Promotional Opportunities

Market directly to more than 15,000 highly qualified cardiovascular health care experts with print, digital, convention center and hotel advertising at Scientific Sessions.
Give your business and your booth the visibility they deserve by supporting a sponsored project and/or advertising at Scientific Sessions 2014, the world’s premier annual meeting for cardiovascular science. AHA promotional opportunities provide direct access to more than 15,000 cardiovascular healthcare experts from around the world, giving you:

- The opportunity to share information and educate healthcare professionals about your offerings
- Substantially increased exposure/impressions at the conference
- Visibility on the exhibit floor, around the convention lobbies, in meeting rooms and even citywide
- Increased booth traffic, leading to more conversations with your target audience and increased sales potential

Sponsorships and advertising are limited and available on a first-come, first-served basis. Reserve yours now.

SEE YOU IN CHICAGO!

### Extend your presence beyond your booth or event

<table>
<thead>
<tr>
<th>Item</th>
<th>More Info</th>
<th>Price Range</th>
<th>Space Deadline</th>
</tr>
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<tbody>
<tr>
<td>Conference Bag Inserts</td>
<td>page 4</td>
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<tr>
<td>Convention Center Map</td>
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<tr>
<td>Daily Newspaper</td>
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<tr>
<td>Final Program Book</td>
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<td>MD Conference Express®</td>
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<td>Pre-Meeting Mailer</td>
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<tr>
<td>Science &amp; Technology Hall Planner</td>
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<tr>
<td>Symposia Locator Map</td>
<td>page 16</td>
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<td>ePreviews &amp; ePost</td>
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<td>Mobile Meeting Guide App</td>
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<td>Registration Package</td>
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<td>22nd Annual Fun Walk/Fun Run</td>
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<td>Ad Banners</td>
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<td>Art of the Heart</td>
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<td>Cardiovascular Expert Theaters</td>
<td>page 8</td>
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<td>Communication Centers</td>
<td>page 9</td>
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<tr>
<td>Digital Signage</td>
<td>page 9</td>
<td>$10,000</td>
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<tr>
<td>Escalator Decals</td>
<td>page 9</td>
<td>$50,000</td>
<td>Sept. 15, 2014</td>
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<tr>
<td>Hands-Only CPR</td>
<td>page 7</td>
<td>$50,000–100,000</td>
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<tr>
<td>Headshot Lounge</td>
<td>page 7</td>
<td>$35,000</td>
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<tr>
<td>Laptop Lounges &amp; Wi-Fi</td>
<td>page 10</td>
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<td>page 10</td>
<td>$15,000</td>
<td>Sept. 15, 2014</td>
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<tr>
<td>Science &amp; Technology Hall Aisle Signs</td>
<td>page 10</td>
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<tr>
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<tr>
<td>Abstracts on Disc</td>
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<tr>
<td>Guidelines</td>
<td>page 11</td>
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<tr>
<td>Highlights App</td>
<td>page 11</td>
<td>$55,000</td>
<td>Oct. 1, 2014</td>
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<tr>
<td>Posters MD</td>
<td>page 11</td>
<td>$75,000</td>
<td>Oct. 1, 2014</td>
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<tr>
<td>“Do Not Disturb” Signs</td>
<td>page 12</td>
<td>$25,000–$50,000</td>
<td>Aug. 29, 2014</td>
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<td>Hotel Elevator Clings</td>
<td>page 12</td>
<td>$80,000</td>
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<tr>
<td>Hotel Room Drop: Doctor’s Bag</td>
<td>page 18</td>
<td>$7,200–$26,000</td>
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<tr>
<td>Individual Hotel Room Drop</td>
<td>page 18</td>
<td>$25,000–$35,000</td>
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<td>Key Cards</td>
<td>page 12</td>
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<td>Moving Billboards</td>
<td>page 12</td>
<td>$15,000</td>
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<td>Shuttle Bus Banners/Headrests</td>
<td>page 13</td>
<td>$75,000–$100,000</td>
<td>Sept. 12, 2014</td>
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<tr>
<td>Taxi Tops</td>
<td>page 12</td>
<td>$75,000</td>
<td>Sept. 26, 2014</td>
</tr>
<tr>
<td>Wallscapes</td>
<td>page 13</td>
<td>$60,000</td>
<td>Sept. 12, 2014</td>
</tr>
</tbody>
</table>
Complimentary marketing opportunities

• Complimentary online booth at scientificsessions.org
• Complimentary booth listing in the Preview, Science & Technology Hall Planner and Exhibits-At-A-Glance
• Complimentary Marketing Tool Kit available at exhibitatsessions.org

Mailing list

A low-cost option available to all exhibitors and certain Unofficial Satellite Event holders. Receive a complimentary Scientific Sessions 2013 final attendee list or purchase a Scientific Sessions 2014 pre-registration list.

Ordering information can be found online at exhibitatsessions.org.

• AHA must approve all mailers prior to the mailing list being released.
• Exhibitors are strongly encouraged to not print such pieces prior to AHA approval.
• Mailing lists are available for one-time use prior to Scientific Sessions only and strictly for the promotion of your presence at Scientific Sessions.

For more information regarding opportunities on this page, please contact the AHA Exhibits Team at 214-706-1425 or exhibits@heart.org.
DURING MEETING
Conference bag inserts

DISTRIBUTION
Distributed to
15,000 attendees at
the convention center

DEADLINES

ADVERTISING INFORMATION
$40,000 per insert (Limit: Five)
$20,000 for notebook
(Limit One)
$10,000 for pen (Limit One)

DURING & AFTER MEETING
American Heart Association daily newspaper

DISTRIBUTION
This award-winning newspaper is printed
overnight and delivered to the convention
center and key hotels each morning. Additional
exposure is available with online and mobile
versions. Five issues circulate to more than
12,000 healthcare professional each day.

