Promotional opportunities

Be a part of this gathering of influential physicians, scientists and researchers who are committed to the latest developments in cardiovascular disease and stroke.
CONNECT THE WORLD

TO STROKE SCIENCE

Give your company and products the visibility they deserve by supporting a sponsored project and by advertising at the International Stroke Conference (ISC) 2016. ISC is the world’s premier annual meeting for cerebrovascular disease. With an anticipated audience of 4,300 researchers and stroke experts from around the world, you will be able to:

- Educate cerebrovascular professionals about your offerings.
- Increase your visibility on the exhibit floor, around the convention lobbies, in meeting rooms and even citywide.
- Drive traffic to your booth and have more conversations with your target audience – increasing your sales potential.

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

The AHA values the companies that partner with us to build the International Stroke Conference into a successful meeting.

To show our appreciation, all contributors also receive corporate name recognition from the following:

- Final Program – distribution of approximately 4,300
- Stroke News – distribution of approximately 3,500
- Large official contributor sign – located in high-traffic area of the convention center
<table>
<thead>
<tr>
<th>Category</th>
<th>Item</th>
<th>More Info</th>
<th>Price Range</th>
<th>Space Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT</td>
<td>Conference Bag Inserts</td>
<td>page 4</td>
<td>$5,150-$10,300</td>
<td>Jan. 15</td>
</tr>
<tr>
<td>PRINT</td>
<td>Daily Newspaper</td>
<td>page 8</td>
<td>$295-$10,270</td>
<td>Jan. 15</td>
</tr>
<tr>
<td>PRINT</td>
<td>Distribution Rack</td>
<td>page 8</td>
<td>$9,020</td>
<td>Dec. 18</td>
</tr>
<tr>
<td>PRINT</td>
<td>Final Program Book</td>
<td>page 4</td>
<td>$5,150-$25,500</td>
<td>Nov. 27</td>
</tr>
<tr>
<td>PRINT</td>
<td>Quick Start Guide</td>
<td>page 4</td>
<td>$11,500</td>
<td>Jan. 15</td>
</tr>
<tr>
<td>DIGITAL</td>
<td>Abstracts on Disc</td>
<td>page 5</td>
<td>$40,800</td>
<td>Nov. 20</td>
</tr>
<tr>
<td>DIGITAL</td>
<td>Daily Newspaper ePreview</td>
<td>page 9</td>
<td>$1,280-$2,935</td>
<td>Dec. 4</td>
</tr>
<tr>
<td>DIGITAL</td>
<td>Daily Newspaper ePost</td>
<td>page 9</td>
<td>$1,280-$2,935</td>
<td>Feb. 5</td>
</tr>
<tr>
<td>DIGITAL</td>
<td>Housing Confirmation Package</td>
<td>page 5</td>
<td>$9,500</td>
<td>Dec. 4</td>
</tr>
<tr>
<td>DIGITAL</td>
<td>Mobile App</td>
<td>page 5</td>
<td>$5,150-$20,400</td>
<td>Jan. 8</td>
</tr>
<tr>
<td>CONVENTION CENTER</td>
<td>Registration Package</td>
<td>page 5</td>
<td>$15,450</td>
<td>Oct. 30</td>
</tr>
<tr>
<td>AD BANNERS</td>
<td>Communication Center</td>
<td>page 6</td>
<td>$5,150-$15,540</td>
<td>Dec. 18</td>
</tr>
<tr>
<td>AD BANNERS</td>
<td>Escalator Decals</td>
<td>page 7</td>
<td>$12,875</td>
<td>Dec. 18</td>
</tr>
<tr>
<td>AD BANNERS</td>
<td>Rotating Kiosks</td>
<td>page 7</td>
<td>$6,180 one side/ $15,450 all sides</td>
<td>Dec. 18</td>
</tr>
<tr>
<td>AD BANNERS</td>
<td>Science &amp; Technology Hall</td>
<td>page 7</td>
<td>$30,600</td>
<td>Dec. 18</td>
</tr>
<tr>
<td>AD BANNERS</td>
<td>Sitting Cubes</td>
<td>page 6</td>
<td>$15,000 (100 cubes)</td>
<td>Dec. 18</td>
</tr>
<tr>
<td>AD BANNERS</td>
<td>Science and Technology Hall Park Benches</td>
<td>page 7</td>
<td>$25,000 (5 benches)</td>
<td>Dec. 18</td>
</tr>
<tr>
<td>AD BANNERS</td>
<td>Walking Challenge</td>
<td>page 6</td>
<td>$51,000</td>
<td>Dec. 18</td>
</tr>
<tr>
<td>AD BANNERS</td>
<td>Wifi and Charging Station</td>
<td>page 6</td>
<td>$15,450</td>
<td>Dec. 18</td>
</tr>
<tr>
<td>HOTEL</td>
<td>Doctor’s Bag</td>
<td>page 9</td>
<td>$3,140-$11,670</td>
<td>Dec. 11</td>
</tr>
<tr>
<td>HOTEL</td>
<td>Hotel Key Cards</td>
<td>page 4</td>
<td>$10,300</td>
<td>Dec. 4</td>
</tr>
<tr>
<td>HOTEL</td>
<td>Hotel Dark Channel</td>
<td>page 4</td>
<td>$1,500 per spot</td>
<td>Dec. 4</td>
</tr>
<tr>
<td>HOTEL</td>
<td>Individual Hotel Room Drop</td>
<td>page 9</td>
<td>$9,550-$18,100</td>
<td>Jan. 22</td>
</tr>
<tr>
<td>PRESENTATIONS</td>
<td>Industry Theater - 4 Slots Available</td>
<td>page 7</td>
<td>$20,600</td>
<td>Jan. 8</td>
</tr>
</tbody>
</table>

