Promotional Opportunities

Market directly to more than 17,000 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 2015, the world’s premier annual meeting for cardiovascular science. AHA promotional opportunities provide direct access to more than 17,000 cardiovascular 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 ORLANDO!

For Promotional Opportunities, contact: Cathleen Gorby at 913-780-6923 or cgorby@ascendintegratedmedia.com, Scott Murphy at 214-706-1660 or scott.murphy@heart.org

<table>
<thead>
<tr>
<th>Promotion</th>
<th>PRICE RANGE</th>
<th>SPACE DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print Media</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Digital Media</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>Convention Center</strong></td>
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<tr>
<td><strong>Booth Drivers</strong></td>
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<td></td>
</tr>
<tr>
<td><strong>Hotels/Citywide</strong></td>
<td></td>
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</tr>
<tr>
<td><strong>Approved for USE Marketing</strong></td>
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<td></td>
</tr>
</tbody>
</table>

Scientific Sessions 2015
promotional opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>PRICE RANGE</th>
<th>SPACE DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Art of the Heart</strong></td>
<td>$75,000</td>
<td>Sept. 1, 2015</td>
</tr>
<tr>
<td><strong>Conference Bag Inserts</strong></td>
<td>$40,000</td>
<td>Oct. 2015</td>
</tr>
<tr>
<td><strong>Convention Center Map</strong></td>
<td>$22,000</td>
<td>Sept. 18, 2015</td>
</tr>
<tr>
<td><strong>Daily Newspaper</strong></td>
<td>$20,000–$40,000</td>
<td>Oct. 6, 2015</td>
</tr>
<tr>
<td><strong>Final Program Book</strong></td>
<td>$10,000–$60,000</td>
<td>Aug. 7, 2015</td>
</tr>
<tr>
<td><strong>Pre-Meeting Mailer</strong></td>
<td>$5,500</td>
<td>Aug. 28, 2015</td>
</tr>
<tr>
<td><strong>Preview</strong></td>
<td>$500–$14,500</td>
<td>Aug. 7, 2015</td>
</tr>
<tr>
<td><strong>Quick Start Guide</strong></td>
<td>$25,000</td>
<td>Aug. 2015</td>
</tr>
<tr>
<td><strong>Science &amp; Technology Hall Planner</strong></td>
<td>$500–$13,200</td>
<td>Sept. 16, 2015</td>
</tr>
<tr>
<td><strong>Symposia Locator Map</strong></td>
<td>$3,450–$7,900</td>
<td>Sept. 4, 2015</td>
</tr>
<tr>
<td><strong>Hotel Dark Channel DVDs</strong></td>
<td>$3,500</td>
<td>Sept. 2015</td>
</tr>
<tr>
<td><strong>ePreviews &amp; ePost</strong></td>
<td>$3,500–$5,000</td>
<td>Jul.-Oct. 2015</td>
</tr>
<tr>
<td><strong>Mobile Meeting Guide App</strong></td>
<td>$5,000–$75,000</td>
<td>Oct. 2015</td>
</tr>
<tr>
<td><strong>Registration Package</strong></td>
<td>$75,000</td>
<td>May 2015</td>
</tr>
<tr>