CONTENT
► Latest science and news from Scientific
Sessions 2014
► Current information in the cardiovascular industry
► Information about AHA, Its products and services

DEADLINES
Ad space: Oct. 13, 2014
Materials due: Oct. 20, 2014

CONFIRM YOUR
PREFERRED OPPORTUNITY TODAY.
Contact April Smith
Corporate Relations
AHA National Center
april.smith@heart.org
214-706-1205

ADVERTISING INFORMATION
Back cover (Saturday-Wednesday issues) $25,000 per issue
Belly Band (Saturday-Wednesday issues) $25,000 per issue
Junior ad (runs in Saturday-Wednesday issues) $20,000
Additional junior ad space for PI 
(in conjunction with junior ad purchase only, runs in Saturday-Wednesday issues) $10,000
Banner ad on center spread with Science & Technology Hall map 
(runs in Sunday-Tuesday issues) $40,000
**DEADLINES**
Space: Aug. 15, 2014
Materials due: Aug. 29, 2014

**ADVERTISING INFORMATION**

- Front of book: $25,000
- Back of book (front and back): $60,000
- Tab divider (front and back): $15,000
- Tab divider (one side): $10,000
- Belly band and tab divider package: $50,000
- Stick page markers: $40,000
- Website linking feature: $2,500

**CONTENT**
- Official source for the detailed Scientific Sessions program schedule, facility maps and other important information
- *Final Program* is also accessible online, providing an additional 12 months of exposure.
- Advertisers have the opportunity to enhance their ad online by integrating Flash-technology artwork, drawing more attention and appealing to online visitors.
- **OPTIONAL:** Supporters may link ads to corporate or product websites.

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**DEADLINES**
Space: Nov. 3, 2014
Materials due: Dec. 5, 2014

**ADVERTISING INFORMATION**

- Platinum Level: $95,000
  - Includes: back cover ad (front and back); opportunity to include custom, center-spread advertorial; belly band on electronic version; and ad in email blast to more than 200,000 cardiology professionals. Optional promotion available to supporter such as additional copies mailed to VIP list and promotional cards with QR codes.
- Back Cover ad in print edition (front and back): $75,000
- Inside Front Cover spread ad in print edition (two pages): $50,000
- Run of book ads
  - Full Page (four-color): $25,000
  - 1/4 Page (four-color): $2,500
- Additional PI page (in conjunction with purchase at any level): $1,500

A minimum of sales must be reached for project to be implemented in its entirety. Project reach and distribution may be modified based upon confirmed funding. Digital version only pricing also available.
BEFORE AND DURING MEETING

Registration Package

DISTRIBUTION
- Online banner ad visible during six-month registration process
- Corporate logo recognition on registration confirmation email
- Product or corporate logo recognition on screen savers on registration computers
- Corporate logo on voucher distributed with name badge to all professional attendees

DEADLINES
Materials due: May 27, 2014 for full exposure during the registration process

ADVERTISING INFORMATION
Exclusive opportunity: $75,000

BEFORE AND DURING MEETING

Mobile Meeting Guide App

DISTRIBUTION
All apps will be available for download at scientificsessions.org before, during and after Scientific Sessions. Supporters receive:
- Corporate logo recognition on scientificsessions.org
- Corporate logo recognition on opening app screen
- Corporate or product banner ad at top of main menu page
- Corporate recognition on all marketing pieces
- One complimentary alert each day

CONTENT
- Instant access to educational sessions, faculty, abstracts, event information, exhibitors, hotels, schedule planning and mapping functionality to help locate a room or exhibit booth
- Web-based and downloadable apps for all smartphone platforms and web-enabled devices

DEADLINES
Materials due: Oct. 1, 2014

ADVERTISING INFORMATION
$75,000

5,695 downloads in 2013

ADDITIONAL OPPORTUNITY
Alert Notifications

Similar to a text message but it goes through the app itself. Real-time Marketing for promotion of your booth activity or company. App users will receive new announcements during the conference (120 max characters in length including spaces). $5,000 each (limit one per day)
**Walking Challenge**

**DISTRIBUTION**
- Prominent visibility on the Walking Challenge leaderboard, 70" flat panel digital media screens
- 15-second corporate or product full motion video or stationary ad on seven to ten plasma monitors, positioned in high-traffic areas of the convention center
- 4-color corporate or product graphic incorporated into the Walking Challenge Booth, where all participants will come to pick up an activity tracker
- Corporate recognition on the registration webpage, opening screen of app, and in email
- Attendees will be asked to register for the Walking Challenge online, download an app, and then pick up their activity tracker onsite at McCormick Place

**DEADLINES**
- **Space:** Sept. 15, 2014
- **Materials Due:** Sept. 15, 2014

**ADVERTISING INFORMATION**
- **$100,000** single sponsor
- **$25,000** multiple sponsor level

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**Headshot Lounge**

**DISTRIBUTION**
- Corporate Recognition on onsite signage throughout the convention center and on Headshot Booth promotions.
- Corporate logo will appear on the hanging banner within the booth.
- Corporate or Product logo and sponsorship message will be included on Headshot photo distribution email to each attendee.

