

# ASCEND MEDIA SPONSOR CONTENT CONFIRMATION

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



**Basic Cardiovascular  
Sciences 2021**  
Aug. 23-25, 2021 | A Virtual Experience



Advertiser	Agency	Bill To	Materials From
Company Name _____	_____	_____	_____
Contact Name _____	_____	_____	_____
Address _____	_____	_____	_____
City, State Zip _____	_____	_____	_____
Contact Phone _____	_____	_____	_____
Contact Email _____	_____	_____	_____

Gold	Silver	Bronze	Non-Profit
<b>Please write your initials next to selection.</b>			
_____ \$10,000	_____ \$5,000	_____ \$2,000	_____ \$750
Standard booth	Standard booth	Standard booth	Standard booth
Banner ad on platform	Banner ad on platform	Banner ad on platform	
Link to microsite	Link to microsite		
One promotional notification sent per day to attendees matched by tagged interest	One promotional notification sent per meeting to attendees matched by tagged interest		
Exclusive exhibitor email	Premium banner on ePreview		
50% off a Learning Studio or Roundtable Discussion	25% off a Learning Studio or Roundtable Discussion		

## Email Products

ePreview  
Leaderboard \_\_\_\_\_ \$1,725  
Premium Banner \_\_\_\_\_ \$1,150

Daily Highlights  
Exclusive Aug. 23, 2021 \_\_\_\_\_ \$4,025  
Exclusive Aug. 24, 2021 \_\_\_\_\_ \$4,025  
Exclusive Aug. 25, 2021 \_\_\_\_\_ \$4,025

Exclusive Exhibitor eBlasts  
Pre-BCVS \_\_\_\_\_ \$7,335  
Aug. 23 \_\_\_\_\_ \$7,335  
Aug. 24 \_\_\_\_\_ \$7,335  
Aug. 25 \_\_\_\_\_ \$7,335  
Post-BCVS \_\_\_\_\_ \$7,335

## Sponsorships

Banner Ads \_\_\_\_\_ \$2,500

Fireside Chats \_\_\_\_\_ \$3,000

Learning Studios  
Live presentation with live Q&A \_\_\_\_\_ \$10,090  
Simulive presentation with live Q&A \_\_\_\_\_ \$10,150  
Simulive presentation with chats \_\_\_\_\_ \$6,620

Satellite Events  
Live presentation with live Q&A \_\_\_\_\_ \$15,120  
Simulive presentation with live Q&A \_\_\_\_\_ \$15,240  
Simulive presentation with chats \_\_\_\_\_ \$9,930

Roundtable Discussions \_\_\_\_\_ \$7,590

Women in Science Breakfast \_\_\_\_\_ \$5,000

TOTAL AMOUNT \$ \_\_\_\_\_

**TO PAY BY CREDIT CARD, please contact your account manager by phone or email.  
Credit card payment is quick, easy and secure.**

By signing this agreement, you are agreeing to Ascend Media's Terms and Conditions enclosed and attached to this Advertising Agreement

Ascend Media Account Manager Signature \_\_\_\_\_ Date \_\_\_\_\_

Ascend Media Account Printed Name \_\_\_\_\_

Sponsor/Agency Signature \_\_\_\_\_ Date \_\_\_\_\_

Sponsor/Agency Signature \_\_\_\_\_

Sponsor/Agency Signature \_\_\_\_\_

### SIGN AND RETURN TO:

Cathleen Gorby  
Ascend Media LLC  
cgorby@ascendmedia.com



Each party agrees that the electronic signatures, whether digital or encrypted, of the parties included in this Agreement, are intended to authenticate this writing and to have the same force and effect as manual signatures.



## Ad Dimensions for ePreviews and Daily Highlights



**Leaderboard Ad**  
600 x 100 and 300 x 50 pixels at 72 dpi

**Premium Banner**  
600 x 100 and 300 x 50 pixels at 72 dpi

### Specifications for ePreviews and Daily Highlights

- Leaderboard and premium banners 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.
- Animated GIF files are accepted, but not all email platforms support animation. If you wish to submit an animated ad, please include all critical information on the first slide. Only one URL is accepted per animated GIF; we do not allow separate URLs embedded in individual frames.