<td><strong>Ad Banners</strong></td>
<td>$30,000</td>
<td>Sept. 2015</td>
</tr>
<tr>
<td><strong>Asphalt Art</strong></td>
<td>$25,000</td>
<td>Sept. 9, 2015</td>
</tr>
<tr>
<td><strong>Cardiovascular Expert Theaters</strong></td>
<td>$50,000</td>
<td>Aug. 2015</td>
</tr>
<tr>
<td><strong>Chalk Talk</strong></td>
<td>$15,000</td>
<td>Sept. 9, 2015</td>
</tr>
<tr>
<td><strong>Communication Centers</strong></td>
<td>$50,000</td>
<td>Sept. 2015</td>
</tr>
<tr>
<td><strong>Escalator Decals</strong></td>
<td>$50,000</td>
<td>Sept. 2015</td>
</tr>
<tr>
<td><strong>Flown Wall Projection</strong></td>
<td>$25,000</td>
<td>Sept. 9, 2015</td>
</tr>
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<td><strong>Headshot Lounge</strong></td>
<td>$35,000</td>
<td>Oct. 2015</td>
</tr>
<tr>
<td><strong>Housing Confirmation</strong></td>
<td>$55,000</td>
<td>Sept. 9, 2015</td>
</tr>
<tr>
<td><strong>New &amp; Improved Digital Signage</strong></td>
<td>$10,000</td>
<td>Sept. 9, 2015</td>
</tr>
<tr>
<td><strong>Rotating Kiosks</strong></td>
<td>$15,000</td>
<td>Sept. 2015</td>
</tr>
<tr>
<td><strong>Science &amp; Technology Hall Aisle Signs</strong></td>
<td>$100,000</td>
<td>Sept. 2015</td>
</tr>
<tr>
<td><strong>Science &amp; Technology Hall Park Benches</strong></td>
<td>$55,000</td>
<td>Sept. 9, 2015</td>
</tr>
<tr>
<td><strong>Sitting Cubes</strong></td>
<td>$20,000–$35,000</td>
<td>Sept. 9, 2015</td>
</tr>
<tr>
<td><strong>Walking Challenge</strong></td>
<td>$100,000</td>
<td>Sept. 8, 2015</td>
</tr>
<tr>
<td><strong>WIFI-Charging Lounges</strong></td>
<td>$80,000</td>
<td>Sept. 2015</td>
</tr>
<tr>
<td><strong>Abstracts on Disc</strong></td>
<td>$175,000</td>
<td>Aug. 2015</td>
</tr>
<tr>
<td><strong>Guidelines</strong></td>
<td>$55,000</td>
<td>Sept. 2015</td>
</tr>
<tr>
<td><strong>Highlights App</strong></td>
<td>$55,000</td>
<td>Oct. 2015</td>
</tr>
<tr>
<td><strong>Posters MD</strong></td>
<td>$75,000</td>
<td>Oct. 2015</td>
</tr>
<tr>
<td><strong>Hotel Elevator Clings</strong></td>
<td>$80,000</td>
<td>Oct. 2, 2015</td>
</tr>
<tr>
<td><strong>Hotel Room Drop: Doctor’s Bag</strong></td>
<td>$7,200–$26,000</td>
<td>Sept. 21, 2015</td>
</tr>
<tr>
<td><strong>Individual Hotel Room Drop</strong></td>
<td>$25,000–$35,000</td>
<td>Oct. 16, 2015</td>
</tr>
<tr>
<td><strong>Key Cards</strong></td>
<td>$25,000–$50,000</td>
<td>Aug. 20, 2015</td>
</tr>
<tr>
<td><strong>Moving Billboards</strong></td>
<td>$15,000</td>
<td>Sept. 18, 2015</td>
</tr>
<tr>
<td><strong>Shuttle Bus Banners/Headrests</strong></td>
<td>$75,000–$100,000</td>
<td>Sept. 3, 2015</td>
</tr>
<tr>
<td><strong>Taxi Tops</strong></td>
<td>$75,000</td>
<td>Sept. 18, 2015</td>
</tr>
<tr>
<td><strong>Wallscapes</strong></td>
<td>$60,000</td>
<td>Sept. 3, 2015</td>
</tr>
</tbody>
</table>

