

# ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

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



## INTERNATIONAL STROKE CONFERENCE 2019

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 Contact Name: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_ City, State, ZIP: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### Print Opportunities

<b>Attendee Welcome Guide</b>	
Single Sponsorship	___ \$11,500
<b>Conference Bag Inserts</b>	
Insert	___ \$10,500
<b>Convention Center Map</b>	
Single Sponsorship	___ \$8,000
<b>Final Program</b>	
Single Sponsorship	___ \$25,500
<b>ISC Stroke Daily News</b>	
Standard	
Full Page	___ \$6,550
Full Page P.I. Space	___ \$5,235
Junior Page	___ \$5,235
Junior Page P.I. Space	___ \$4,300
1/2 Page	___ \$4,585
1/4 Page	___ \$2,355
Products and Services Showcase Ad	___ \$1,150
Enhanced Listing	___ \$295
Premium	
Back Cover	___ \$10,270
Inside Front Cover	___ \$8,985
Inside Back Cover	___ \$8,025
Belly Flap	___ \$8,600
<b>Newsstand Premium</b>	
Newsstand	___ \$9,200

### Digital Opportunities

<b>Abstracts on USB</b>	___ \$40,500
<b>Article Index Page</b>	
Leaderboard Ad	___ \$3,145
Full Banner Ad 1	___ \$2,725
Full Banner Ad 2	___ \$2,450
Half Banner Ad (two available)	___ \$1,300
Medium Rectangle Ad (two available)	___ \$1,435
<b>ePreview 1: Late December</b>	
Leaderboard Ad	___ \$3,145
Full Banner Ad 1	___ \$2,725
Full Banner Ad 2	___ \$2,450
Half Banner Ad (two available)	___ \$1,300
Medium Rectangle Ad (two available)	___ \$1,435
<b>ePreview 2: Mid-January</b>	
Leaderboard Ad	___ \$3,145
Full Banner Ad 1	___ \$2,725
Full Banner Ad 2	___ \$2,450
Half Banner Ad (two available)	___ \$1,300
Medium Rectangle Ad (two available)	___ \$1,435

### ePreview 3 "Know-Before-You-Go": Late January

Leaderboard Ad	___ \$3,145
Full Banner Ad 1	___ \$2,725
Full Banner Ad 2	___ \$2,450
Half Banner Ad (two available)	___ \$1,300
Medium Rectangle Ad (two available)	___ \$1,435

### eHighlights: Mid-March

Leaderboard Ad	___ \$3,145
Full Banner Ad 1	___ \$2,725
Full Banner Ad 2	___ \$2,450
Half Banner Ad (two available)	___ \$1,300
Medium Rectangle Ad (two available)	___ \$1,435

### Housing Confirmation Package

	___ \$9,500
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### Mobile Meeting Guide App

Single Sponsorship	___ \$22,500
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### Additional Opportunities

Alert Notifications	___ \$5,150
Enhanced Exhibitor Listing	___ \$7,500

### Registration Package

	___ \$15,500
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### Convention Center Opportunities

<b>Ad Banners</b>	___ \$12,500
<b>Charging Lounge and Charging Stations</b>	___ \$15,500
<b>Coffee Break</b>	___ \$20,000
<b>Communication Center</b>	___ \$15,500
<b>Expert Theater</b>	___ \$25,000
<b>Rotating Kiosk (per panel)</b>	___ \$6,200
<b>Rotating Kiosk (includes four panels)</b>	___ \$15,500
<b>Science &amp; Technology Hall Aisle Signs</b>	___ \$30,500
<b>Science &amp; Technology Hall Park Benches</b> (5 benches plus floor graphics)	___ \$25,000
<b>Sitting Cubes (50 cubes)</b>	___ \$25,000
<b>ISC State-of-the-Science Stroke Nursing Symposium</b>	
Coffee Break	___ \$5,000
<b>Walking Challenge</b>	___ \$50,000

### Hotel

<b>Dark Channel (30 second spot)</b>	___ \$1,500
<b>Hotel Key Cards</b>	___ \$10,500
<b>Individual Hotel Room Drop</b>	___ \$20,000

### 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 non-refundable.
- 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.

