

# ASCEND MEDIA ADVERTISING AGREEMENT

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



summer meeting

AUGUST 5-8, 2021 • TAMPA, FL

Official Exhibitor Supplier

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

## MEETING NEWS AND NAVIGATION PRODUCTS

### Advance Announcement

#### Standard Rates

Back Cover	___ \$12,500
Cover Tip*	___ \$8,920
Inside Front Cover	___ \$6,690
Inside Back Cover	___ \$5,380
Full Page (one available)	___ \$5,380

### Meeting News Central

#### Banner Advertising

Front Page Leaderboard (four rotating in position)	___ \$5,170
Front Page Vertical 300 x 600 (four rotating in position)	___ \$4,205
Front Page Rectangle (four rotating in position)	___ \$3,230
Front Page Video (one available)	___ \$5,000
Channel Leaderboard	
(three rotating in position per channel)	___ \$3,875
Channel Vertical 300 x 600	
(three rotating in position per channel)	___ \$3,150
Channel Rectangle	
(three rotating in position per channel)	___ \$2,425

### Advertorial Content

Industry Content	___ \$6,500
Industry Resources	___ \$4,500
Industry Programs	___ \$10,000

### Attendee Welcome Guide

Exclusive Sponsorship	___ \$12,500
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## EMAIL PRODUCTS

### Registration Emails

ePreview #1	___ \$5,640
ePreview and Channel Leaderboard	___ \$5,640
ePreview Premium Banner and Channel Rectangle (each)	___ \$4,380

### ePreview #2

ePreview and Channel Leaderboard	___ \$5,640
ePreview Premium Banner and Channel Rectangle (each)	___ \$4,380

### ePreview #3

ePreview and Channel Leaderboard	___ \$5,640
ePreview Premium Banner and Channel Rectangle (each)	___ \$4,380

### eDaily

Leaderboard	___ \$16,605
Premium Banner (each)	___ \$13,005

### eHighlights #1

Leaderboard	___ \$5,640
Premium Banner (each)	___ \$4,380

### eHighlights #2

Leaderboard	___ \$5,640
Premium Banner (each)	___ \$4,380

## PERSONAL DELIVERIES

### Doctors Bag Emails

Insert	___ \$9,600
Premium Leaderboard + Insert (each)	___ \$16,300

### Exclusive Exhibitor Email

Email (each)	___ \$17,000
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### Retargeting

25,000 impressions	___ \$7,000
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## ENGAGEMENT PACKAGES

### Branding

### Lead Generation

## HOTEL ADVERTISING: EMBASSY SUITES BY HILTON TAMPA DOWNTOWN CONVENTION CENTER

### Convention Center Bridge Branding

Exclusive Opportunity	___ \$6,000
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### Elevator Clings

Exclusive Opportunity	___ \$8,000
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### Front Desk Branding

Exclusive Opportunity	___ \$8,000
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### Front Entrance Branding

Exclusive Opportunity	___ \$8,500
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### Lobby Branding Package 1

Exclusive Opportunity	___ \$9,000
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### Lobby Branding Package 2

Exclusive Opportunity	___ \$9,000
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### Lobby Lounge Doors

Exclusive Opportunity	___ \$2,000
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### Outside Projections

One Projection	___ \$30,000
Two Projections	___ \$40,000

## HOTEL ADVERTISING: TAMPA MARRIOTT WATER STREET

### Lobby Banner and Gobo 1

Exclusive Opportunity	___ \$6,500
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### Lobby Banner and Gobo 2

Exclusive Opportunity	___ \$6,500
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### Single Lobby Gobo

Exclusive Opportunity	___ \$3,000
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\*Advertiser to provide printed Cover Tip.

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 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.



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

#### PREPRINTED COVER TIPS FOR PROGRAM BOOKS

See Closing Dates for deadlines. Please contact your sales representative for quantity needed and shipping instructions. 100# text weight maximum.

#### 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.

## ADVANCE ANNOUNCEMENT MECHANICAL SPECIFICATIONS

#### 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)**

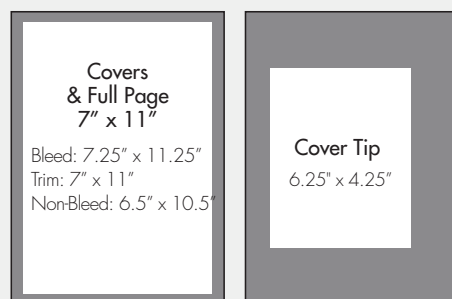
### AAD Advance Announcement

#### Ad sizes and dimensions

Publication size: 7" x 11"  
(finished size)

All dimensions are width x height.