Opportunities, rates and deadlines subject to change.
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 2014 final attendee list or purchase a Scientific Sessions 2015 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.
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 between 7,000-12,000 healthcare professionals each day.

CONTENT
► Latest science and news from Scientific Sessions 2015
► Current information in the cardiovascular industry
► Information about AHA, its products and services

DEADLINES
Ad space: Oct. 6, 2015

ADVERTISING INFORMATION

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover (Saturday-Wednesday issues)</td>
<td>$25,000 per issue</td>
</tr>
<tr>
<td>Junior ad (runs in Saturday-Wednesday issues)</td>
<td>$20,000</td>
</tr>
<tr>
<td>Additional junior ad space for PI (in conjunction with junior ad purchase only, runs in Saturday-Wednesday issues)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Banner ad on center spread with Science &amp; Technology Hall map (runs in Sunday-Tuesday issues)</td>
<td>$40,000</td>
</tr>
</tbody>
</table>

2014 STATISTICS FOR ONLINE DAILY
Over 900 unique users
9,467 page views
7,294 unique page views
DURING MEETING

Final Program

DISTRIBUTION
Distributed to all conference attendees

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.

ADVERTISING INFORMATION

2014 STATISTICS FOR ONLINE FINAL PROGRAM
6,036 unique views
453,074 page views

DEADLINES
Space: Aug. 7, 2015

CONFIRM YOUR PREFERRED OPPORTUNITY TODAY.

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or Scott Murphy Manager, Corporate Relations AHA National Center
scott.murphy@heart.org
214-706-1660

DURING MEETING

Conference bag inserts

DISTRIBUTION
Distributed to all conference attendees at the convention center

DEADLINES

ADVERTISING INFORMATION
$40,000 per insert (LIMIT FIVE)
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

**ADVERTISING INFORMATION**
Exclusive opportunity: **$75,000**

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**BEFORE AND DURING MEETING**

Mobile Meeting Guide App

**DISTRIBUTION**
All apps will be available for download at [scientificsessions.org](http://scientificsessions.org) before, during and after Scientific Sessions. Supporters receive:
- Corporate logo recognition on [scientificsessions.org](http://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
- Audio live streaming, ability to upload photos directly to social media sites
- Web-based and downloadable apps for all smartphone platforms and web-enabled devices

**ADVERTISING INFORMATION**
**$75,000**

**DEADLINES**
**Materials due: May 20, 2015 for full exposure during the registration process**

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**BEFORE AND DURING MEETING**

**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*

**Enhanced Exhibitor Listing**
With the Enhanced Exhibitors Listing exhibitors can have company or product name highlighted in exhibitor listing in app plus upload up to five PDF documents in exhibitor tab. In addition, this offering comes with 1 push alert.

**$7,500 each**

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**ADDITIONAL OPPORTUNITIES**

**REGISTRATION — ONSITE COMPUTERS**

**DEADLINES**
**Materials due: Sept. 24, 2015 for full exposure during the registration process**

7,484 downloads in 2014
Flown Wall Projection

> Flown wall projection is a very effective way to get your message in front of attendees. Exact location to be determined. Projections can rotate with up to three slides and will appear for the duration of the meeting.

$25,000

**DEADLINES**

Materials due:
Sept. 9, 2015

---

Asphalt Art

> Asphalt Art is a foil-based printing substrate that can be used for large format graphics and floor signage. Graphics can be applied to cement, asphalt, concrete, and other untreated floor surfaces. It can be used both indoors and out, and it’s durable enough to withstand both pedestrian and vehicle traffic for up to one year. Ideal locations include:

- Tradeshow Floors
- Outdoor Entranceways
- Parking Lot Signage
- Walkways
- Street Event Graphics

$25,000 includes 75 art pieces up to 1sq ft. each

**DEADLINES**

Materials due: Sept. 9, 2015

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Chalk Talk

> Chalk board walls are self-standing walls covered with a textured, slate gray face substrate that is eco-friendly for indoor use. Attendees and exhibitors can provide inspirational and social messaging creating a spontaneous and creative experience at Scientific Sessions.

May be placed in the exhibit booth or central high-traffic location to be determined.

$15,000 for 3 panel board shown

**DEADLINES**

Materials due:
Sept. 9, 2015

Contact a medical media account manager:

Bridget Blaney (companies A – D)
773-259-2825
Fax: 913-945-1942
bblaney@ascendintegratedmedia.com

Cathleen Gorby (companies E – L)
913-780-6923
Fax: 913-945-1942
cgorby@ascendintegratedmedia.com

Maureen Mauer (companies M – Z)
913-780-6633
Fax: 913-945-1942
mmauer@ascendintegratedmedia.com
SCIENTIFIC SESSIONS 2015 ADVERTISING OPPORTUNITIES

DURING MEETING

Science and Technology Hall Park Benches

- Capture attention from professional attendees as they walk through the AHA Scientific Sessions Science and Technology Hall!

$55,000 includes 10 park benches with single graphic panel on bench and floor graphic.