**DEADLINES**
- **Materials due:** Oct. 1, 2014

**ADVERTISING INFORMATION**
- **$35,000**

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**Hands-Only CPR**

**DISTRIBUTION**
- Corporate or Product logo visibility on the CPR Mobile Unit, as well as corresponding signage at Scientific Sessions
- Corporate logo on 1,000 custom-designed CPR Anytime kits used for training and distribution at Scientific Sessions
- Recognition on all marketing efforts by the American Heart Association to include:
  - A 4-color Jr. ad in the Sunday, Monday and Tuesday editions of the Daily News
  - A 4-color ad on a Final Program Tab Divider (one side)
  - A 4-color ad in the Exhibit Guide
  - A 4-color ad in the Preview/Advance Program
  - Logo recognition on scientificsessions.org
  - Recognition from the podium

**DEADLINES**
- **Materials due:** Sept. 15, 2014

**ADVERTISING INFORMATION**
- **$100,000** Premiere unit package, includes mobile unit
- **$50,000** Onsite presence on backdrop and podium, does not include mobile unit
DISTRIBUTION
► Support the AHA's 5K event at Scientific Sessions, held Tuesday, Nov. 18, before the first session
► Nearly 500 participated in the 2013 event
► A Fun Walk/Fun Run article will run in the daily newspaper
► Race results and photos can be posted in the contributor's booth to increase traffic
► Corporate logo recognition, results and photos will be posted on the Scientific Sessions website year-round

DEADLINES
Materials due: Aug. 15, 2014

ADVERTISING INFORMATION
$30,000

22nd Annual Fun Walk/Fun Run

DISTRIBUTION
► Reach your target audience in a forum designed to showcase specific products and therapeutic treatments.
► Located in the Science & Technology Hall, the CV Expert Theater has been standing room only for five years
► Lunch time slots available on Sunday, Monday and Tuesday
► Cost includes: complete audio/visual package; classroom seating and box lunch provided by AHA; lead retrieval units (up to two units); pre-meeting and on-site promotion by AHA

DEADLINES
Materials due: Aug. 1, 2014

ADVERTISING INFORMATION

<table>
<thead>
<tr>
<th>Details</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Closed Theater (ideal for both International and Domestic sessions; seating for 200)</td>
<td>$65,000 per timeslot</td>
</tr>
<tr>
<td>Open Air Theater (Seating for 220+)</td>
<td>$50,000 per timeslot</td>
</tr>
<tr>
<td>Mini Theater (Seating for 50+)</td>
<td>$20,000 per timeslot</td>
</tr>
</tbody>
</table>
Communication Centers

**DISTRIBUTION**

- Corporate recognition on login screens. Scientific Sessions attendees can leave and retrieve conference messages, access the Internet, search for other attendees, print airline boarding passes and claim CME credit.
- Contributor may place a four-color corporate or product graphic on panels incorporated into the structure.

**DEADLINES**

- **Materials due:** Sept. 15, 2014

**ADVERTISING INFORMATION**

- $50,000 per Communication Center
- $5,000 for Interstitial and Screensaver upgrade

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**Digital signage**

**DISTRIBUTION**

- Run a 30-second ad between programming information on seven to ten 70-in. flat panel digital media screens positioned in high-traffic areas of the convention center.
- Full motion video and/or stationary ads permitted.

**DEADLINES**

- **Materials due:** Oct. 15, 2014

**ADVERTISING INFORMATION**

- $10,000 per 30-second ad

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**Escalator decals**

**DISTRIBUTION**

- Contributor receives corporate or product advertising on the median of selected escalator banks.

**DEADLINES**

- **Materials due:** Sept. 15, 2014

**ADVERTISING INFORMATION**

- $50,000 per location
SCIENTIFIC SESSIONS 2014 MARKETING OPPORTUNITIES:
Convention center

Laptop Lounges and WiFi

**DISTRIBUTION**
- Corporate or product logo on signage and tables in lounge
- Contributor may place four-color corporate or product ads on up to four panels incorporated into a cell phone charging station located in each lounge
- Corporate logo will be placed on landing page for attendees with mobile devices, iPads and laptops using free Wi-Fi
- Two lounges are available for attendees to sit comfortably and access the Internet — one on the exhibit hall floor and other in a high-traffic lobby area

**DEADLINES**
Materials due: Sept. 15, 2014

**ADVERTISING INFORMATION**
$80,000 for both lounges

Rotating kiosks

**DISTRIBUTION**
- Contributor receives four-color corporate or product advertisement on a graphic panel of a motorized kiosk that rotates for exceptional visibility
- Reach a specific audience as needed with kiosks located around each core and in high-traffic areas throughout the convention center
- Contributors can submit up to four different corporate or product-specific ads per kiosk

**DEADLINES**
Materials due: Sept. 15, 2014

**ADVERTISING INFORMATION**
$15,000 for a single graphic panel

Science & Technology Hall aisle signs

**DISTRIBUTION**
- Corporate or product logo on all directional aisle signage throughout the Science & Technology Hall
- Print area approximately 4 ft. x 2 ft.

**DEADLINES**
Materials due: Sept. 15, 2014

**ADVERTISING INFORMATION**
$100,000

USE Marketing Approved

CONFIRM YOUR PREFERRED OPPORTUNITY TODAY.
Contact April Smith
Corporate Relations
AHA National Center
april.smith@heart.org
214-706-1235

exhibitatsessions.org
Guidelines pocketcard

**DISTRIBUTION**
- Corporate logo on pocketcard and marketing pieces
- 5,000 pocketcards produced on each topic and may be distributed from supporter’s booth, guaranteeing heavy traffic

**CONTENT**
- This multi-fold card contains AHA-approved, evidence-based treatment guidelines in a brief algorithmic format most preferred by healthcare professionals
- Risk assessments, detailed recommendations for treatment, device selection flow chart to make accurate clinical decisions at the point of care and more
- Many titles are available, some of the specialties include cardiovascular disease, stroke and heart failure

**DEADLINES**
- Materials due: Sept. 15, 2014

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**DURING AND AFTER MEETING**

**Abstracts on disc**

**DISTRIBUTION**
- Distributed to 7,500 attendees at Scientific Sessions
- 1,000 additional discs distributed by AHA at cardiovascular-relevant conferences throughout the year
- Discs may be distributed from contributor’s booth, guaranteeing heavy traffic
- Contributor is recognized with corporate logo on case packaging, disc and opening screen as well as on all marketing pieces, including ads and on-site signage

**CONTENT**
- Easy and enduring access to abstracts from Scientific Sessions
- Users quickly access information in the abstracts through searches on key words, abstract titles or author names