*Approved for USE Marketing*
For further information regarding sponsorship and advertising opportunities, please visit www.strokeconference.org, contact Cathleen Gorby at 913-780-6923 or cgorby@ascendintegratedmedia.com or contact Scott Murphy at 214-706-1660 or scott.murphy@heart.org.
**Registration Package**

**DURING MEETING**

**Content**
- Easy and enduring access to abstracts from the International Stroke Conference 2016
- Users quickly access information in the abstracts through searches on key words, abstract titles or author names

**Distribution**
- Online banner ad visible during five-month registration process
- Corporate logo recognition on registration confirmation email
- Product or corporate logo recognition on screen savers on registration computers

**Deadlines**
- Space: Oct. 30
- Materials due: Nov. 6

**Advertising information**
- Exclusive opportunity: $15,450

**Housing Confirmation Package**

**DURING MEETING**

**Content**
- Put your message in front of conference attendees when they receive their housing confirmations. Your message may include corporate or product branding. Your ad will appear on the housing confirmation page of the online housing reservation process and on every confirmation communication email delivered.

**Distribution**
- Online banner ad visible during five-month registration process
- Corporate logo recognition on registration confirmation email
- Product or corporate logo recognition on screen savers on registration computers

**Deadlines**
- Space: Oct. 30
- Materials due: Nov. 6

**Advertising information**
- Exclusive opportunity: $15,450

**Abstracts on Disc**

**DURING & AFTER MEETING**

**Content**
- Distributed to 2,500 attendees at the International Stroke Conference
- 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

**Deadlines**
- Space/materials due: Nov. 20

**Exclusive Support Opportunity**
- $40,800

(USB option available in lieu of disc for an additional fee.)

**Mobile Meeting Guide App**

**BEFORE, DURING AND AFTER MEETING**

**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

**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

**Deadlines**
- Space/materials due: Jan. 8

**Advertising information**
- Exclusive opportunity – $20,400

**Additional Opportunities**

**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).
- $5,150 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.
- $7,725 each
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.