DEADLINES
Materials due:
Sept. 9, 2015

DURING MEETING

New and Improved Digital Signage

- Quickly grab attendees attention with your company, product or industry event information by advertising on AHA’s new and improved digital signage. Includes both video and sound, each unit has multiple screens and will be strategically located throughout the Convention Center to maximize exposure and visibility.

$10,000 per 30 sec ad

DEADLINES
Materials due:
Sept. 9, 2015

SITTING CUBES

Located in registration and other high traffic areas throughout the convention center, sitting cubes are sturdy, creative, stylish and portable. Customize these multi-purpose stools with your company’s corporate or product branding.

Dimensions: 11.8” x 11.8” x 13.4”

$20,000 for 100 chairs
$35,000 for 200 chairs

DEADLINES
Materials due:
Sept. 9, 2015

CONFIRM YOUR PREFERRED OPPORTUNITY TODAY.
Walking Challenge

**DISTRIBUTION**
- Prominent visibility on the Walking Challenge leaderboard, flat panel digital media screens
- 30-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 the convention center.

**ADVERTISING INFORMATION**
$100,000 single sponsor

**DEADLINES**
- Space: Sept. 8, 2015
- Materials Due: Sept. 8, 2015

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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.

**ADVERTISING INFORMATION**
$35,000

**DEADLINES**

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Ad banners

**DISTRIBUTION**
- Available in multiple, high-visibility locations throughout the convention center
- Contributor may select location

**ADVERTISING INFORMATION**
$30,000

**DEADLINES**
- Materials due: Sept. 9, 2015

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Cardiovascular Expert Theaters

**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

**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>
</tbody>
</table>

**DEADLINES**
- Materials due: August 28, 2015

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Visit Us at Booth #701

**Cardiovascular Expert Theaters**

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**CONFIRM YOUR PREFERRED OPPORTUNITY TODAY.**

Contact Cathleen Gorby at 913-780-6923 or cgorby@ascendintegratedmedia.com or Scott Murphy, Manager, Corporate Relations AHA National Center scott.murphy@heart.org 214-706-1660
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 and corporate or product logo on screen saver to computer screens at communication centers.

ADVERTISING INFORMATION
$50,000 per Communication Center

DEADLINES
Materials due: Sept. 9, 2015

Housing Confirmation

DISTRIBUTION
- Your ad will appear on the housing confirmation page of the online housing reservation process and on every confirmation communication email delivered.

ADVERTISING INFORMATION
$55,000

DEADLINES
Materials due:
Sept. 9, 2015

Escalator decals

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

ADVERTISING INFORMATION
$50,000 per location

DEADLINES
Materials due: Sept. 9, 2015
WIFI-Charging Lounges

**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

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

**DEADLINES**
Materials due: Sept. 9, 2015

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

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

**DEADLINES**
Materials due: Sept. 9, 2015

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.

**ADVERTISING INFORMATION**
$100,000

**DEADLINES**

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DURING AND AFTER MEETING

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

ADVERTISING INFORMATION
$55,000 per pocketcard

DEADLINES
Materials due: Sept. 9, 2015

DURING AND AFTER MEETING

Abstracts on disc

DISTRIBUTION
▶ Distributed between 6-8,000 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

DURING 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

ADVERTISING INFORMATION
$55,000 per app

DEADLINES
Materials due: Sept. 18, 2015

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

ADVERTISING INFORMATION
$75,000

DEADLINES
Materials due: Sept. 24, 2015
Moving billboards

**DISTRIBUTION**
- Grab the attention of 15,000 healthcare professionals and thousands of area 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

**ADVERTISING INFORMATION**
$15,000 each

**DEADLINES**
- Space: Sept. 18, 2015
- Materials due: Sept. 29, 2015

Key cards

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

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

**DEADLINES**
- Space: Aug. 20, 2015
- Materials due: Aug. 27, 2015

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

**ADVERTISING INFORMATION**
- $80,000

**DEADLINES**
- Materials due: Oct. 9, 2015

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

**ADVERTISING INFORMATION**
- $75,000

**DEADLINES**
- Space: Sept. 18, 2015
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.

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

DEADLINES
Materials due: Sept. 3, 2015
Materials due: Sept. 10, 2015

Wallscapes

DISTRIBUTION
► Oversized ad banners are available in multiple, high-visibility locations on buildings throughout the city of Orlando
► Located at key points surrounding the convention center to target all arrivals and departures