**DEADLINES**
- Materials due: Aug. 1, 2014

**ADVERTISING INFORMATION**
- $175,000

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**DURING AND AFTER MEETING**

**Highlights App**

**DISTRIBUTION**
- Ability to view content on all major mobile platforms- iOS (iPad and iPhone) as well as Android and Mac/PC
- Streamed content made available within 24 hours of the presentation time
- Download cards will be distributed directly from the contributor’s booth, guaranteeing heavy traffic
- Attendees will be directed to pick up a card with a redemption code for the app

**CONTENT**
- Attendees will be able to view lectures that are focused on select highlight presentations relating to a specialty targeted by the supporter and approved by the American Heart Association
- Corporate logo recognition on opening splash screen of the app and on 5,000 distributed download cards
- Corporate recognition on marketing pieces, including ads and onsite signage

**DEADLINES**

**ADVERTISING INFORMATION**
- $55,000 per app

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**DURING MEETING**

**Posters MD**

**DISTRIBUTION**
- Corporate logo on posters and marketing pieces, including ads and onsite signage
- Posters distributed from contributor’s booth, guaranteeing heavy traffic
- Services provided by Scientific Publishing Ltd; staff, contracted with AHA, will be onsite to provide setup and operational assistance during the exhibit show dates

**CONTENT**
- Personalized educational wall chart or poster for physicians to display in their offices.
- Choose from more than 100 existing anatomical titles; custom solutions available
- Branded with the Scientific Sessions logo, posters print in contributor’s booth in three to five minutes

**DEADLINES**

**ADVERTISING INFORMATION**
- $75,000

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**Booth drivers**

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**ADVERTISING INFORMATION**
- $55,000 per pocketcard

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**ADVERTISING INFORMATION**
- $55,000 per app
Moving billboards

**DISTRIBUTION**
- Grab the attention of 15,000 healthcare professionals and thousands of Chicago residents with double-sided 10-ft. x 22-ft. moving billboards
- Trucks will drive a predetermined and approved route around the convention center and official hotels eight hours per day for four days

**DEADLINES**
- Space: Aug. 29, 2014
- Materials due: Sept. 5, 2014

**ADVERTISING INFORMATION**
- $25,000 (rights only)
- $50,000 (all-inclusive option)

Key cards

**DISTRIBUTION**
- Reach attendee at hotels with promotional ad on hotel key cards
- 8,000 key cards will be distributed

**DEADLINES**
- Space: Aug. 29, 2014
- Materials due: Sept. 5, 2014

**ADVERTISING INFORMATION**
- $25,000 (rights only)
- $50,000 (all-inclusive option)

Hotel elevator clings

**DISTRIBUTION**
- Promote your product or Unofficial Satellite Event
- Four-color adhesive panels applied to outside doors in bank of six elevators per hotel
- Package includes 30 elevator clings throughout three hotels

**DEADLINES**
- Space: Oct. 10, 2014

**ADVERTISING INFORMATION**
- $80,000

‘Do not disturb’ signs

**DISTRIBUTION**
- Reach attendee at hotels with ad on hotel door knob signs
- 8,000 signs will be distributed

**DEADLINES**
- Space: Aug. 29, 2014
- Materials due: Sept. 5, 2014

**ADVERTISING INFORMATION**
- $25,000 (rights only)
- $50,000 (all-inclusive option)

Taxi tops

**DISTRIBUTION**
- Be seen by 15,000 healthcare professionals and thousands of Chicago residents
- Package includes 150 cabs for the month of November, ensuring excellent citywide exposure

**DEADLINES**
- Space: Sept. 26, 2014

**ADVERTISING INFORMATION**
- $75,000
Shuttle bus banners and headrests

**DISTRIBUTION**
- Place banner ads on passenger boarding side of 10-15 buses
- Head rest covers can display corporate or product ad
- Shuttle service operates daily throughout the city from about 6:30 a.m. to 7:30 p.m.

**DEADLINES**
- Materials due: Sept. 12, 2014
- Materials due: Sept. 19, 2014

**ADVERTISING INFORMATION**
- $100,000 (full package)
- $75,000 (headrest or banner portion only)

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**Wallscapes**

**DISTRIBUTION**
- Oversized ad banners are available in multiple, high-visibility locations on buildings throughout the city of Chicago
- Located at key points surrounding McCormick Place to target all arrivals and departures

**DEADLINES**
- Space: Sept. 12, 2014
- Materials due: Sept. 19, 2014

**ADVERTISING INFORMATION**
- $60,000 per banner

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In 2013, more than 59,000 attendees were transported on shuttle buses Saturday through Wednesday.
BEFORE MEETING

Preview

**DISTRIBUTION**
Mailed to pre-registered attendees and select specialists

**CONTENT**
Exhibitor list, program information, Late-Breaking Clinical Trials, schedules-at-a-glance, Unofficial Satellite Event listings, city attractions and hotel info and other must-see content for attendees

**DEADLINES**
Materials due: Aug. 21, 2014

DURING MEETING

Science & Technology Hall Planner

**DISTRIBUTION**
Distributed on site to 15,000 attendees

**CONTENT**
Session schedules, new product information, floor plans, exhibitor listings, Unofficial Satellite Event schedules and city attractions and dining info

**DEADLINES**
Space reservation due: Sept. 29, 2014
Materials due: Oct. 6, 2014

ADVERTISING INFORMATION
All rates are four-color

<table>
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<th>Size</th>
<th>Dimensions (width x height)</th>
<th>Early bird rate by May 30</th>
<th>Rate after May 30</th>
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<td>$3,700</td>
<td>$4,070</td>
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<td>$5,900</td>
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<tr>
<td>Bolded Listing with Logo</td>
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<td>Back Cover</td>
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<td>$14,500</td>
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</tr>
<tr>
<td>Inside Front Cover</td>
<td></td>
<td>$12,750</td>
<td>$14,025</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td></td>
<td>$11,375</td>
<td>$12,520</td>
</tr>
</tbody>
</table>

Request the first 32 pages for a full-page, four-color rate of $9,300 per page.

