

# ASCEND MEDIA ADVERTISING AGREEMENT

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



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

## MEETING NEWS AND NAVIGATION PRODUCTS

### Attendee Welcome Guide

Exclusive Sponsorship \_\_\_\_\_ \$13,125

### Innovation Academy Announcement

Exclusive Sponsorship \_\_\_\_\_ \$35,000

### Meeting Concierge and Mobile App Program

\_\_\_\_\_ \$25,000

### Meeting News Central

ROS All Positions (three available) \_\_\_\_\_ \$10,200

ROS Leaderboard (two available) \_\_\_\_\_ \$4,730

ROS Rectangle (two available) \_\_\_\_\_ \$3,150

ROS Vertical (two available) \_\_\_\_\_ \$2,630

High-Performance Ads \_\_\_\_\_ \$6,500

Product Sampling Program \_\_\_\_\_ \$2,500

### Mobile App Advertising (two available)

\_\_\_\_\_ \$20,000

## DERMWORLD OPPORTUNITIES

### DermWorld Magazine Stand Sponsorship

\_\_\_\_\_ \$7,000

## EMAIL AND SOCIAL MEDIA

### AAD Official Meeting Emails

Exclusive Sponsorship \_\_\_\_\_ \$20,000

### eDaily

Per day \_\_\_\_\_ \$10,000

All three days \_\_\_\_\_ \$25,000

### eHighlights

Exclusive Sponsorship \_\_\_\_\_ \$9,500

### ePreview #1: Early July

Exclusive Sponsorship \_\_\_\_\_ \$9,500

### ePreview #2: Late July

Exclusive Sponsorship \_\_\_\_\_ \$9,500

### Exclusive Exhibitor Email (each)

\_\_\_\_\_ \$12,750

### Registration Emails

Per email \_\_\_\_\_ \$3,500

Both emails \_\_\_\_\_ \$6,000

### Retargeting

25,000 impressions \_\_\_\_\_ \$7,000

Please write your initials next to selected ad sizes.

Payment is due upon receipt or no later than Monday, June 17, 2024.

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

**SIGN AND RETURN TO:** Bridget Blaney | Ascend Media | bblaney@ascendmedia.com

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

To pay by credit card, please contact your Account Manager by phone or email. Credit card payment is quick, easy and secure.

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

Date

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

Date

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

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

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



401 SW Ward Rd, Suite 210,  
Lee's Summit, MO

PO Box 1411  
Lee's Summit, MO 64063

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.

## 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
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.

# ADVERTISING POLICIES AND MATERIALS SUBMISSION PROCEDURES



All ads, inserts and promotional items require approval by AAD. 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. AAD 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 the materials contact listed below.

Item	Prototype Due	Ad Materials/ Printed Materials Due	Maximum Weight	Maximum Dimensions	Materials Contact
Innovation Academy Announcement	March 8, 2024	March 22, 2024	n/a	n/a	Carrie Parratt cparratt@aad.org
Registration Emails	April 5, 2024	April 19, 2024	n/a	n/a	Carrie Parratt cparratt@aad.org
Meeting Concierge and Mobile App Program	May 20, 2024	June 3, 2024	n/a	n/a	Carrie Parratt cparratt@aad.org
Meeting News Central	Varies	For exposure from first launch, we encourage materials be sent by June 11, 2024	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
ePreview #1	June 4, 2024	June 18, 2024	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
<i>DermWorld</i> Magazine Stand Sponsorship	June 6, 2024	June 20, 2024	n/a	n/a	Kate Hegarty khegarty@ascendmedia.com
Exclusive Exhibitor Emails	June 27, 2024	July 11, 2024	n/a	n/a	Kate Hegarty khegarty@ascendmedia.com
Attendee Welcome Guide	June 19, 2024	July 3, 2024	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Mobile App Advertising	June 19, 2024	July 3, 2024	n/a	n/a	Carrie Parratt cparratt@aad.org
ePreview #2	June 27, 2024	July 11, 2024	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
eDaily	July 2, 2024	July 16, 2024	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
eHighlights	July 10, 2024	July 24, 2024	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
AAD Official Meeting Emails	Ongoing	Ongoing	n/a	n/a	Carrie Parratt cparratt@aad.org
Retargeting	Varies	Varies	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com