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

**TO PAY BY CREDIT CARD, please contact your account manager by phone or email. 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 and Title \_\_\_\_\_ Date \_\_\_\_\_ PO# (if necessary) \_\_\_\_\_

Ascend Integrated Media LLC • 7171 W. 95th St., Suite 300 • Overland Park, KS 66212

Please send insertion orders to:

**Cathleen Gorby**  
913-780-6923  
cgorby@ascendmedia.com

Ascend Integrated Media  
7171 W. 95th St., Suite 300, Overland Park, KS 66212  
**ascendmedia.com**

Please remit payments to:

Ascend Integrated Media  
P.O. Box 870939  
Kansas City, MO 64187-0939



All rates are net. Cancellations are non-refundable.

## Materials required for print products

- All print ads must include the words “Paid Advertisement” centered at the top of the page and in at least 10-point Helvetica (or similar type font).
- PDF/X-1a files are required for all ads. View specifications at [swop.org](http://swop.org) or [adobe.com/designcenter/acrobat/articles/acr6pdfx.html](http://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 (18-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 [adobe.com](http://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 OpenType (Multiple Master Fonts and Type 1 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 account manager.

## Submitting digital files

You will receive an email address for file submission approximately six weeks prior to the materials deadline. If you have questions before this time, please contact your Ascend Integrated Media 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 [swop.org](http://swop.org). Without an accurate SWOP-provided proof, Ascend Integrated Media cannot be held responsible for the outcome of color on press.

## Submitting recommended proofs

Mail proofs to: Ascend Integrated Media LLC  
Attn: ISC 2019  
7171 W. 95th St., Suite 300  
Overland Park, KS 66212  
913-469-1110

## Advertiser/sponsor logos

All advertisers and sponsors receive a complimentary logo on AHA sponsor signage. Logos should be submitted as high-resolution EPS files.

## 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).

## How to participate in the Individual Room Drop

1. Reserve space for the Individual Room Drop 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, 7171 W. 95th St., Suite 300, Overland Park, KS 66212.
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 materials are received by the printed deadline, Ascend Integrated Media will attempt to verify quantities received and notify advertisers of shortages.

## Specifications for ePreviews/eHighlights

- Leaderboard, 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 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 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

- 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.
- All quantities are based on projected attendance and room blocks.

# AD SIZES AND DIMENSIONS (WIDTH X HEIGHT)


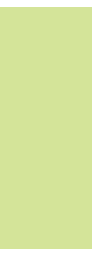
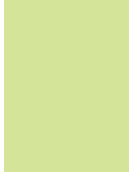


## STROKE DAILY NEWS

Ad sizes and dimensions (width x height)

**Publication size:** 10-7/8" x 15" (finished size)

**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)

<p><b>Covers and Full Page Bleed:</b> 11-1/8" x 15-1/4"</p> <p><b>Trim:</b> 10-7/8" x 15"</p> <p><b>Safety/Live Area:</b> 10-3/8" x 14-1/2"</p>	<p><b>1/2 Page Horizontal</b> 10-3/8" x 7"</p> 	<p><b>1/2 Page Vertical</b> 5" x 14"</p> 
<p><b>Junior Page</b> 7-1/2" x 10"</p> 	<p><b>1/4 Page</b> 5" x 7"</p> 	<p><b>Products &amp; Services Showcase Ad</b> 2-3/8" x 3-1/8"</p> 

## NEWSSTAND PREMIUM

Ad sizes and dimensions (width x height)





**Available ad space (for advertisers):**

**Side panels:** 14.15" wide x 45.332" tall

**NOTE:** Please include 1/8" bleed around all artwork.



## ePREVIEWS and eHIGHLIGHTS

<p><b>Leaderboard Ad</b> 600 x 100 pixels and 300 x 50 pixels</p> 
<p><b>Full Banner Ads</b> 428 x 60 pixels and 300 x 50 pixels</p> 
<p><b>Half Banner Ad</b> 300 x 50 pixels</p> 
<p><b>Medium Rectangle Ad</b> 300 x 250 pixels</p> 

## ePREVIEW & eHIGHLIGHTS Mobile Dimensions




Mobile leaderboard ad must be submitted in two sizes: one for desktop viewing and one for responsive design for mobile viewing

**Leaderboard Ad**  
300 x 50 pixels

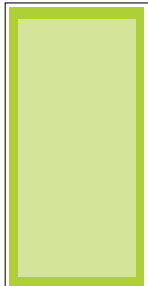
## CONVENTION CENTER MAP

<p><b>Display Ad</b> 9-3/4" x 4-3/4"</p> 	<p><b>Back Cover Ad</b> 4-3/4" x 4-3/4"</p> 
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## ATTENDEE WELCOME GUIDE