Contact a medical media account manager:
Bridget Blaney (companies A – D)
773-259-2825
Fax: 708-366-0303
bblaney@ascendintegratedmedia.com

Cathleen Gorby (companies E – L)
913-780-6923
Fax: 913-780-4344
cgorby@ascendintegratedmedia.com

Maureen Mauer (companies M – Z)
913-780-6633
Fax: 913-780-0088
mmauer@ascendintegratedmedia.com

scientificsessions.org
Pre-Meeting Mailer

**Early bird rate by May 30:** $5,500 per insert

**After May 30:** $6,050 per insert

9,400 quantity*

**DISTRIBUTION**
Mails in October to 9,000 pre-registered attendees and select specialists

**DEADLINES**
Space reservation/prototype due: Sept. 14, 2014
Materials due: Sept. 18, 2014

* Includes overage/spoilage

---

**Convention Center Map**

$24,200

**DISTRIBUTION**
Distributed on site
by convention center personnel at shuttle bus drop-offs, information desks and key locations throughout the convention center

**CONTENT**
Facility map with key meeting locations, shuttle schedule and routes list, AEDs and concession stands

**EXCLUSIVE OPPORTUNITIES INCLUDE:**
- Front cover logo acknowledgment
- Back cover ad (4-3/4” x 4-3/4”)
- Display ad on side two (9-3/4” x 4-3/4”)

* Map size, specs and layout subject to change based on facility configuration

---

**DURING MEETING**

**Convention Center Map**

Note: Opportunity is limited to 15 advertisers. Insert size limit is 8-1/2” x 11”, cannot exceed 1 oz. each and are subject to AHA approval. Participants provide 9,400 inserts. Name of the event on the insert must match the name of the event listing online.

---

**Contact a medical media account manager:**

Bridget Blaney (companies A – D)
773-259-2825
Fax: 708-366-0303
bblaney@ascendintegratedmedia.com

Cathleen Gorby (companies E – L)
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913-780-6633
Fax: 913-780-0088
mmauer@ascendintegratedmedia.com

scientificsessions.org
During Meeting

Symposia Locator Map

Distribution
Distributed at registration and via the Nov. 14 Doctor’s Bag.

Content
Lists Unofficial Satellite Events and showcases USE on a map of Chicago

Advertising Information
All rates are four-color

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions (width x height)</th>
<th>Early bird rate by May 30</th>
<th>Rate after May 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover Panel</td>
<td>4-1/2&quot; x 9-1/8&quot;</td>
<td>$7,900</td>
<td>$8,690</td>
</tr>
<tr>
<td>Full Panel</td>
<td>4-1/2&quot; x 9-1/8&quot;</td>
<td>$5,800</td>
<td>$6,380</td>
</tr>
<tr>
<td>1/2 Panel</td>
<td>3-1/2&quot; x 4&quot;</td>
<td>$3,450</td>
<td>$3,795</td>
</tr>
</tbody>
</table>

Deadlines
Space reservation due: Sept. 15, 2014
Materials due: Sept. 22, 2014

Contact a medical media account manager:

Bridget Blaney (companies A – D)
773-259-2825
Fax: 708-366-0303
bblaney@ascendintegratedmedia.com

Cathleen Gorby (companies E – L)
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913-780-6633
Fax: 913-780-0088
mmauer@ascendintegratedmedia.com
DURING MEETING

**ePreviews & ePost**

---

**ePreviews**
**DISTRIBUTION**
Sent via email from August to October 2014 to opt-in list of 250,000 cardiology professionals

**CONTENT**
Registration information and key event planning resources on AHA’s website

**Symposia ePreview**
**DISTRIBUTION**
Deployed in November to 250,000 cardiology professionals

**CONTENT**
Generates interest in Unofficial Satellite Events and showcases USE value

**ePost**
**DISTRIBUTION**
Sent via email in December to opt-in list of 250,000 cardiology professionals

**CONTENT**
Highlights from Scientific Sessions

---

**EPREVIEW, SYMPOSIA EPREVIEW, AND EPOST AD OPTIONS**

**Leaderboard**
Early bird rate by May 30: $5,750 per blast
After May 30: $6,325 per blast

**Tower Ad**
Early bird rate by May 30: $5,000 per blast
After May 30: $5,500 per blast

**Rectangle Ad 1 or Rectangle Ad 2**
Early bird rate by May 30: $3,500 per blast
After May 30: $3,850 per blast

---

**Blaze dates| Space Reservation Due| Materials Due**
---|---|---
ePreview #1: Mid August 2014 | July 15, 2014 | July 22, 2014
ePreview #2: Late August 2014 | July 28, 2014 | Aug. 4, 2014
ePreview #4: Late September 2014 | Aug. 21, 2014 | Aug. 28, 2014
ePreview #5: Mid October 2014 | Sept. 9, 2014 | Sept. 16, 2014

**Sessions News-landing page**

**DISTRIBUTION**
Prior to and after the meeting, seven ePreview and ePost eBlasts will be sent to The American Heart Association email list of more than 250,000 cardiology professionals. This integrated communication strategy will drive traffic to the online news site before, during, and after the meeting.

**CONTENT**
The Scientific Sessions News page connects American Heart Association members, exhibitors, and other related professionals around the time of Scientific Sessions with important meeting related information and resources.

---

**DEADLINES**
Space reservation due: Oct. 7, 2014

**AD OPTIONS**
**Leaderboard Ad** $5,000
**Content Page Tower Ad** $3,900

---

**Contact a medical media account manager:**

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773-259-2825
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Fax: 913-780-0088
mmauer@ascendintegratedmedia.com

scientificsessions.org
DURING MEETING

Hotel Room Drop Doctor’s Bag

DISTRIBUTION
Placed on thousands of Scientific Sessions attendee hotel room doors each evening.