**Please make note of these important advertising policies:**

1. Exhibit items, advertising literature or pamphlets that are distributed may contain only recognized indications and claims. Advertising in any media that particular products or services have been exhibited at the 2024 AAD Innovation Academy or in a manner that could be construed as an endorsement by the Academy or by its members is prohibited. With the exception of the Academy approved recognition programs, Academy logos, seals, trademarks, service marks, or other similar property rights, including those that are in disuse, may not be used in connection with any product or advertising materials displayed or distributed. Please reference the AAD Advertising Standards for the entire policy.
2. Use of the AAD Corporate Logo or the 2024 AAD Innovation Academy Logo is prohibited.
3. All inserts and promotional items require approval by the Academy. Please allow five business days for approval. The Academy highly recommends that advertisers do not print materials, or go live with Web sites, before Academy approval is received. The Academy 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.
4. Please carefully read the Academy's Advertising Standards for detailed information regarding acceptance standards. The Advertising Standards are included in the 2024 AAD Innovation Academy Advertising Opportunities brochure, available online or from your Ascend Media account manager or on the AAD website, [www.aad.org/advertise](http://www.aad.org/advertise).
5. Booth numbers are not required however if included must adhere to the following guidelines.
  - a. Cannot be referenced as an AAD Booth. Ex: See us at AAD Booth # XXXX
  - b. Acceptable: Visit booth #XXXX
  - c. Acceptable: Visit us at the AAD Innovation Academy in booth #XXXX
  - d. Acceptable: Visit booth #XXX at the AAD Innovation Academy.
6. Advertisers cannot use the AAD name in ad as an implied endorsement of a company, product or service.
  - a. Ex: As discussed at AAD, our product...
  - b. Ex: As seen at AAD...
7. The AAD name/logo may not be used, nor make any reference to the AAD's meetings, on marketing or other materials related to the INC Program, as your INC Program is independent of the AAD's Annual Meeting and/or Innovation Academy. In addition, all materials, including promotional materials must contain the following disclaimer statements:
  - a. This program is independent and is not part of the official AAD Innovation Academy, as planned by its Scientific Assembly Committee.
  - b. This program does not qualify for Continuing Medical Education (CME) Credit.
8. Any reference to AAD must include the full meeting name.
  - a. Cannot use reference: Visit us at AAD.
  - b. Acceptable: Visit us at AAD Innovation Academy.



# ADVERTISING POLICIES AND MATERIALS SUBMISSION PROCEDURES

Publication is offset printed and perfect bound. Paper stock: body 50# uncoated offset; cover 100# gloss enamel coated. Perfect binding.

## DISPOSITION OF REPRODUCTION MATERIAL

Unless otherwise notified, furnished files will be destroyed after 12 months. Insert overs will be held until the Program Book mails. After mailing is completed, any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date may be subject to storage charges.

## REPRODUCTION REQUIREMENTS

### File Formats

The preferred file format is PDF and must meet the specifications listed below. EPS and TIFF files are also accepted, specifications are listed below.

The AAD will not accept native file formats from Quark, InDesign, Pagemaker, or files created in any Microsoft Office program (e.g. Word or Publisher). Corel Draw files are also not acceptable.

### Electronic File Specifications

- All 4-color files must be in CMYK, unless a 5th or spot color is specified. Black and white files must be in grayscale, no 4-color black.
- All files must include trim, register and center marks.
- All files must be the correct size as listed on the rate card per each publication.
- Additional 0.125" bleed is required for all bleed ads.
- All images must be at least 300 dpi for photos and 1200 dpi for line art.
- All files submitted must be final artwork. Publisher will not make changes to digital files.

### PDF File Specifications

- Acrobat Distiller options should be set to Press Quality.
- All fonts and images must be embedded.
- All files and images must be at least 300 dpi.

### Illustrator File Specifications

- All fonts must be embedded into the file or converted to outlines.
- All images and/or graphics must be embedded in the file.
- All files and images must be at least 300 dpi.
- All files should be saved as EPS or PDF.

### Photoshop File Specifications

- All files and images must be at least 300 dpi.
- All files must be flattened.
- All files should be saved as EPS, TIFF, or PDF.
- JPEG files will not be accepted.