<p><b>Back Panel</b></p> 	<p><b>Bleed</b> 3-15/16" x 8-3/4"</p> <p><b>Trim</b> 3-11/16" x 8-1/2"</p> <p><b>Safety/Live Area</b> 3-7/16" x 8"</p>
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## SCIENCE & TECHNOLOGY HALL POCKET GUIDE

<p><b>Bleed</b> 4-3/4" x 9-3/8"</p> <p><b>Trim</b> 4-1/2" x 9-1/8"</p> <p><b>Safety/Live Area/Non-bleed Ad</b> 4" X 8-5/8"</p>	
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## ARTICLE INDEX PAGE

<p><b>Leaderboard Ad</b> 728 x 90 pixels and 300 x 50 pixels</p> 
<p><b>Tower Ad</b> 160 x 600 pixels</p> 
<p><b>Rectangle Ads</b> 300 x 100 pixels</p> 

All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).

# ADVERTISING POLICIES AND MATERIALS SUBMISSION PROCEDURES



INTERNATIONAL  
**STROKE** 20  
CONFERENCE 19

All ads, inserts and promotional items require approval by the association. Please allow five business days for approval. We highly recommend that advertisers do not print materials, or go live with websites, before association approval is received. The Association is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced prior to receiving approval.

**Submit a copy of your ad/insert/promotional item via email for approval. Please indicate the name of the exhibiting company and provide the name of the meeting in the subject line of the email. Email to Kate Hegarty: [khegarty@ascendmedia.com](mailto:khegarty@ascendmedia.com).**

Item	Prototype Due	Ad Materials/Printed Materials Due
ePreview 1	Nov. 7, 2018	Nov. 21, 2018
ePreview 2	Dec. 6, 2018	Dec. 20, 2018
ISC Stroke Daily News	Dec. 6, 2018	Dec. 20, 2018
Newsstand Premium	Dec. 6, 2018	Dec. 20, 2018
Attendee Welcome Guide	Dec. 21, 2018	Jan. 7, 2019
Convention Center Map	Dec. 21, 2018	Jan. 7, 2019
ePreview 3 "Know-Before-You-Go"	Dec. 26, 2018	Jan. 9, 2019
Article Index Page*	Jan. 2, 2019	Jan. 16, 2019
eHighlights	Jan. 25, 2019	Feb. 8, 2019

*\*Deadlines are ongoing. Dates above are noted for maximum exposure.*

*Ascend Media encourages (and practices) environmentally-friendly printing, including recycled/recyclable paper and plant-based inks.*

**Inserts are considered to be one 8-1/2" x 11" printed piece, with a maximum weight of 2 oz. Inserts not meeting that criteria are considered "bulk" items, and are subject to additional fees. This includes, but is not limited to, items such as product samples (bottles, bars or packets); non-perishable food items; branded materials; other giveaway items; printed materials that are packaged or of odd shapes and/or sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces.**

**A \$500 late fee will be charged for materials received after the deadline.**

**After your inserts are approved, ship them to be received by the materials deadline(s) above. 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 shipped. Please do not ship the full quantity to Ascend Integrated Media, 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. For Doctors/Educators Bags and Individual Door/Room Drop opportunities, please submit an additional 3% to 5% overage to allow for potential increase in room blocks.**

**Please note the following criteria for approval:**

- All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).
- The AHA/ASA and/or event logo may not be used on ads or inserts.
- All non-symposia advertising must contain the advertiser's booth number.
- For CME/symposia/education related ads or inserts, the AHA/ASA disclaimer text must be a minimum of 10 point Helvetica (or similar font type). The AHA/ASA disclaimer text must say, "This event is not part of the official International Stroke Conference 2018 as planned by the International Stroke Conference Program Committee." The disclaimer must be printed on the front of the piece.
- For CME/symposia/education related event titles, the time and date appearing on the ad/insert must match the title, time and date listed on the USE-approved list provided to Ascend by AHA/ASA. If the event title, time and/or date do not match, Ascend will confirm with the advertiser which source lists the information correctly and make the appropriate changes. If information needs to be changed on the USE-approved list, the advertiser must contact AHA/ASA at [exhibits@heart.org](mailto:exhibits@heart.org).
- AHA/ASA's name, insignia, heart and torch logo, logotype or other identifying marks may not be used.
- Exhibitors that are also USE event-holders may not advertise both their booth and their event in the same advertisement.
- Coupons may not be included on inserts.
- Please refer to the AHA/ASA International Stroke Conference website for advertising guidelines and restrictions: [exhibitatstroke.org](http://exhibitatstroke.org)
- AHA/ASA at any point may not approve such marketing pieces at their own discretion.