

# ASCEND MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC (dba Ascend Media)  
All advertising subject to AHA/ASA approval.



American Stroke Association

International Stroke Conference

Stroke Nursing Symposium: Feb. 18, 2020  
ISC Pre-Conference Symposia: Feb. 18, 2020  
International Stroke Conference: Feb. 19-21, 2020  
Los Angeles, CA  
strokeconference.org

## INTERNATIONAL STROKE CONFERENCE 2020

Please complete the following information:

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	_____ \$11,845
<b>Conference Bag Inserts</b>	
Insert	_____ \$10,500
<b>Convention Center Map</b>	
Single Sponsorship	_____ \$8,240
<b>Final Program</b>	
Single Sponsorship	_____ \$25,500
<b>ISC Stroke Daily News</b>	
<b>Standard</b>	
Full Page	_____ \$6,745
Full Page P.I. Space	_____ \$5,390
Junior Page	_____ \$5,390
Junior Page P.I. Space	_____ \$4,430
Half Page	_____ \$4,725
Quarter Page	_____ \$2,425
Products and Services Showcase Ad	_____ \$1,185
Enhanced Listing	_____ \$305
<b>Premium</b>	
Back Cover	_____ \$10,580
Inside Front Cover	_____ \$9,255
Inside Back Cover	_____ \$8,265
Map Premium	_____ \$9,985
Front Page Banner	_____ \$10,500
<b>Newsstand Premium</b>	
Newsstand	_____ \$9,475

### DIGITAL OPPORTUNITIES

<b>Abstracts on USB</b>	_____ \$40,500
<b>Article Index Page</b>	
Leaderboard	_____ \$2,560
Tower	_____ \$2,000
<b>ePreview #1: Mid-December</b>	
Leaderboard	_____ \$3,240
Full Banner (each)	_____ \$2,805
Medium Rectangle (each)	_____ \$1,480
Half Banner (each)	_____ \$1,340
<b>ePreview #2: Mid-January</b>	
Leaderboard	_____ \$3,240
Full Banner (each)	_____ \$2,805
Medium Rectangle (each)	_____ \$1,480
Half Banner (each)	_____ \$1,340
<b>ePreview #3 Smart Start to ISC 2020: Early February</b>	
Leaderboard	_____ \$3,240
Full Banner (each)	_____ \$2,805
Medium Rectangle (each)	_____ \$1,480
Half Banner (each)	_____ \$1,340
<b>eHighlights: Mid-March</b>	
Leaderboard	_____ \$3,240
Full Banner (each)	_____ \$2,805
Medium Rectangle (each)	_____ \$1,480
Half Banner (each)	_____ \$1,340
<b>Housing Confirmation Email Package</b>	_____ \$9,500
<b>AHA Mobile Meeting Guide App</b>	
Single Sponsorship	_____ \$22,500
<b>Additional Opportunities:</b>	
Enhanced Exhibitor Listing (each)	_____ \$7,500
Alert Notifications (each)	_____ \$5,150
<b>Registration Email Package</b>	_____ \$15,500

### CONVENTION CENTER OPPORTUNITIES

<b>Ad Banners</b>	_____ \$12,500
<b>Charging Lounge and Charging Stations</b>	_____ \$15,500
<b>Coffee Break</b>	_____ \$10,000+
<b>Communication Center</b>	_____ \$15,500
<b>Escalator Runners &amp; Floor Mats</b>	_____ \$18,500
<b>Expert Theater</b>	_____ \$25,000
<b>Game of Strokes</b>	_____ \$50,000
<b>ISC Nursing Symposium Coffee Break</b>	_____ \$5,000
<b>Massage</b>	_____ \$30,000
<b>Puppy Snuggles</b>	_____ \$35,000
<b>Rotating Kiosk (per panel)</b>	_____ \$6,200
<b>Rotating Kiosk (per kiosk)</b>	_____ \$15,500
<b>Science &amp; Technology Hall Aisle Signs</b>	_____ \$30,500
<b>Science &amp; Technology Hall Park Benches</b>	_____ \$25,000
<b>Scream Booth</b>	_____ \$25,000
<b>Sitting Cubes</b>	_____ \$25,000
<b>Stair Clings</b>	_____ \$60,000
<b>Table Tents</b>	_____ \$10,000
<b>Walking Challenge</b>	_____ \$50,000
<b>Window Clings (per set of four clings)</b>	_____ \$10,500
<b>Yoga</b>	_____ \$25,000

### HOTEL OPPORTUNITIES

<b>Dark Channel (30 second spot)</b>	_____ \$1,545
<b>Hotel Key Cards</b>	_____ \$10,500
<b>Individual Hotel Room Drop: In-Room Delivery</b>	
Feb. 18, 19, 20, 2020	_____ \$33,250 per day
<b>Individual Hotel Room Drop: Outside Room Delivery</b>	
Feb. 18, 19, 20, 2020	_____ \$20,000 per day

Please write your initials next to selected ad sizes. 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

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

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

\_\_\_\_\_  
Advertiser/Sponsor/Agency Printed Name

\_\_\_\_\_  
Advertiser/Sponsor/Agency Company Name

### SIGN AND RETURN TO:

Cathleen Gorby  
Ascend Media  
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.