## PROOFS

The AAD and its printers require one (1) set of color proofs which are suitable for press match (Iris print, AGFA press match, or a Kodak Approval print). All proofs must have trim, register, and center marks clearly indicated. No exceptions will be granted. Color laser prints are not suitable for color matching on press and will not be accepted for that purpose. Laser proofs are acceptable for black and white ads only. The AAD and its printers will not guarantee the final reproductive quality or accuracy of ads submitted electronically without the required color proofs. No makegoods or discounts will be issued when these electronic ad submission guidelines are not followed. 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 specific captions online at [www.swop.org](http://www.swop.org). Without an accurate SWOP-provided proof, the AAD and its printers cannot be held responsible for the outcome of color on press.

Submit electronic ad materials, insert samples, and proofs to:

Carrie Parratt, Advertising Specialist  
American Academy of Dermatology  
9500 W Bryn Mawr Avenue, Ste 500  
Rosemont, IL 60018-5216  
Phone: 847-240-1770  
Fax: 847-240-8618  
E-mail: [cparratt@aad.org](mailto:cparratt@aad.org)

E-mail submitted materials must be less than 5MB. Any file larger than 5MB please contact Carrie Parratt.

FOR MORE INFORMATION PLEASE REVIEW THE AAD MEDIA KIT ON THE WEB AT [WWW.AAD.ORG/ADVERTISE](http://WWW.AAD.ORG/ADVERTISE)

## AAD Official Meeting Emails and Registration Emails

- Banner ad: 728 x 90 pixels
- URL

## Mobile App

- Images or logos = 300px wide by 234px high (can be an image or a logo)
- File formats = JPG or PNG
- Fewer words the better as it doesn't scroll.
- Suggested language: "Visit Booth #," "Stop by Booth #," "See You at Booth #"
- Ad links to a single URL of your choice.

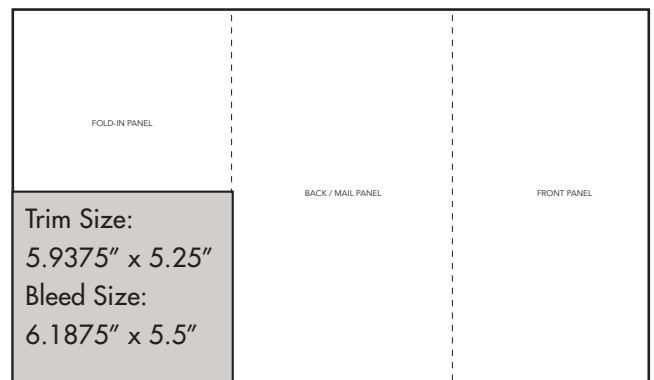
## Innovation Academy Announcement

### Ad sizes and dimensions (W x H)

Publication size:  
18" x 10.5" (flat)

Advertiser receives half a panel.

\*Live content should remain 0.25" from trim.





# AAD ADVERTISING STANDARDS

The American Academy of Dermatology and AAD Association (collectively, “the Academy”) owns or controls a variety of communication outlets, including but not limited to publications, websites, digital newsletters, meeting site signage (banners, buses, billboards et al), etc., and accepts advertising as a means of keeping our audiences informed of products and services, and as a source of non-dues revenue.

## GENERAL ELIGIBILITY

1. Advertising eligibility is governed by the Academy’s Advertising Standards, bylaws, administrative regulations and policies, and all applicable federal, state and local laws.
2. The Academy follows the Standards for Commercial Support of Continuing Medical Education of the Accreditation Council for Continuing Medical Education (ACCME) and the Council on Medical Specialty Societies Code for Interactions with Companies. The Academy also complies with the PhRMA and AdvaMed guidelines on the interaction with health care providers to the extent they are consistent with AAD guidelines.
3. The Academy accepts advertising only if acceptance does not pose or imply a conflict of interest.
4. The Academy regularly reviews advertisements for suitability according to industry advertising standards, and as governed by the Federal Trade Commission (FTC). The Academy reserves the right to reject or not to renew previously approved advertisements.