ADVERTISING INFORMATION
$60,000 per banner

DEADLINES
Space: Sept. 3, 2015
Materials due: Sept. 10, 2015

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SCIENTIFIC SESSIONS 2015 ADVERTISING OPPORTUNITIES

BEFORE MEETING
Preview

DISTRIBUTION
Mailed to more than 10,000 domestic 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
Space reservation due: Aug. 7, 2015

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>
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<tbody>
<tr>
<td>Full Page</td>
<td>8-3/8&quot; x 10-7/8&quot;</td>
<td>$9,465</td>
<td>$10,410</td>
</tr>
<tr>
<td>Trim</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page PI</td>
<td>4-5/8&quot; x 10&quot;</td>
<td>$8,320</td>
<td>$9,150</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4-5/8&quot; x 7-1/2&quot;</td>
<td>$7,955</td>
<td>$8,750</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7&quot; x 5&quot;</td>
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<tr>
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<td>2-1/4&quot; x 10&quot;</td>
<td>$6,760</td>
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<tr>
<td>1/4 Page</td>
<td>3-1/2&quot; x 5&quot;</td>
<td>$6,140</td>
<td>$6,750</td>
</tr>
<tr>
<td>Bolded Listing with Logo</td>
<td></td>
<td>$520</td>
<td>$570</td>
</tr>
<tr>
<td>Back Cover</td>
<td></td>
<td>$15,080</td>
<td>$16,590</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td></td>
<td>$13,260</td>
<td>$14,590</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td></td>
<td>$11,830</td>
<td>$13,020</td>
</tr>
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</table>

FACT
Booth efficiency increases by an impressive 104% when promotional opportunities are included in the marketing plan.

Center for Exhibition Industry Research (CEIR).

Contact a medical media account manager:
Bridget Blaney (companies A – D)
773-259-2825
Fax: 913-945-1942
bblaney@ascendintegratedmedia.com
Cathleen Gorby (companies E – L)
913-780-6923
Fax: 913-945-1942
cgorby@ascendintegratedmedia.com
Maureen Mauer (companies M – Z)
913-780-6633
Fax: 913-945-1942
mmauer@ascendintegratedmedia.com

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. 16, 2015
Materials due: Sept. 23, 2015

ADVERTISING INFORMATION
All rates are four-color

<table>
<thead>
<tr>
<th>Size</th>
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<th>Early bird rate by May 30</th>
<th>Rate after May 30</th>
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<tr>
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<td></td>
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<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>Full Page PI</td>
<td>4-5/8&quot; x 10&quot;</td>
<td>$3,850</td>
<td>$4,230</td>
</tr>
<tr>
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<td>$6,140</td>
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<td></td>
<td>$13,260</td>
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Enhanced Listing Special
Purchase a Bolded Listing with Logo in the Preview and receive a Highlighted listing in the Planner at no extra charge.

Drive booth traffic!
Use your full page ad in the Planner as an insert in the Doctor’s Bag for a packaged rate of $18,200!
See page 18 for Doctor’s Bag information. Rate after May 30 is $20,000.

Booth efficiency increases by an impressive 104% when promotional opportunities are included in the marketing plan.

Center for Exhibition Industry Research (CEIR).

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

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

**Early bird rate by May 30:**
$5,720 per insert

**After May 30:** $6,290 per insert

**9,400 quantity**

**DEADLINES**
Space reservation/prototype due: Aug. 28, 2015
Materials due: Sept. 11, 2015

* Includes overage/spoilage

**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.

Quick Start Guide

**DISTRIBUTION**
Distributed to Scientific Sessions attendees as they check in at their hotels, the Quick Start Guide includes a shuttle bus schedule, registration check in information and other key details attendees need to get their experience at Sessions off to a great start.

Advertiser receives back panel ad and front cover banner logo recognition.