## 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 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 Media representative.

## Proofs

Contract proofs are recommended for all print 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 Media cannot be held responsible for the outcome of color on press.

## Submitting recommended proofs

Mail proofs to: Ascend Media  
Attn: ISC 2020  
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/ASA 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 2.5" 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/ASA. Inserts may not weigh more than 2 oz. A copy of the insert must be pre-approved by AHA/ASA 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 Media account manager or submit two copies by overnight service to Ascend Media, 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 Media will notify you of final approval.
4. Ship inserts to be received by the materials deadline. Ascend 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 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 Media will attempt to verify quantities received and notify advertisers of shortages.

## Specifications for ePreviews/eHighlights

- Leaderboard, full banner, half banner and medium 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/ASA.
- 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 1 URL is accepted per animated GIF—we do not allow separate URLs embedded in individual frames.

## Important notes

- Only exhibitors may advertise.
- All advertising is subject to AHA/ASA 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.


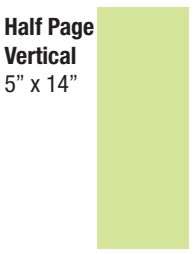
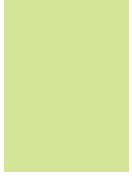



## STROKE DAILY NEWS

Ad sizes and dimensions (width x height)

**Publication size:** 10.875" x 15" (finished size)

**Bleed:** Size required for an ad to bleed off the edges of a page. (.125" past trim)

**Safety/Live Area:** All text and graphics not intended to bleed. (.25" from trim)

<p><b>Covers and Full Page Bleed:</b> 11.125" x 15.25"</p> <p><b>Trim:</b> 10.875" x 15"</p> <p><b>Safety/Live Area:</b> 10.375" x 14.5"</p>	<p><b>Half Page Horizontal</b> 10.25" x 7"</p> 	<p><b>Half Page Vertical</b> 5" x 14"</p> 
<p><b>Junior Page</b> 7.5" x 10"</p> 	<p><b>Quarter Page</b> 5" x 7"</p> 	<p><b>Products &amp; Services Showcase Ad</b> 2.375" x 3.125"</p> 
<p><b>Front Page Banner</b> 10.25" x 2"</p> 		

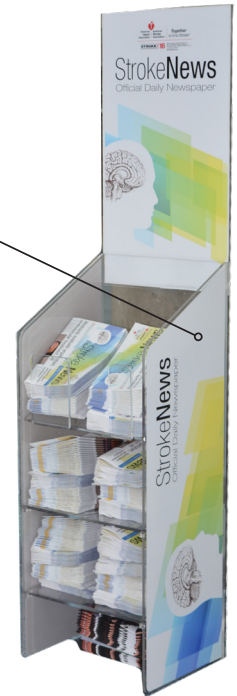
## NEWSSTAND PREMIUM

Ad sizes and dimensions  
(width x height)





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

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



**NOTE:** Please include .125" 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 Ad</b> 468 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> 

## 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> 
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Leaderboard and Full Banner must be submitted in two sizes: one for desktop viewing and one for responsive design for mobile viewing.

## ATTENDEE WELCOME GUIDE

<p><b>Back Panel</b></p> 	<p><b>Bleed</b> 3.9375" x 8.75"</p>
	<p><b>Trim</b> 3.6875" x 8.5"</p>
	<p><b>Safety/Live Area</b> 3.4375" x 8"</p>

## CONVENTION CENTER MAP

<p><b>Display Ad</b> 9.75" x 4.75"</p> 	<p><b>Back Cover Ad</b> 4.75" x 4.75"</p> 
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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).

All ads, inserts and promotional items require approval by AHA/ASA. Please allow five business days for approval. We highly recommend that advertisers do not print materials, or go live with websites, before AHA/ASA approval is received. AHA/ASA 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
Article Index Page*	Nov. 20, 2019	Dec. 6, 2019
ePreview #1	Nov. 20, 2019	Dec. 6, 2019
ePreview #2	Dec. 20, 2019	Jan. 8, 2020
Newsstand Premium	Dec. 30, 2019	Jan. 15, 2020
Convention Center Map	Jan. 6, 2020	Jan. 20, 2020
ePreview #3 Smart Start to ISC 2020	Jan. 6, 2020	Jan. 20, 2020
Attendee Welcome Guide	Jan. 9, 2020	Jan. 23, 2020
ISC Stroke Daily News	Jan. 10, 2020	Jan. 24, 2020
Individual Hotel Room Drop	Jan. 16, 2020	Jan. 30, 2020
Dark Channel	Jan. 23, 2020	Feb. 6, 2020
eHighlights	Feb. 7, 2020	Feb. 21, 2020

\*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 8.5" 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.**

**Handling fees for shipments received by hotels may apply.**

**After your inserts are approved, ship them to be received by the materials deadline(s) above. Ascend 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 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 Media will attempt to verify quantities received and notify advertisers of shortages. Ascend Media will not be responsible for shortages due to an incorrect number of inserts received. For 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 2019 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: [exhibitastroke.org](http://exhibitastroke.org)
- AHA/ASA at any point may not approve such marketing pieces at their own discretion.



## 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.