## ADVERTISING COPY

1. The advertiser and the product or service being offered should be clearly identified in the advertisement. In the case of drug advertisements, the full generic name of each active ingredient shall appear.
2. It is the sole responsibility of the advertiser to ensure that advertisements are in compliance with all applicable industry, state and federal regulatory and governmental agency guidelines (FDA, FCC, FTC, PhRMA, CMSS, OIG, CFSAN, etc.), as well as continuing medical education guidelines (AMA, ACCME, etc.), as appropriate. Appearance of advertising in Academy publications should not be construed as a guarantee that the manufacturer has complied with such laws and regulations.
3. Advertisements containing claims about the safety or effectiveness of health care products or services may cite in footnotes references from scientific literature, provided the reference is truthful and is a fair representation of the body of literature supporting the claim made.
4. Guarantees may be used in advertisements provided the statements that are “guaranteed” are considered truthful, supportable, and could be used whether or not they are guaranteed. Companies must disclose conditions and limitations of any product guarantees.
5. Comparison to a competitor’s products or services is permitted if claims of superiority have not been challenged by any governing body, and data from well-controlled clinical studies cited in recognized, peer-reviewed medical journals, are cited in the ad, or can be made available upon request. Comparisons to a competitor’s products or services may not be disparaging, false or misleading. Comparison to the Academy’s products or services is prohibited.
6. Advertisement of memberships, products, meetings or services that compete directly with those offered by the Academy is generally prohibited. Fundraising by organizations other than the Academy is prohibited.
7. Artwork, format, and layout of ads should be such as to avoid confusion with editorial content of the communication outlet. The word “advertisement” may be required.

8. The inclusion of an advertisement in Academy communications outlets is not to be construed or publicized as an endorsement or approval by the Academy of any company or company’s products or services, nor referred to in collateral advertising.

## ELECTRONIC ADVERTISING POLICY

### Acceptance

The American Academy of Dermatology accepts advertisements within select areas of the member and public sections of its website, and in its digital publications, except on pages which have been deemed inappropriate for commercial ads.

### Format

Ads on the Academy website conform with the standard sizes suggested by the Interactive Advertising Bureau (IAB, [www.iab.net](http://www.iab.net)). The Academy accepts banner advertisements including skyscrapers, rectangles, and horizontal banners.

### Requirements

Digital advertisements must:

1. Be in accordance with the guidelines set forth in the AAD Advertising Standards.
2. Be clearly distinguishable from editorial content. All digital ads are labeled with the word “advertisement”.
3. Be in the format of static or rotating banner ads, audio or video that requires “push to play”. The following types of electronic advertising are prohibited: pop-ups, scroll-overs, corner peels, crawls, and floating ads.
4. Be placed at random. Advertisements will not appear adjacent to relevant editorial except by chance. Advertisements may not appear adjacent to content that carries AMA Category 1 Credits.
5. Not collect any personal information from any user, except with the user’s knowledge and permission and only after providing information about the uses to which the information will be put. Cookies, applets and other such files are prohibited if those files transmit any personally identifiable information to the advertisers or agencies without the user’s knowledge and permission.
6. Disclose the full rules for any market research or promotion associated with an advertisement. This information must be displayed in the advertisement or available via a hyperlink.

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### Limitation of Liability

The Academy will endeavor to publish advertisements promptly and accurately. The Academy assumes no responsibility to verify statements contained in an advertisement. Any inadvertent errors by the Academy will be corrected promptly upon discovery, without additional charge, and such obligation to correct shall constitute sole liability of the Academy.

### Interpretation and Application of Standards

All matters and questions not specifically covered by these Standards, or other specific Academy guidelines, are subject to the final decision of the Executive Committee of the Academy.

### Violations

Specific actions may be taken by the Academy for violation of any provision of these standards. The action taken will be determined on the basis of the particular circumstances of the violation, but in cases involving major violations, may include legal action.