\*Live content should remain 0.25" from trim.



## CONTACTS

**Bridget Blaney (companies A-D)**

773-259-2825

[bblaney@ascendmedia.com](mailto:bblaney@ascendmedia.com)

**Cathleen Gorby (companies E-L)**

913-344-1305

[cgorby@ascendmedia.com](mailto:cgorby@ascendmedia.com)

**Maureen Mauer (companies M-Z)**

913-344-1321

[mmauer@ascendmedia.com](mailto:mmauer@ascendmedia.com)

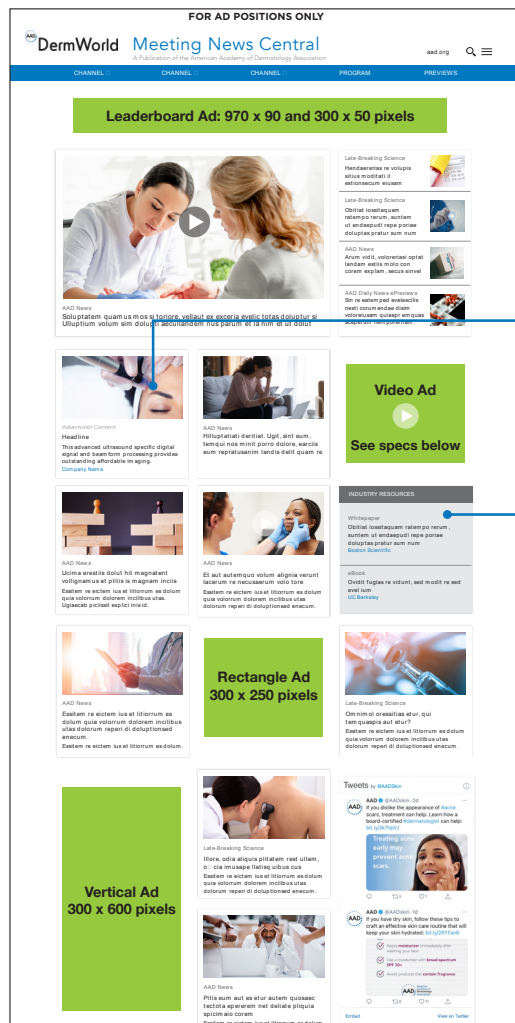
# MEETING NEWS CENTRAL SPECIFICATIONS



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## Front Page and Channel Page ad dimensions



Mockup of AAD Meeting News Central Front Page and Channel Pages.  
For ad positions only.

## Advertorial Content

### Industry Content

#### Hero Image

At least 7" wide and 300 dpi

#### Vertical 300 x 600

300 x 600 pixels at 72 dpi

#### Headline, company name and 250 words

#### Request more information form

Provide an email address where any requests for more information will be sent.



Mockup of Industry Content Article Page

## Industry Resources

- PDF of your document (research, white paper, ebooks, webinar content or other downloadable files).
- Document name that will be displayed on front page of AAD Meeting News Central.
- 100 word description

## Industry Programs

- Video will need to be hosted on Youtube. Advertiser will provide the YouTube URL or embed code.
- Company Name
- 100 word description

## Company Page

- Included with the Industry Resources, Advertorial Content and Industry Programs.
- Company details including: address, phone number, and social media links.
- Company logo/photo
- 100 word description

## Meeting News Central Ads

- 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.

## AAD Meeting News Central Video Ads

- Rectangle ad - 300 x 250 pixels
- Format required: HTML 5 creative
  - Total playing time must be 4 minutes or less.
  - Creatives must include a user-initiatable "replay" button.
  - Creatives must play inline by including the playsinline parameter
  - Creatives may not expand past ad unit boundaries.
  - Image GIF/JPG: 40 KB initial load, 2.2 MB total load with video.
  - Aspect ratio: 4:3 aspect ratio recommended; other aspects will be accepted but may be letter boxed.
  - Border: 1x1 contrasting border is suggested.
  - Frame rate: Minimum 14 frames-per-second (30 FPS recommended).
  - Audio: Must be encoded at a volume less than or equal to -12 dB.
  - Animation: 30 seconds maximum. Opening image can't be animated.