Deadlines
Space/materials due: Dec. 18

Exclusive Support Opportunity
$51,000 exclusive

Wifi and Charging Station

Distribution
- Universal charging stations for cell phones, iPads and laptops in high-visibility areas of the Science & Technology Hall
- Contributor has the option of distributing AHA-approved materials at advertiser’s expense.
- 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 login screens for attendees with mobile devices, iPads and laptops using free Wi-Fi

Deadlines
Space/materials due: Dec. 18

Exclusive Support Opportunity
$15,450

Communication Center

Distribution
- International Stroke Conference attendees can leave and retrieve conference messages, access the Internet, view the Science & Technology Hall floor plan, search for other attendees, print airline boarding passes and claim CME credit
- Contributor receives corporate recognition on login screens and may place a four-color corporate or product graphic on panels incorporated into the structure

Deadlines
Space/materials due: Dec. 18

Exclusive Support Opportunity
$15,450
$5,150 interstitial and screensaver upgrade

Contact Cathleen Gorby at 913-780-6923 or cgorby@ascendintegratedmedia.com or Scott Murphy at 214-706-1660 or scott.murphy@heart.org
Escalator Decals

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

Deadlines
Space/materials due: Dec. 18

Advertising information
$12,875 each

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 in lobbies on the meeting room level and other public high-traffic areas throughout the convention center
- Contributors can submit up to four different corporate or product-specific ads per kiosk

Deadlines
Space/materials due: Dec. 18

Advertising information
$15,450 per kiosk (includes four panels)
$6,180 per panel

Science and 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
Space/materials due: Dec. 18

Exclusive Support Opportunity
$30,600

Ad Banners

Distribution
- Available in ten, high-visibility locations throughout the convention center
- Contributor may select location for corporate or product advertisement.

Deadlines
Space/materials due: Dec. 18

Advertising information
$12,875 each

Exhibit Hall Park Benches

Distribution
- Grab the attention of professional attendees as they walk through the exhibit hall. Park benches are located in the main aisle and in high-traffic areas throughout the hall.

Deadlines
Space/materials due: Dec. 18

Advertising Information
$25,000 (5 park benches with single graphic panel on bench and floor graphic)

Exhibit Hall Park Benches

Industry Theaters – 4 Slots Available

Distribution
- Reach your target audience in a forum designed to showcase specific products and therapeutic treatments
- Cost includes: complete audio/visual package; classroom seating and box lunch provided by AHA/ASA; lead retrieval units (up to 2); pre-meeting and onsite promotion by AHA/ASA

Deadlines
Space/materials due: Jan. 8

Advertising information
Mini Theater (Seating for 50+) $20,600 per timeslot

For further information regarding sponsorship and advertising opportunities, please visit www.strokeconference.org, contact Cathleen Gorby at 913-780-6923 or cgorby@ascendintegratedmedia.com or contact Scott Murphy at 214-706-1660 or scott.murphy@heart.org
ISC Stroke News daily newspaper

**Distribution**
Distributed throughout the convention center to an anticipated 4,300 attendees Feb. 17 and 18

**Content**
- Live coverage of Late Breaking Trials
- Highlights of the latest news from the conference
- Complete list of exhibitors and exhibit hall map