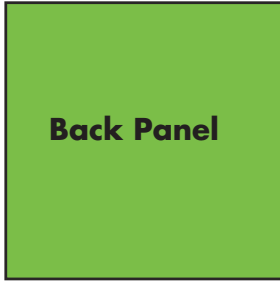


9500 W Bryn Mawr Avenue, Ste 500  
Rosemont, IL 60018-5216  
Telephone 847.330-0230  
Fax 847.330.8907  
Website: [www.aad.org](http://www.aad.org)

# PRINT AD SPECIFICATIONS

(WIDTH X HEIGHT)

## Attendee Welcome Guide Dimensions



### Back Panel

Bleed: 7.25" x 7.25"

Trim: 7" x 7"

Safety/Live Area: 6.5" x 6.5"

### Front Cover Logo

High resolution, transparent background

Format: EPS or AI

## Materials required for print products

- 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 (1/8-point offset).
- Only one ad per PDF document. (Submit Full Page spreads as single-page files.)

## Document setup

- Use 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.



## Magazine Stand Dimensions

Available ad space (for advertisers)

- Front top panel: Advertiser Recognition
- Side panels: 18.375 in. x 21 in.
- Front bottom panel: 18.375 in. x 27 in.

Note: Please include .125 in. bleed around all artwork.

## 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.

## Printed 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 Media cannot be held responsible for the outcome of color on press.

## Important notes

- Only exhibitors may advertise.
- All advertising is subject to AAD approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- All quantities are based on projected attendance.
- All quantities are based on projected attendance and room blocks.
- See the next page for advertising policies

## Submitting recommended printed proofs

Mail proofs to: Ascend Media LLC  
Attn: AAD Innovation Academy 2024  
401 SW Ward Rd, Suite 210  
Lee's Summit, MO 64081-2400



## Ad Dimensions for ePreviews, eDaily, and eHighlights

**Leaderboard:** 600 x 100 pixels

**Premium Banner:** 600 x 100 pixels

### Traffic-Driving Content Ad

- Up to 1000-word article (can include URL links)
- Company name to be included in headline or teaser
- Headline: Up to 75 characters
- Teaser: 40-250 characters
- Thumbnail image: Horizontal and high resolution
- Logo: High resolution JPEG or PNG

## Specifications for ePreviews, eDaily and eHighlights

- Leaderboard and banner 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 AAD. We can only provide ad metrics for ads that have an associated hyperlink.
- The maximum ad file size is 100kb-125kb.
- 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.
- We can only provide ad metrics for ads that have an associated hyperlink.

## Ascend Ad Tagging Policy for emails

- Ad tagging for email deployment is not available. We can only accommodate static JPEG/PNG or animated GIF and a URL.