**$25,000 single sponsorship**
Size is 8-1/2" x 11" tri-fold.

**DURING MEETING**

**Convention Center Map**

**DISTRIBUTION**
Distributed to as many as 7,500 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")

**$24,680**

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

Contact a medical media account manager:
Bridget Blaney (companies A – D)
773-259-2825
Fax: 913-945-1942
bblaney@ascendintegratedmedia.com

Cathleen Gorby (companies E – L)
913-780-6923
Fax: 913-945-1942
cgorby@ascendintegratedmedia.com

Maureen Mauer (companies M – Z)
913-780-6633
Fax: 913-945-1942
mmauer@ascendintegratedmedia.com

scientificsessions.org
**Symposia Locator Map**

**DISTRIBUTION**  
Distributed to more than 10,000 at registration and via the Nov. 6 Doctor’s Bag.

**CONTENT**  
Lists Unofficial Satellite Events and showcases USE on a map of Chicago.

---

**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.

**ADVERTISING INFORMATION**

$75,000

**DEADLINES**

- Space reservation due: Sept. 1, 2015
- Materials due: Sept. 18, 2015

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**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” x 9-1/8”</td>
<td>$8,216</td>
<td>$9,040</td>
</tr>
<tr>
<td>Full Panel</td>
<td>4-1/2” x 9-1/8”</td>
<td>$6,032</td>
<td>$6,635</td>
</tr>
<tr>
<td>1/2 Panel</td>
<td>3-1/2” x 4”</td>
<td>$3,588</td>
<td>$3,950</td>
</tr>
</tbody>
</table>

**Contact a medical media account manager:**

- Bridget Blaney (companies A – D)  
  773-259-2825  
  Fax: 913-945-1942  
  bblaney@ascendintegratedmedia.com

- Cathleen Gorby (companies E – L)  
  913-780-6923  
  Fax: 913-945-1942  
  cgorby@ascendintegratedmedia.com

- Maureen Mauer (companies M – Z)  
  913-780-6633  
  Fax: 913-945-1942  
  mmauer@ascendintegratedmedia.com
SCIENTIFIC SESSIONS 2015 ADVERTISING OPPORTUNITIES

ePreviews & ePost

**ePreviews**

**DISTRIBUTION**
Sent via email from August to October 2015 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: $5,980 per blast
- After May 30: $6,580 per blast

**Tower Ad**
- Early bird rate by May 30: $5,200 per blast
- After May 30: $5,700 per blast

**Rectangle Ad 1 or Rectangle Ad 2**
- Early bird rate by May 30, 2015: $3,640 per blast
- After May 30, 2015: $4,000 per blast

**Blast dates**
- ePreview #1: Aug. 13, 2015
- ePreview #2: Aug. 28, 2015
- ePreview #3: Sept. 15, 2015
- ePreview #4: Sept. 29, 2015
- ePreview #5: Oct. 5, 2015
- Symposia ePreview #6: Nov. 4, 2015
- ePost: Dec. 16, 2015

**Space Reservation Due**
- July 15, 2015
- July 28, 2015
- Aug. 7, 2015
- Aug. 21, 2015
- Sept. 7, 2015
- Oct. 7, 2015
- Oct. 29, 2015

**Materials Due**
- July 22, 2015
- Aug. 4, 2015
- Aug. 14, 2015
- Aug. 28, 2015
- Sept. 16, 2015
- Nov. 11, 2015

The average open rate for 2014 ePreviews was more than 12%. Industry standards for medical mass emails are a 6.5% open rate.

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scientificsessions.org
SCIENTIFIC SESSIONS 2015 ADVERTISING OPPORTUNITIES

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. 7 and 8, 2015</td>
<td>Nov. 6, 7 and 8, 2015</td>
</tr>
<tr>
<td>EARLY BIRD RATE BY May 30</td>
<td>$14,350 per insert, per day</td>
<td>$7,490 per insert, per day</td>
</tr>
<tr>
<td>RATE AFTER May 30</td>
<td>$15,785 per insert, per day</td>
<td>$8,240 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>

Insert sizes: Maximum size is 8-1/2” x 11”. Maximum weight is 2 oz.