**Deadlines**
- Space: Jan. 8
- Materials due: Jan. 15

**Advertising Options**

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standard Options</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>10-1/4&quot; x 14&quot;</td>
<td>$6,420</td>
</tr>
<tr>
<td>P.I. Space</td>
<td>10-1/4&quot; x 14&quot;</td>
<td>$5,135</td>
</tr>
<tr>
<td>Junior Page</td>
<td>7-1/2&quot; x 10&quot;</td>
<td>$5,135</td>
</tr>
<tr>
<td>P.I. Space</td>
<td>7-1/2&quot; x 10&quot;</td>
<td>$4,215</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>10-1/4&quot; x 7&quot; or 5&quot; x 14&quot;</td>
<td>$4,495</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>5&quot; x 7&quot;</td>
<td>$2,310</td>
</tr>
<tr>
<td><em>Product and Services Showcase</em></td>
<td>2-3/8&quot; x 3-1/8&quot;</td>
<td>$1,150</td>
</tr>
<tr>
<td><em>Enhanced Listing</em></td>
<td></td>
<td>$295</td>
</tr>
<tr>
<td><strong>Premium Options</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>10-1/4&quot; x 14&quot;</td>
<td>$10,270</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>10-1/4&quot; x 14&quot;</td>
<td>$8,985</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>10-1/4&quot; x 14&quot;</td>
<td>$8,025</td>
</tr>
<tr>
<td><em>Map Premium</em></td>
<td>10-1/4&quot; x 2&quot;</td>
<td>$8,750</td>
</tr>
<tr>
<td>Belly Flap</td>
<td></td>
<td>$8,600</td>
</tr>
</tbody>
</table>

**Distribution Rack**
Your company logo and/or product photo goes on the sides and front of official daily distribution racks.
- 5 racks placed throughout the convention center in high-traffic areas.

**Deadlines**
- Space: Jan. 8
- Materials due: Jan. 12

**Exclusive Support Opportunity**
Production costs included.
$9,020

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

*Product and Services Showcase AD offers attendees a quick visual reference to the newest products at the conference. A cost-effective way to feature your message, this opportunity includes layout and design of your ad. Advertiser to supply a color photo or logo, 50-word description and contact information.

*Enhanced Listing Includes a highlight of your company in the full list of exhibitors.

*Map Premium includes banner ad on page with Exhibit Hall map, booth highlighted, and full page adjacent to map.

These products are in compliance with 2015 PhRMA standards and ACCME guidelines.
Target prospects with official emails sent from AHA/ASA
Delivered to opt-in email lists from the International Stroke Conference database, these eBlasts build your brand connections and extend your reach before and after the conference.

**ePreview**

**Distribution**
Two ePreviews will be launched in the two months prior to the conference to more than 35,000 stroke and cerebrovascular professionals

**Content**
Registration information and key event-planning resources on ISC’s website

**Deadlines**

<table>
<thead>
<tr>
<th>Event</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>ePreview 1 Space reservation</td>
<td>Dec. 4</td>
</tr>
<tr>
<td>ePreview 1 Materials due</td>
<td>Dec. 10</td>
</tr>
<tr>
<td>ePreview 1 Launch date</td>
<td>January 2016</td>
</tr>
<tr>
<td>ePreview 2 Space reservation</td>
<td>Jan. 8</td>
</tr>
<tr>
<td>ePreview 2 Materials due</td>
<td>Jan. 15</td>
</tr>
<tr>
<td>ePreview 2 Launch date</td>
<td>February 2016</td>
</tr>
</tbody>
</table>

**Advising Options**

**Leaderboard Ad**
$2,935 Limited to one advertiser

**Exclusive Tower Ad**
$2,545 Limited to one advertiser

**Rectangle Ad 1 or Rectangle Ad 2**
$1,280 Limited to one advertiser each

Contact your medical account manager:
- Cathleen Gorby
  913-780-6923
cgorby@ascendintegratedmedia.com
- Maureen Mauer
  913 780-6633
mmauer@ascendintegratedmedia.com
- Bridget Blaney
  773-259-2825
bblaney@ascendintegratedmedia.com

* Rates are per issue.
INTERNATIONAL STROKE CONFERENCE 2016

Please complete the following information:

Advertiser: ____________________________ Agency (if applicable): __________________________

Billing Information: □ Agency □ Advertiser Contact Name: __________________________

Billing Address: __________________________ City: __________________________ State: ____ Zip: ____

Phone: __________________________ Fax: __________________________ Email: __________________________

