</tr>
<tr>
<td><strong>DPC Education Center</strong>-</td>
<td>Monthly, released third week of the month</td>
<td><strong>$2,500 per issue</strong></td>
</tr>
<tr>
<td>Focuses on education</td>
<td></td>
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</tbody>
</table>

**Sponsorship Benefits:**

- Display of company/product logo - 160 x 200 px
- Banner ad display – 600 x 200 px
- Link to company website
- Company name recognition as the official e-newsletter sponsor
ELECTRONIC NEWSLETTER SAMPLES

Ad placement samples in the electronic newsletters are below. Each newsletter typically contains up to four articles.
**DIRECT-TO-CONSUMER EMAILS**

There are over 5,000 patient subscribers to emails from DPC and the DPC Education Center. We currently have an open rate of approximately 20%. Your email will be delivered to the recipient’s inbox as an email from DPC or the DPC Education Center.

Your organization can craft and tailor a direct, standalone email to DPC patient-members for $2,500/email.

**DIRECT-TO-PROVIDER EMAILS**

Over 3,000 members of DPC’s Partners in Care (healthcare professional) program subscribe to our e-newsletters. Your organization can also send emails specifically to these members for $2,500/email.
WEBSITE FAST FACTS

DPC Education Center  
www.dpcedcenter.org

71,337 Sessions  
83,562 Unique Page Views  
63,614 Users  
2:45 Avg. Time Spent per Page

Dialysis Patient Citizens  
www.dialysispatients.org

29,941 Sessions  
53,058 Unique Page Views  
21,673 Users  
2:08 Avg. Time Spent per Page
Your organization can also advertise on the DPC Education Center’s website. Below are examples of website advertising that may be available after the completion of the website redesign.

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
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</thead>
<tbody>
<tr>
<td>Rotating Home Page Banner</td>
<td>300 x 50 px</td>
</tr>
<tr>
<td>Permanent Home Page Banner</td>
<td>300 x 50 px</td>
</tr>
<tr>
<td>Daily Highlights Listing</td>
<td>16 Words with link to a full ad or website</td>
</tr>
<tr>
<td>Home Page Feature Ad</td>
<td>400 x 330 px</td>
</tr>
<tr>
<td>Press Release Service with News Link</td>
<td>N/A</td>
</tr>
</tbody>
</table>

If you are interested in website advertising, e-mail advertising@dpcedcenter.org to stay up to date on available opportunities.