### Ascend Ad Tagging Policy

- We do allow specific types of ad tags.
- For the privacy of our clients' members, we DO NOT allow tracking pixels or tracking mechanisms that expose any personal identifying information or that would attempt to extract personal identifying information in either email deployments or landing pages or other Websites.
- For email deployments, we allow:
  - Link codes in plain HTML format (HREF, not JavaScript).
  - Image codes in plain HTML format (IMG reference, not JavaScript).
  - We do sometimes allow enhanced HTML creative.
  - We DO NOT allow IAS tags on advertising in email deployments.
  - We DO NOT allow JavaScript tags of any kind in email deployments.
- For advertising on landing pages and other websites, we allow:
  - JavaScript Double-Click (DCM) Ad Tags
  - We also support all ad tags that are supported by Google Ad Manager.
- We will provide a standard report for any ad upon request. Requests for custom reporting may incur an additional fee.
- Advertisers may request that ad tags change for existing creative for our daily projects. There is a fee of \$150 per change.

### 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.

### Exclusive Exhibitor Email Recommendations

- AHA approved header and footer will be included in all blasts along with appropriate disclaimers
- Graphic sizes may vary based on layout; maximum graphic size is 515x175 and headshots should be 68x84
- Please provide jpeg or png files for artwork and graphics; content should be provided as a word document
- Limit URL links to three. A total of five links can be arranged; but will impact metrics as not all email systems will accept an email with more than three links embedded.
- Ascend will design/layout each blast using an AHA approved template.



## ADVERTISING TERMS AND CONDITIONS

This agreement is between Ascend Integrated Media, LLC (dba Ascend Media) and the Advertiser/Sponsor and its Agency as listed on the attached "Advertising Agreement - Insertion Order".

### TERMS AND CONDITIONS

1. Insertion orders, advertisements and space reservations are subject to materials approval and the provisions of the current rate card.
2. Cancellations are non-refundable.
3. Requested ad positions are not guaranteed unless the Advertiser/Sponsor or its Agency purchases a "special position" at an additional cost.
4. Advertiser/Sponsor and/or Agency will not be allowed to revise materials which are not received by Ascend Media's published "materials due" date.
5. Advertiser/Sponsor agrees that Ascend Media's liability (if any) on account of omissions or errors in purchased products and/or services shall in no event exceed the amount of charges for the products and/or services which were omitted or in which the error occurred, and such liability shall be discharged by (abatement of the charges) or (an advertising allowance) commensurate with the error for the particular products and/or services in which the omission or error occurred, but in no event exceeding the contract price of the particular products and/or services in which the omission or error occurred. No adjustment is applicable to any free products and/or services.
6. Ascend Media is not liable for any costs or real or consequential damages resulting from the failure to produce purchased products and/or services.
7. Ascend Media is not liable for any delays in delivery or for non-delivery of purchased products and/or services due to factors beyond the control of Ascend Media.
8. No conditions other than those set forth herein will be binding on Ascend Media unless specified in writing by Ascend Media. Ascend Media will not be bound by conditions printed or appearing on insertion orders, purchase orders, or similar documents when such conditions conflict with any provision contained herein.
9. A \$500 late fee may be charged for materials received after the materials due deadline.

### PAYMENT AND COMMISSIONS POLICY

1. Event products are invoiced upon reservation, and payment is due upon receipt or no later than 45 days prior to the event start date. Non-event products are invoiced upon publication, and payment is due thirty (30) days from the invoice date.
2. Orders for space are accepted subject to Ascend Media's credit requirements. Space reservations or insertion orders for an Advertiser/Sponsor whose account is more than sixty (60) days past due may be refused. Advertisers/Sponsors with delinquent accounts lose their place in any waiting list for consideration of preferred positions.
3. Any outstanding invoice balance over thirty (30) days past due will be assessed 3% interest per month to the extent permitted by law.
4. If Ascend Media takes an Advertiser's/Sponsor's account to collection, the Advertiser/Sponsor agrees to pay all costs associated with the collection, including paying Ascend Media's attorney fees and all court costs, if it is determined by a court of competent jurisdiction that the Advertiser/Sponsor is at fault.
5. Ascend Media reserves the right to hold the Advertiser/Sponsor and/or its Agency jointly and severally liable for such monies as are due and payable to Ascend Media for advertising or sponsorships which the Advertiser/Sponsor or its Agency ordered and which advertising/sponsorship was produced, even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.