CONFERENCE BAG INSERTS
Insert __________________________ $10,300

ISC STROKE NEWS DAILY NEWSPAPER
STANDARD OPTIONS RATE
Full Page __________________________ $6,420
Full Page P.I. Space __________________________ $5,135
Junior Page __________________________ $5,135
Junior Page P.I. Space __________________________ $4,215
1/2 Page __________________________ $4,495
1/4 Page __________________________ $2,310

Products and Services
Showcase Ad __________________________ $1,150
Enhanced Listing __________________________ $295

PREMIUM OPTIONS
Back Cover __________________________ $10,270
Inside Front Cover __________________________ $8,985
Inside Back Cover __________________________ $8,025
Map Premium __________________________ $8,750
Belly Flap __________________________ $8,600

DISTRIBUTION RACK
Rack __________________________ $9,020

FINAL PROGRAM
Back Cover (front and back) __________________________ $25,500

MOBILE APP
Meeting Guide App __________________________ $20,400
Additional Opportunities __________________________ $5,150
Enhanced Exhibitor Listing __________________________ $7,725

INDIVIDUAL HOTEL ROOM DROP
Inside Hotel Room Delivery __________________________ $18,100
Outside Hotel Room Delivery __________________________ $9,550

LETTER TO DOCTOR’S BAG
Doctor’s Bag Insert __________________________ $3,140
Doctor’s Bag Exclusive __________________________ $11,670

MARKETING/PROMOTIONAL OPPORTUNITIES
Abstracts on Disc __________________________ $40,800
Ad Banner __________________________ $12,875
Communication Center __________________________ $15,450
- Screensaver Upgrade __________________________ $5,150
Escalator Decal __________________________ $12,875
Hotel Dark Channel __________________________ $1,500
Hotel Key Cards __________________________ $10,300
Housing Confirmation Package __________________________ $9,500
Industry Theater __________________________ $20,400
Mini Theater (Seating for 50+) __________________________ $15,450
Kiosk (includes four panels) __________________________ $6,180
- Per Panel __________________________ $6,180
Registration Package (Exclusive Opportunity) __________________________ $15,450
Science and Technology __________________________ $15,400
Aisle Signage __________________________ $30,600
Sitting Cubes (100 cubes) __________________________ $15,000
Science and Technology Hall __________________________ $25,000
Park Benches (5 benches) __________________________ $25,000
plus floor graphic __________________________ $25,000
Walking Challenge (Exclusive Opportunity) __________________________ $51,000
WiFi & Charging Station __________________________ $15,450
Quick Start Guide __________________________ $11,500

TERMS
- Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also 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 charges or an advertising allowance commensurate with the error for the particular listing or advertising.

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 2015 PhRMA standards and ACCME guidelines.

Sales contacts
Bridget Blaney (companies A-D) 773-259-2825 Fax: 708-386-0303 bbblaney@ascendintegratedmedia.com
Cathleen Gorby (companies E-L) 913-780-6923 Fax: 913-780-1942 cgorby@ascendintegratedmedia.com
Maureen Mauer (companies M-Z) 913-780-6633 Fax: 913-780-1942 mmauer@ascendintegratedmedia.com