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. 6, p.m. drop, $15,600 per day

After May 30:
Nov. 6, p.m. drop, $17,160 per day

Early bird rate by May 30:
Nov. 7 and 8, p.m. drops, $27,040 per day

After May 30:
Nov. 7 and 8, p.m. drops, $29,740 per day

DURING MEETING

Individual Hotel Room Drop

$39,270 per day of inside hotel room delivery
$28,050 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**

DELIVERY DATES
Nov. 6, 7, 8, 9 or 10, 2015

DEADLINES
Space reservation due:
Oct. 16, 2015

Prototype due for AHA approval: Oct. 23, 2015

Items due: Nov. 4, 2015

*To reserve this service, you must work through Ascend Integrated Media.
**USA Today, Wall Street Journal and New York Times would deliver Nov. 7, 8, 9, 10, or 11, 2015

Reach all attendees!

Repurpose your insert in the Doctor’s Bag as a Full Page 4C ad in the Science and Technology Hall Planner for a packaged rate of $17,500!
See page 14 for Planner information. Rate after May 30 is $19,250.

DOCTOR’S BAG PREMIUM DEADLINES
Space reservation/prototype due:
Sept. 7, 2015
Materials due:
Sept. 21, 2015

For opportunities on this page, contact
Cathleen Gorby
913-780-6923
Fax: 913-780-4344
cgorby@ascendintegratedmedia.com

scientificsessions.org
ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

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

SCIENTIFIC SESSIONS 2015

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: ________________________________
City, State, Zip: ________________________________________________________________
E-mail: ________________________________________________________________

These rates apply for reservations confirmed after May 30.

<table>
<thead>
<tr>
<th>AHA Preview</th>
<th>AHA ePreview &amp; ePost</th>
<th>Promotional Opportunities</th>
<th>AHA Hotel Room Drop: Doctor's Bag</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$10,410</td>
<td></td>
<td>Nov. 7, 8 Doctor's Bag Insert</td>
</tr>
<tr>
<td>Full Page P1</td>
<td>$4,230</td>
<td></td>
<td>(Full) $15,785 per item</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$9,150</td>
<td></td>
<td>Nov. 6, 7, 8 Doctor's Bag Insert (Limited) $8,240 per item</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$8,750</td>
<td>Art of the Heart $75,000</td>
<td>Nov. 6 Premium Pocket Insert (p.m.) $17,160 per day</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$8,350</td>
<td>Asphalt Art $25,000</td>
<td>Nov. 7, 8 Premium Pocket Insert (p.m.) $29,740 per day</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>$7,440</td>
<td>Cardiovascular $5,000</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$6,750</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black Cover</td>
<td>$16,590</td>
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<td></td>
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<td>Inside Front Cover</td>
<td>$14,590</td>
<td></td>
<td></td>
</tr>
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<td></td>
<td></td>
</tr>
<tr>
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<td>$570</td>
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<td></td>
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| AHA Science & Technology Hall Planner | | | |
| Full Page | $9,440 | $19,450 |
| Full Page P1 | $4,230 | |
| 1/2 Page Horizontal | $7,380 | |
| 1/4 Page | $6,120 | |
| Back Cover | $15,100 | |
| Inside Front Cover | $13,270 | |
| Inside Back Cover | $11,730 | |
| Exclusive Floor Plan | Advertising | $1,600 |
| Product Category | Display Ad | $1,600 |
| Highlighted Listing with Logo | $570 |
| New Product Flag | $570 |

| Quick Start Guide | | | |
| Single Sponsorship | $25,000 | |
| AHA Convention Center Map | | |
| Exclusive Opportunity | $24,680 | |

| Symposium Locator Map | | | |
| Back Cover Panel | $9,040 | |
| Full Panel | $6,635 |
| 1/2 Panel | $3,950 |
| AHA Pre-Meeting Mailing Insert | | $6,290 |

<table>
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<tr>
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</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 an 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 913-780-6022
cgorby@ascendintegratedmedia.com
Ascend Integrated Media
6710 W 121st St., Ste 100
Overland Park, KS 66209
Fax 913-780-4344
www.ascendintegratedmedia.com

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

All rates are net. Cancellations are nonrefundable. These products are in compliance with 2012 PhRMA standards and ACCME guidelines.
MECHANICAL SPECIFICATIONS

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/acr6pdfx.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 JPEG 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
- Mail proofs to: Ascend Integrated Media LLC
  Attn: AHA 2015
  6710 W 121st St., Ste 100
  Overland Park, KS 66209
  913-469-1110