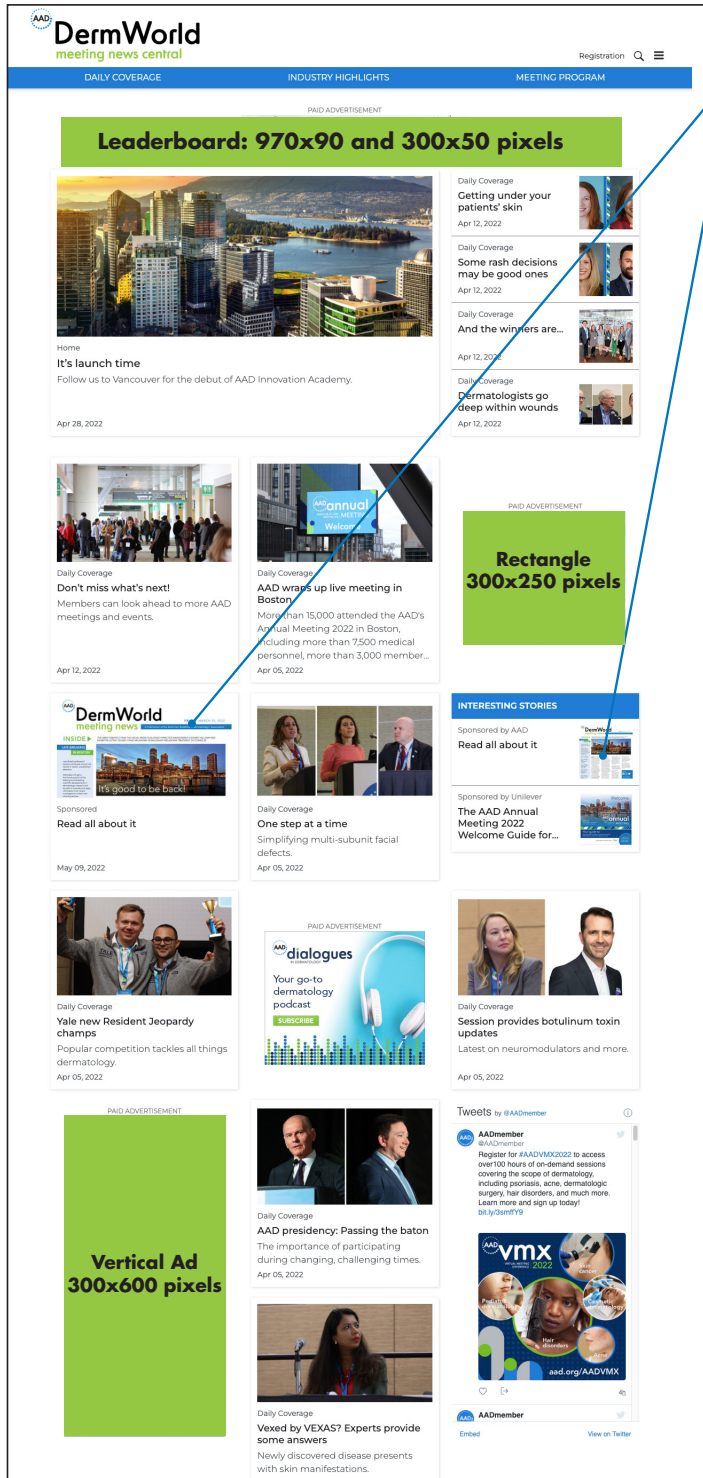


## Exclusive Exhibitor Email Recommendations

- Ascend is responsible for integrating your layout with the event header and footer code. Advertiser should not include the following elements
  - Designed headers or footers.
  - "Contact us," "Do not reply" statements, unsubscribe links, mail correspondence references and the like in a footer. These elements will be included by Ascend in an association footer since the email is coming from the association.
- Subject lines are recommended at no more than 7 words.
- All images required should be supplied as 72dpi email-optimized JPG or PNG images
- All links within the email must be hosted externally by the advertiser.
- Final html file, including all graphics must be delivered to Ascend as a zip file to avoid possible file corruption
- Advertisers may include their own UTM tracking codes within their html file but Ascend is unable to test these tags. When email tests are sent to the advertiser, it will be their responsibility to test all internal tracking/tagging.
- While every attempt is made to ensure the accurate deployment of provided content, Ascend cannot be responsible for formatting or text inaccuracies that are caused by a specific browser or setting. This applies to both desktop and mobile deployments.
- Guidelines for provided code:
  - 650px width with 25px margins
  - Full width (650px) images for the initial head image, all other content requires 25px padding left/right for a content area of 600px
  - Code should only include:
    - Basic media query in <style> tags for responsive code only
    - Content starting and ending with <table> tags (no header/body tags as that is already part of our template.
    - For responsive, we will allow basic Media Queries for show/hide and basic width handling
    - Code must be run through a validation tool, such as Litmus or EmailOnAcid to confirm responsiveness before submission.



# Meeting News Central Specifications



## High-Performance Ads

**Hero Image**  
Horizontal, minimum 300 dpi

**Presented by Company name will be included with headline/Teaser**

**Headline:**  
Up to 75 characters

**Teaser:**  
40-250 characters

**Body copy:**  
Up to 1,000 words

**Optional elements may include:**

- Video: embed link from a video hosted on YouTube or Vimeo
- White papers/other documents: PDF



## ROS Advertising

- Leaderboard, rectangle and vertical ad 300 x 600 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 AAD.
- 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.

## Ascend Ad Tagging Policy for Websites

- 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 on landing pages or other websites.
- 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.

# ADVERTISING SPECIFICATIONS

## Product Samples Channel

## Product Samples Article

### Product Samples Article Specifications

- Product Name
- Company Name
- Up to 500 word article
- Headline: Max of 75 characters
- Teaser: 40-250 characters
- Product image: horizontal and high resolution
- Contact Name and email for leads

## Retargeting

The minimum required to launch retargeting campaign.

- Standard Ad Sizes:
  - 300x250
  - 728x90
  - 160x600
  - 180x150
- Mobile Ad Sizes:
  - 320x100
  - 320x50