Deadlines
Abstracts on Disc Space/payment/materials due: Nov. 20
Ad Banners Space/payment/materials due: Dec. 18
Communication Center Space/payment/materials due: Dec. 18
Conference Bag Inserts Space/payment due: Jan. 15 Materials due: Jan. 22
Distribution Rack Space/payment due: Jan. 9 Materials due: Jan. 12
Doctor’s Bag Space/payment due: Dec. 11 Materials due: Dec. 18
ePreview #1 Space/payment due: Dec. 4 Materials due: Dec. 10
ePreview #2 Space/payment due: Jan. 8 Materials due: Jan. 15
ePost Space/payment due: Feb. 5 Materials due: Feb. 12
Escalator Decals Space/payment/materials due: Dec. 18
Exhibit Hall Park Benches Space/payment/materials due: Dec. 18
Final Program Space/payment due: Nov. 20 Materials due: Dec. 4
Hotel Key Cards Space/payment/materials due: Nov. 6
Hotel Dark Channel Space/payment due: Dec. 4 Materials due: Dec. 18
Housing Confirmation Space/payment/materials due: Dec. 4
Individual Hotel Room Drop Space due: Jan. 22 Prototype for approval: Jan. 29
Industry Theaters Space/payment/materials due: Jan. 8
ISC Stroke News daily newspaper Space/payment due: Jan. 8 Materials due: Jan. 15
Mobile Meeting Guide App Space/payment due: Jan. 8 Materials due: Jan. 15
Registration Package Space/payment due: Oct. 30 Materials due: Nov. 6
Rotating Kiosks Space/payment due: Dec. 18
Science and Technology Hall Space/payment/materials due: Dec. 18
Aisle Signs Space/payment/materials due: Dec. 18
Sitting Cubes Space/payment/materials due: Dec. 18
WiFi and Charging Station Space/payment due: Dec. 18

Sign and return to: Ascend Integrated Media LLC Attn: Cathleen Gorby cgorby@ascendintegratedmedia.com Fax: 913-345-1942
www.ascendintegratedmedia.com

Please remit payments to: Ascend Integrated Media LLC P.O. Box 870939 Kansas City, MO 64187-0939
Ascend Integrated Media 6710 W. 121st St., Suite 100 Overland Park, KS 66209 Fax 913-780-4344
www.ascendintegratedmedia.com
INTERNATIONAL STROKE CONFERENCE 2016

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/acpdfx.html.
• Fonts must be outline 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.)

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
• Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
• All fonts should be OpenType (Type 1 or Multiple Master Fonts are strongly discouraged).
• All colors must be CMYK (except black text); no PMS/Pantone colors.
• Ink density is not to exceed 330%.
• Black text 12 points or smaller should be black only.
• 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.

PROOFS
• Contract proofs are recommended 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 color of on press.

SUBMITTING REQUIRED PROOFS
• Mail proofs to: Ascend Integrated Media LLC Attn: STROKE 2016 6710 W. 121st, Suite 100 Overland Park 66209 913-469-1110

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.

INSERTS
• Insert are blown-in and should not exceed 8-3/8” x 10-7/8”. Minimum size is 4” x 6”.
• Prototype is required.

HOW TO PARTICIPATE IN THE DOCTOR’S BAG
• All advertising is subject to the approval of AHA/ASA.
• 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; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces. “Bulk item” is defined at the discretion of the publisher.

• 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 EPREVIWS AND EPOST
• Tower and rectangle ads must be in GIF or JPG 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 phone.
• All third-party supplier specified ads are subject to approval and must be accompanied by actual GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.

IMPORTANT NOTES
• All advertising is subject to AHA/ASA 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.
• A change-out fee applies to insertion of different ads per issue in dailies.

STROKE NEWS DAILY
Ad sizes and dimensions (width x height)
Publication size: 10-7/8” x 15” (finished size)
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).

STROKE NEWS DAILY DISTRIBUTION RACK
Ad sizes and dimensions (width x height)
Available ad space (for advertisers):
Front header panel: Corporate logo space
15-1/2” wide x 5” high
Side panels: 11-1/2” wide x 43-7/8” high
Final rack dimensions:
Front header panel: 15-1/2” wide x 32” high
Side panels: 11-1/2” wide x 74-7/8” high
NOTE: Please include 1” bleed around all artwork.

For more information, contact your medical account manager:
Companies A–D
Bridget Blaney
773-259-2825
Fax: 708-396-0303
blaneyb@ascendintegratedmedia.com

Companies E–L
Cathleen Gorby
913-780-6923
Fax: 913-780-1492
cgorby@ascendintegratedmedia.com

Companies M–Z
Maureen Maurer
913-780-6633
Fax: 913-780-1492
mmauer@ascendintegratedmedia.com