CONTENT
Valuable Scientific Sessions information and planning resources

INSERT INFORMATION

<table>
<thead>
<tr>
<th>DISTRIBUTION</th>
<th>Full distribution</th>
<th>Limited distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>DELIVERY DATES</td>
<td>Nov. 15 and 16, 2014</td>
<td>Nov. 14, 15 and 16, 2014</td>
</tr>
<tr>
<td>EARLY BIRD RATE BY May 30</td>
<td>$13,800 per insert, per day</td>
<td>$7,200 per insert, per day</td>
</tr>
<tr>
<td>RATE AFTER May 30</td>
<td>$15,180 per insert, per day</td>
<td>$7,920 per insert, per day</td>
</tr>
<tr>
<td>QUANTITY</td>
<td>8,800 per day</td>
<td>4,300 per day</td>
</tr>
</tbody>
</table>

Get Premium Exposure

Your printed insert is placed into a clear pocket on one side of the bag.

Early bird rate by May 30:
Nov. 14, p.m. drop, $15,000 per day
After May 30:
Nov. 14, p.m. drop, $16,500 per day

Early bird rate by May 30:
Nov. 16 and 17, p.m. drops, $26,000 per day
After May 30:
Nov. 16 and 17, p.m. drops, $28,600 per day

DOCTOR’S BAG PREMIUM DEADLINES

Space reservation/prototype due:
Sept. 22, 2014
Materials due: Sept. 29, 2014

DURING MEETING

Individual Hotel Room Drop

$38,500 per day of inside hotel room delivery
$27,500 per day of outside hotel room delivery

DISTRIBUTION
Deliver your branded item outside or inside 4,000 attendee hotel rooms

Suggested items include: Water bottles, custom chocolates, heart-healthy evening snacks or newspapers such as USA Today, the Wall Street Journal or The New York Times**

DEADLINES
Space reservation due:
Oct. 22, 2014
Prototype due for AHA approval: Oct. 29, 2014
Items due: Nov. 13, 2014

*To reserve this service, you must work through Ascend Integrated Media.
**USA Today, Wall Street Journal and New York Times would deliver Nov. 15, 16, 17, 18, or 19, 2014
SCIENTIFIC SESSIONS 2014 ADVERTISING OPPORTUNITIES:
Convention center

DURING MEETING

Art of the Heart

Distribution
- Located in a high traffic area of the exhibit hall. Attendees interact with an 8’ x 8’ Heart display by creating their own shareable digital art.
- Sponsor logo on the Heart display and the shareable copy of attendee art.
- Dedicated technical staff person available to assist attendees throughout experience.
- Sponsor receives Full Page ad in the Science & Technology Hall Planner.

Deadlines
Space reservation due: Sept. 17, 2014
Materials due: Sept. 24, 2014

Advertising Information
$50,000

CONFIRM YOUR PREFERRED OPPORTUNITY TODAY.

Contact a medical media account manager:
Bridget Blaney (companies A – D)
773-259-2825
Fax: 708-366-0303
bblaney@ascendintegratedmedia.com

Cathleen Gorby (companies E – L)
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Maureen Mauer (companies M – Z)
913-780-6633
Fax: 913-780-0088
mmauer@ascendintegratedmedia.com
ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC
All advertising subject to AHA approval.

SCIENTIFIC SESSIONS 2014

Please fill out this form to place an order and TO BE INVOICED according to the Terms below:

Advertiser:________________________________________________________________________ Agency (if applicable): ____________________________________________
Billing Information: ☐ Agency ☐ Advertiser
Billing Address: ________________________________________________________________
Phone: _________________________________ Fax:  _____________________________ E-mail: ___________________________________________________________

These rates apply for reservations confirmed before May 30.

<table>
<thead>
<tr>
<th>AHA Preview</th>
<th>AHA Convention Center Map</th>
<th>AHA ePreview &amp; ePost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>Exclusive Opportunity</td>
<td>Mid-August ePreview #1</td>
</tr>
<tr>
<td>Full Page Pl</td>
<td>$9,100</td>
<td>Tower Ad</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,700</td>
<td>Rectangle Ad 1</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$6,800</td>
<td>Rectangle Ad 2</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$7,650</td>
<td>Late August ePreview #2</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>$5,800</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$5,900</td>
<td>Tower Ad</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$14,500</td>
<td>Rectangle Ad 1</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$12,750</td>
<td>Rectangle Ad 2</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$11,375</td>
<td>Late September ePreview #4</td>
</tr>
<tr>
<td>Bolded Listing with Logo</td>
<td>$500</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>AHA Science &amp; Technology Hall Planner</td>
<td></td>
<td>Tower Ad</td>
</tr>
<tr>
<td>Full Page</td>
<td>$8,250</td>
<td>Rectangle Ad 1</td>
</tr>
<tr>
<td>Full Page Pl</td>
<td>$3,700</td>
<td>Rectangle Ad 2</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$6,450</td>
<td>Late September ePreview #4</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$5,350</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$13,200</td>
<td>Tower Ad</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$11,600</td>
<td>Rectangle Ad 1</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$10,250</td>
<td>Rectangle Ad 2</td>
</tr>
<tr>
<td>Exclusive Floor Plan Advertising</td>
<td>$17,000</td>
<td>Late September ePreview #4</td>
</tr>
<tr>
<td>Product Category Display Ad</td>
<td>$1,400</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>Highlighted Listing with Logo</td>
<td>$500</td>
<td>Tower Ad</td>
</tr>
<tr>
<td>New Product Flag</td>
<td>$500</td>
<td>Rectangle Ad 1</td>
</tr>
<tr>
<td>Art of the Heart</td>
<td>$50,000</td>
<td>Rectangle Ad 2</td>
</tr>
<tr>
<td>Sponsorship</td>
<td></td>
<td>Late September ePreview #4</td>
</tr>
<tr>
<td>AHA Individual In-Room Hotel Room Drop</td>
<td>$38,500</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>Nov. 14, 15, 16, 17, 18</td>
<td></td>
<td>Tower Ad</td>
</tr>
<tr>
<td>AHA Individual Outside Hotel Room Drop</td>
<td>$31,000</td>
<td>Rectangle Ad 1</td>
</tr>
<tr>
<td>Nov. 14, 15, 16, 17, 18</td>
<td></td>
<td>Rectangle Ad 2</td>
</tr>
<tr>
<td>AHA Pre-Meeting Mailer</td>
<td></td>
<td>December ePost</td>
</tr>
<tr>
<td>Insert</td>
<td>$5,500</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>Sessions News Landing Page</td>
<td></td>
<td>Tower Ad</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>$5,000</td>
<td>Rectangle Ad 1</td>
</tr>
<tr>
<td>Tower Ad</td>
<td>$3,900</td>
<td>Rectangle Ad 2</td>
</tr>
</tbody>
</table>

