

ASCEND MEDIA ADVERTISING AGREEMENT

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



2024 AAD Year-Round Advertising Opportunities

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

Exclusive Advertiser Email

January	_____	\$35,000
April	_____	\$35,000
May	_____	\$35,000
June	_____	\$35,000
July	_____	\$35,000
September	_____	\$35,000
October	_____	\$35,000
November	_____	\$35,000
December	_____	\$35,000

DermWorld Aesthetics News

April	_____	\$6,500
September	_____	\$6,500

Please write your initials next to selected ad sizes.

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

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

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



401 SW Ward Rd, Suite 210,
Lee's Summit, MO 64081-2400

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".

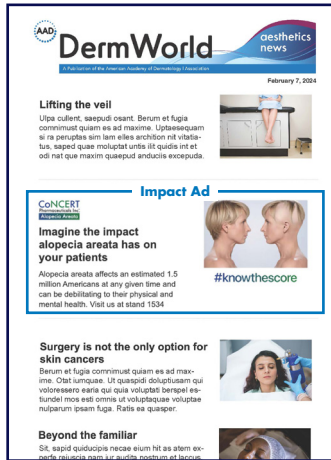
TERMS AND CONDITIONS

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

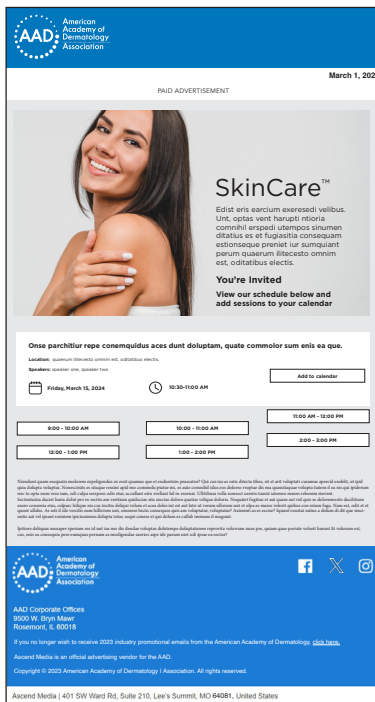
1. Event products are invoiced upon reservation, and payment is due upon receipt or no later than 45 days prior to the event start date. Non-event products are invoiced upon publication, and payment is due thirty (30) days from the invoice date.
2. Orders for space are accepted subject to Ascend Media's 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.

DermWorld Aesthetics News



Impact 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



Exclusive Advertiser Email Requirements

- 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 limited 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.



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). 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.

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.



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