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

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 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 66209.
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 materials deadline. 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 printed 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.
- An insert is considered one 8-1/2” x 11” printed piece, maximum weight of 2 oz. Insert should be flat with no protruding items attached. Any insert that does not fit these specifications will be considered a “bulk item” and is subject to an additional fee. A bulk item may be described as any item that does not fit the aforementioned specifications but cannot exceed 4 oz. This includes, but is not limited to, items such as: all types of product samples (bottles, bars or packets); pens; notepads; non-perishable food items; branded materials such as lanyards, water bottles, clips, pins or other giveaway items; printed materials that are packaged or of odd shapes and sizes; printed materials containing loose sheets and/or disclaimers; magazines, brochures or other multiple-page collateral pieces. “Bulk item” is defined at the discretion of the publisher.
- Restrictions: Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the bag. Prices are based on an average-sized paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your sales representative for more information. A minimum of four inserts from any combination of advertisers must be reserved for the Doctor’s Bag to be delivered on a particular day. Ad materials subject to AHA approval. See mechanical specifications for more information.
- “Doctor’s Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.”
- A minimum of four inserts from any combination of advertisers must be reserved for a Doctor’s Bag to be delivered on a particular day.
- Doctor’s Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.

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 100k–125kb.
- All third-party vendor supplied tags are subject to approval and must be accompanied by actual GIF or JPEG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.

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

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.

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

<table>
<thead>
<tr>
<th>Covers and Full Page</th>
<th>1/2 Page Horizontal</th>
<th>1/2 Page Island</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleed</td>
<td>7&quot; x 5&quot;</td>
<td>4-5/8&quot; x 7-1/2&quot;</td>
</tr>
<tr>
<td>Trim</td>
<td>(no bleed)</td>
<td>(no bleed)</td>
</tr>
<tr>
<td>Safety/Live Area</td>
<td>7-7/8&quot; x 10-3/8&quot;</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2/3 Page</th>
<th>1/4 Page</th>
<th>1/3 Page Vertical</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-5/8&quot; x 10&quot; (no bleed)</td>
<td>3-1/2&quot; x 5&quot; (no bleed)</td>
<td>2-1/4&quot; x 10&quot; (no bleed)</td>
</tr>
</tbody>
</table>

Quick Start Guide
Back Panel
- Bleed: 3-11/16" x 8-3/4"
- Trim: 3-11/16" x 8-1/2"
- Safety/Live Area: 3-11/16" x 8"

ePREVIEWS & ePOST
- Leaderboard Ad: 728 x 90 pixels
- Full Tower Ad: 160 x 600 pixels
- Rectangle Ads: 300 x 100 pixels

Mobile Dimensions
- Leaderboard Ad: 300 x 50 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)

<table>
<thead>
<tr>
<th>Covers and Full Page</th>
<th>1/2 Page Horizontal</th>
<th>1/4 Page</th>
<th>Product Category Display Ad</th>
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</thead>
<tbody>
<tr>
<td>Bleed</td>
<td>7&quot; x 5&quot;</td>
<td>3-1/2&quot; x 5&quot;</td>
<td>2-1/4&quot; x 2-1/4&quot;</td>
</tr>
<tr>
<td>Trim</td>
<td>(no bleed)</td>
<td>(no bleed)</td>
<td>(no bleed)</td>
</tr>
<tr>
<td>Safety/Live Area</td>
<td>7-7/8&quot; x 10-3/8&quot;</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1/2 Page Horizontal Panel</th>
<th>1/3 Page</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3-1/2&quot; x 8-1/8&quot;</td>
<td>2-1/4&quot; x 10&quot;</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>SYMPOSIA LOCATOR MAP</th>
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<tbody>
<tr>
<td>Bleed</td>
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<tr>
<td>Trim</td>
</tr>
<tr>
<td>Safety/Live Area</td>
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<tr>
<td>Non-bleed Ad</td>
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<table>
<thead>
<tr>
<th>CONVENTION CENTER MAP</th>
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<tbody>
<tr>
<td>Display Ad</td>
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<tr>
<td>Back Cover Ad</td>
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