Please write your initials next to selected ad. Total Amount $__________

Terms
- Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A signed copy of this agreement is binding.
- Advertising agency and/or client are liable should one or the other default. Cancellations are nonrefundable.
- All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum $500 late fee will be charged for materials received after the materials deadline.
- Advertiser agrees that the publisher’s liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

TO PAY BY CREDIT CARD, please contact your sales representative by phone or e-mail. Credit card payment is quick, easy and secure.

I have read and agree to the terms as set forth on this document.
Authorized Advertiser/Agency Signature & Title  PO# (if necessary)

Please send insertion orders to:
Cathleen Gorby
913-780-6923
Fax: 913-780-4344
cgorby@ascendintegratedmedia.com
Ascend Integrated Media
7015 College Blvd., Ste 600
Overland Park, KS 66211
Fax 913-780-4344
www.ascendintegratedmedia.com

Please remit payments to:
Ascend Integrated Media
P.O. Box 870393
Kansas City, MO 64187-0939

All rates are net. Cancellations are nonrefundable.

These products are in compliance with 2012 PhRMA standards and ACCME guidelines.
### SCIENTIFIC SESSIONS 2014

Please fill out this form to place an order and TO BE INVOICED according to the Terms below:

<table>
<thead>
<tr>
<th>Advertiser:</th>
<th>Agency (if applicable):</th>
<th>Contact Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billing Information:</td>
<td>q Agency</td>
<td>q Advertiser</td>
</tr>
<tr>
<td>Billing Address:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone:</td>
<td>Fax:</td>
<td>E-mail:</td>
</tr>
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<tr>
<td>Full Page</td>
<td>$10,010</td>
<td>Mid-August ePreview #1</td>
</tr>
<tr>
<td>Full Page Pt</td>
<td>$4,070</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$8,800</td>
<td>Tower Ad</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$8,415</td>
<td>Rectangle Ad 1</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$8,030</td>
<td>Rectangle Ad 2</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>$7,150</td>
<td>Late August ePreview #2</td>
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<tr>
<td>1/4 Page</td>
<td>$6,940</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$15,960</td>
<td>Tower Ad</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$14,025</td>
<td>Rectangle Ad 1</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$12,520</td>
<td>Rectangle Ad 2</td>
</tr>
<tr>
<td>Bolded Listing with Logo</td>
<td>$550</td>
<td>Late September ePreview #4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AHA Science &amp; Technology Hall Planner</th>
<th>AHA Hotel Room Drop: Doctor's Bag</th>
<th>AHA Individual In-Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$9,075</td>
<td>Nov. 15, 16 Doctor's Bag Insert</td>
</tr>
<tr>
<td>Full Page Pt</td>
<td>$4,070</td>
<td>(Full)</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$7,095</td>
<td>Nov. 14, 15, 16 Doctor's Bag Insert</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$5,885</td>
<td>(Limited)</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$14,520</td>
<td>Nov. 14 Premium Pocket Insert</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$12,760</td>
<td>(p.m.)</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$11,275</td>
<td>Nov. 15, 16 Premium Pocket Insert</td>
</tr>
<tr>
<td>Exclusive Floor Plan Advertising</td>
<td>$16,700</td>
<td>(p.m.)</td>
</tr>
<tr>
<td>Product Category Display Ad</td>
<td>$1,540</td>
<td></td>
</tr>
<tr>
<td>Highlighted Listing with Logo</td>
<td>$550</td>
<td></td>
</tr>
<tr>
<td>New Product Flag</td>
<td>$550</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AHA Individual Outside</th>
<th>AHA Pre-Meeting Mailing</th>
<th>Sessions News Landing Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Room Drop</td>
<td>Insert</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>Nov. 14, 15, 16, 17, 18</td>
<td>$38,500 per day</td>
<td>Tower Ad</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Leaderboard</td>
</tr>
<tr>
<td></td>
<td>$6,050</td>
<td>Tower Ad</td>
</tr>
<tr>
<td>Hotel Room Drop</td>
<td></td>
<td>$3,900</td>
</tr>
<tr>
<td>Nov. 14, 15, 16, 17, 18</td>
<td>$27,500 per day</td>
<td></td>
</tr>
<tr>
<td>AHA Pre-Meeting Mailing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insert</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sessions News Landing Page</td>
<td></td>
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<tr>
<td>Tower Ad</td>
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<td></td>
</tr>
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</table>

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### TO PAY BY CREDIT CARD, please contact your sales representative by phone or e-mail. Credit card payment is quick, easy and secure.

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title: _____________________________ PO# (if necessary): _____________________________

All rates are net. Cancellations are nonrefundable.