## Ascend Ad Tagging Policy

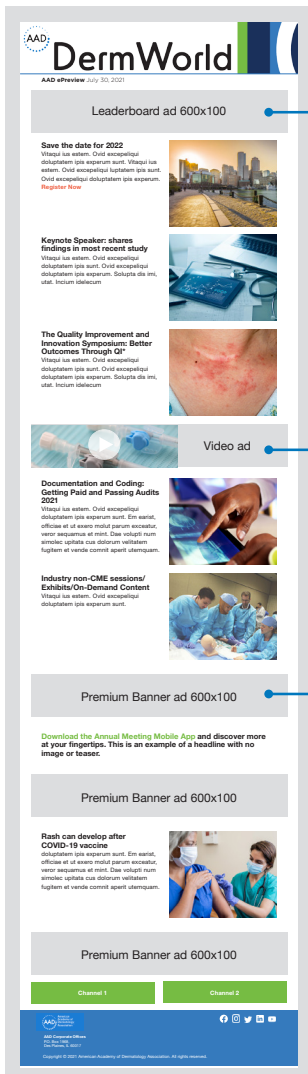
- Ad tagging for email deployment is not available.
- We do allow specific types of ad tags.
- For the privacy of our clients' members, we DO NOT allow tracking pixels or tracking mechanisms that expose any personal identifying information or that would attempt to extract personal identifying information 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.

# EMAIL SPECIFICATIONS



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## Leaderboard

600 x 100 and 300 x 50 pixels

## Email Video

URL to YouTube video, Logo, and 25 word description.

## Premium Banner

600 x 100 and 300 x 50 pixels

## Specifications for ePreviews, eDaily and eHighlights

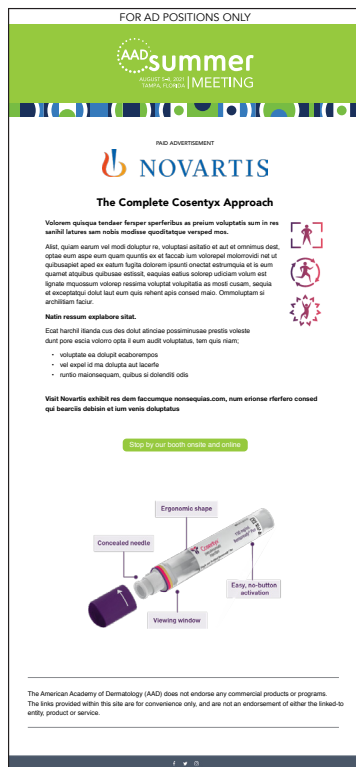
- Leaderboard and banner ads must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SVF files are not accepted.)
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of AAD.
- The maximum 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.
- 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.

## Email Videos

- Provide URL for the video hosted on YouTube, Logo and 25 word description.

## Ascend Ad Tagging Policy

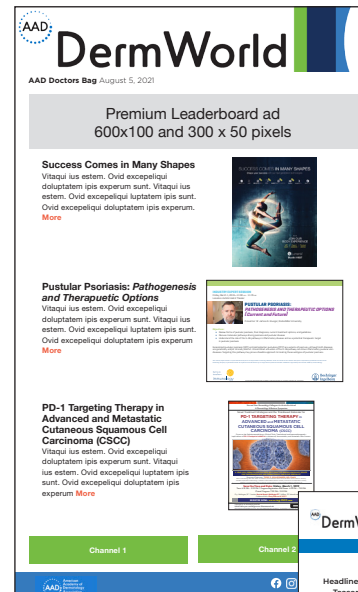
- Ad tagging for email deployment is not available.
- We do allow specific types of ad tags.
- For the privacy of our clients' members, we DO NOT allow tracking pixels or tracking mechanisms that expose any personal identifying information or that would attempt to extract personal identifying information 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.