---

These products are in compliance with 2012 PhRMA standards and ACCME guidelines.
Materials required for print products
- PDF/X-1a files are required for all ads. View specifications at www.swop.org or www.adobe.com/designcenter/acrobat/articles/acrlpdfk.html.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (12-point offset).
- Only one ad per PDF document. Submit full-page spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.

Document setup
- Use QuarkXPress or Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit www.adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be Type 1 or OpenType (Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/ Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

Unacceptable file types
- Microsoft Word, Excel, PowerPoint or Publisher and Adobe PageMaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Integrated Media sales representative.

Submitting digital files
- Contact your Ascend Integrated Media representative for your upload instructions and unique login and password.

Proofs
- Contract proofs are required for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP-approved. View specifications online at www.swop.org. Without an accurate SWOP-provided proof, Ascend Integrated Media cannot be held responsible for the outcome of color on press.

Submitting required proofs

Product logos
- Logos for Highlighted Listings should be submitted at 300 dpi at a minimum size of 2-1/4" x 1" in TIF, JPG or EPS format (vector EPS preferred).

Inserts for Preview
- Insert will be bound in and should not exceed 8-3/8" x 10-7/8", minimum size is 4" x 6".
- Prototype required.
- Bindery charges may apply.

Inserts for Planner
- Size restrictions may apply.
- Prototype required.
- Bindery charges may apply.

How to participate in the Doctor's Bag and Individual Room Drop
1. Reserve space in the Doctor's Bag on or before the space deadline.
2. Supply a prototype of your insert for approval by AHA. Inserts may not weigh more than 2 oz. A copy of the insert must be pre-approved by AHA regardless of prior approval for other promotional opportunities at the meeting. Early submission is to your benefit. Submit a PDF of your prototype via email to your Ascend Integrated Media account manager or submit two copies by overnight service to Ascend Integrated Media LLC, 7015 College Blvd., Suite 600, Overland Park, KS 66211.
3. If changes are necessary, a copy of the revised insert must be resubmitted. Ascend Integrated Media will notify you of final approval.
4. Ship inserts to be received by the deadlines. Ascend Integrated Media will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box that is shipped. Please do not ship the full quantity to Ascend Integrated Media office, or you may incur additional costs. The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, Ascend Integrated Media will attempt to verify quantities received and notify advertisers of shortages. Ascend Integrated Media will not be responsible for shortages due to an incorrect number of inserts received. Please submit an additional 3% to 5% overage to allow for potential increase in room blocks.

Doctor's Bag — important notes
- All advertising is subject to the approval of AHA.
- A minimum $500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Doctor's Bag inserts.
- The Doctor's Bag price is based on an average-sized paper insert. Contact an Ascend Integrated Media account manager for other options and pricing.

Please remit payments to:
Ascend Integrated Media LLC
P.O. Box 870939
Kansas City, MO 64187-0939

Specifications for ePreviews
- Tower and rectangle ads must be in GIF or JPEG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted).
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of AHA.
- The maximum ad file size is 100kb–125kb.
- All third-party vendor supplied tags are subject to approval and must be accomplished by actual GIF or JPEG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.

Important notes
- Only exhibitors may advertise
- All advertising is subject to AHA approval.
- A minimum $500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.

 failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.
**Ad sizes and dimensions**

**AD SIZES AND DIMENSIONS** (width x height)

**PREVIEW**
Publication size: 8-3/8" x 10-7/8" (trim)
Trim: Final page dimensions.
Bleed: Size required for an ad to bleed off the edges of a page. (1/8" past trim)
Safety/Live Area: All text and graphics not intended to bleed. (1/4" from trim)

### Covers and Full Page
- **Bleed**
  - 8-3/8" x 11-3/8"
- **Trim**
  - 8-3/8" x 10-7/8"

### 1/2 Page Horizontal
- 7" x 5"
  - (no bleed)

### 1/3 Page Vertical
- 2-1/4" x 10"
  - (no bleed)

### 1/4 Page
- 3-1/2" x 5"
  - (no bleed)

### 2/3 Page
- 4-5/8" x 10"
  - (no bleed)

### 1/4 Page Island
- 4-5/8" x 7-1/2"
  - (no bleed)

### 1/4 Page
- 4-3/4" x 4-1/8"
  - 3-1/2" x 8-1/8"

### Leaderboard Ad
- 728 x 90 pixels

### Full Tower Ad
- 160 x 600 pixels

### Rectangle Ads
- 300 x 100 pixels

### SCIENCE AND TECHNOLOGY HALL PLANNER
Publication size: 8-3/8" x 10-7/8" (trim)
Trim: Final page dimensions.
Bleed: Size required for an ad to bleed off the edges of a page. (1/8" past trim)
Safety/Live Area: All text and graphics not intended to bleed. (1/4" from trim)

### Covers and Full Page
- **Bleed**
  - 8-3/8" x 11-3/8"
- **Trim**
  - 8-3/8" x 10-7/8"
- **Safety/Live Area**
  - 7-7/8" x 10-3/8"

### 1/2 Page Horizontal
- 7" x 5"
  - (no bleed)

### 1/3 Page Vertical
- 2-1/4" x 10"
  - (no bleed)

### 1/4 Page
- 3-1/2" x 5"
  - (no bleed)

### Product Category Display Ad
- XXX" x XXX"
  - (no bleed)

### SYMPOSIA LOCATOR MAP
- **Bleed**
  - 4-3/4" x 9-3/8"
- **Trim**
  - 4-1/2" x 9-1/8"
- **Safety/Live Area**
  - 4" x 9-5/8"
- **Non-bleed Ad**
  - 3-1/2" x 8-1/8"

### CONVENTION CENTER MAP
- **Display Ad**
  - 9-3/4" x 4-3/4"

### Back Cover Ad
- 4-3/4" x 4-3/4"