Mockup of Exclusive Exhibitor Email

## Exclusive Exhibitor Email Recommendations

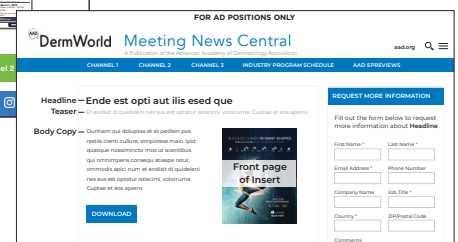
- Ascend is responsible for integrating your layout with the event header and footer code
- All images required should be supplied as 72dpi email-optimized JPG or PNG images
- Guidelines for provided code:
  - 650px width with 25px margins
  - Full width (650px) images for the initial head image, all 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 sub



Mockup of Doctors Bag Email

## Doctors Bag Emails

- PDF of the insert - Max 8.5" x 11" and minimum of 300 dpi.
- Ascend will use an image of the first page of the insert for the video, the elast image, and on the content page. A short blurb will be pulled from provided content for the elast description.
- Content to be included in the Doctors Bag Content Page and the elast:
  - Headline: No more than 8-10 words
  - Teaser: No more than 15 words
  - Body Copy: up to 40 words
  - Email contact for 'request more information' form.



Mockup of Doctors Bag Content page



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)



# MATERIALS SUBMISSION PROCEDURE



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All ads, inserts and promotional items require approval by AAD (Academy). Please allow five business days for approval. We highly recommend that advertisers do not print materials, or go live with websites, 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.

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.

For the Advance Announcement and Registration Emails, please submit to Carrie Parratt at [cparratt@aad.org](mailto:cparratt@aad.org).

Item	Prototype Due	Ad materials/Promotional or Insert Materials Due	Maximum Dimensions	Materials Contact
Registration Emails	April 19, 2021	May 3, 2021	n/a	Carrie Parratt: <a href="mailto:cparratt@aad.org">cparratt@aad.org</a>
Advance Announcement	May 13, 2021	May 27, 2021	n/a	Carrie Parratt: <a href="mailto:cparratt@aad.org">cparratt@aad.org</a>
ePreview #1	May 28, 2021	June 11, 2021	n/a	Andrea Johnson <a href="mailto:ajohnson@ascendmedia.com">ajohnson@ascendmedia.com</a>
ePreview #2	June 11, 2021	June 25, 2021	n/a	Andrea Johnson <a href="mailto:ajohnson@ascendmedia.com">ajohnson@ascendmedia.com</a>
Attendee Welcome Guide	June 16, 2021	June 30, 2021	n/a	Andrea Johnson <a href="mailto:ajohnson@ascendmedia.com">ajohnson@ascendmedia.com</a>
Hotel Advertising	June 25, 2021	July 9, 2021	n/a	Kate Hegarty <a href="mailto:khegarty@ascendmedia.com">khegarty@ascendmedia.com</a>
Doctors Bag Emails	July 1, 2021	July 15, 2021	8.5" x 11"	Kate Hegarty <a href="mailto:khegarty@ascendmedia.com">khegarty@ascendmedia.com</a>
Exclusive Exhibitor Email	July 1, 2021	July 15, 2021	n/a	Kate Hegarty <a href="mailto:khegarty@ascendmedia.com">khegarty@ascendmedia.com</a>
ePreview #3	July 1, 2021	July 15, 2021	n/a	Andrea Johnson <a href="mailto:ajohnson@ascendmedia.com">ajohnson@ascendmedia.com</a>
eDaily	July 6, 2021	July 20, 2021	n/a	Andrea Johnson <a href="mailto:ajohnson@ascendmedia.com">ajohnson@ascendmedia.com</a>
eHighlights #1	July 14, 2021	July 28, 2021	n/a	Andrea Johnson <a href="mailto:ajohnson@ascendmedia.com">ajohnson@ascendmedia.com</a>
eHighlights #2	July 21, 2021	Aug. 4, 2021	n/a	Andrea Johnson <a href="mailto:ajohnson@ascendmedia.com">ajohnson@ascendmedia.com</a>
Meeting News Central	Ongoing	Ongoing	n/a	Andrea Johnson <a href="mailto:ajohnson@ascendmedia.com">ajohnson@ascendmedia.com</a>
Retargeting	Ongoing	Ongoing	n/a	Andrea Johnson <a href="mailto:ajohnson@ascendmedia.com">ajohnson@ascendmedia.com</a>

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

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



## **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 2021 AAD Summer Meeting 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 2021 AAD Summer Meeting 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 2021 AAD Summer Meeting 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 Summer Meeting in booth #XXXX
  - d. Acceptable: Visit booth #XXX at the AAD Summer Meeting.
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 Summer Meeting. 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 Summer Meeting, 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 Summer Meeting.



## **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.