

ASCEND MEDIA ADVERTISING AGREEMENT

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



**AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY**

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

Display Ad Package per month	_____	\$6,000
Display Ad Package per month 6x frequency	_____	\$5,500
Display Ad Package per month 9x frequency	_____	\$5,375
Display Ad Package per month 12x frequency	_____	\$5,250
<i>Bulletin</i> Classified Ads per month	_____	\$1,100
<i>Bulletin</i> Featured Classified Ads per month (two available)	_____	\$2,000

2024 Deadlines

The following deadlines are for full-month ad placements for both display and classified ads. Ads can be purchased anytime during the month, but full monthly rates will apply. Materials received after the first of the month will post 2-3 business days after receipt.

Please check box next to month to secure your space.

- January
Space/Materials: Nov. 21, 2023
- February
Space/Materials: Jan. 18, 2024
- March
Space/Materials: Feb. 16, 2024
- April
Space/Materials: March 18, 2024
- May
Space/Materials: April 17, 2024
- June
Space/Materials: May 17, 2024
- July
Space/Materials: June 17, 2024
- August
Space/Materials: July 18, 2024
- September
Space/Materials: Aug. 19, 2024
- October
Space/Materials: Sept. 17, 2024
- November
Space/Materials: Oct. 18, 2024
- December
Space/Materials: Nov. 14, 2024

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 the Total Amount indicated on this Advertising Agreement, and to Ascend Media's Terms and Conditions 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

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.

SIGN AND RETURN TO:

Display Advertising:
Tricia Walsh
twalsh@ascendmedia.com

Classified Advertising:
Aimee Preator
AAO-HNSclassifieds@ascendmedia.com





ADVERTISING TERMS AND CONDITIONS

This agreement is between Ascend Media, LLC 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. Payment for a Classified Ad is due upon order and the Ad will not be considered received until payment is satisfied. Payments for classified ads are made via credit card. For frequency ads, a single invoice for the entire campaign will be sent with a credit card link. Credit cards will be charged the first of each month for which an ad is ordered. All credit card information will be retained by the credit card processor only. Display Ads are invoiced upon receipt of a signed order and payment is due (30) days from the invoice date.
2. 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 on 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.

DISPLAY ADS

Bulletin Online

Five ROS ads rotate through the following five positions. All ad sizes need to be submitted. Materials received after the first of the month will post 2-3 days after receipt.

Leaderboard

728x90 and 300x50 pixels

Premium Banner (2)

600x100 and 300x50 pixels

Rectangle (2)

300x250 pixels

ROS Advertising

- Leaderboard, Rectangle, and Premium Banner 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 AAO-HNS.
- 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.

Ad Tagging Policy

- 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.

DISPLAY ADS

Bulletin eNewsletters

Premium Banner
600x100 pixels

Specifications

- 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 AAO-HNS.
- 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.

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.

bulletin

The screenshot shows a premium banner for the Bulletin eNewsletter. At the top, it says "American Academy of Otolaryngology-Head and Neck Surgery" and "View Online". Below that is a "Premium Banner" section with the Bulletin logo and the text "bulletin". The issue information is "November 2022 – Vol. 41, No. 10" and "Classifieds". There are links for "Download PDF" and "Classifieds". Below this is another "Premium Banner" section with a "FEATURE" icon and a graphic of a hand holding a smartphone in front of a world map. The main content area has a heading "GRATITUDE & GROWTH: Renewing the Academy's Commitment to Promote the Highest Standards in Clinical Care Worldwide". The text below discusses the AAO-HNSF International Affairs Program and the work of Mark E. Zafero, Jr., MD. There are two article teasers: "Private Practice Study Group Survey: Emergency Room Coverage in Private Practice" by Marc G. Dubin, MD, David E. Melon, MD, Daniel R. Gots, MD, Annette M. Pham, MD, and Melanie Wilson Seybt, MD; and "OUT OF COMMITTEE: Voice | Acid Reflux: Week in and Week Out, What We See, What We Know, and What We Are Learning" by Jordan I. Teitelbaum, DO, and Lee M. Akst, MD. The bottom section has another "Premium Banner" with "THE LEADING EDGE" icon and the article "The Perfect Storm" by Kathleen L. Yaremchuk, MD, MSA, AAO-HNSF President.

DISPLAY ADS

The screenshot displays a newsletter interface for 'otonews' from the American Academy of Otolaryngology-Head and Neck Surgery. It features several article teasers with 'Learn More' buttons and 'Premium Banner' placeholders. The articles include:

- CMS Releases Final Rule on 2024 Medicare Physician Fee Schedule**: Discusses the Centers for Medicare & Medicaid Services (CMS) release of the 2024 Medicare Physician Fee Schedule (PFS) Final Rule on November 2. It details five takeaways: a 3.37% decrease in the conversion factor, a new add-on code for complexity, a finalized program more challenging in 2024, a paused implementation of the Appropriate Use Criteria Program, and a new add-on code for complexity.
- CMS Releases Final Rule on 2024 Hospital Outpatient Prospective Payment Systems**: Mentions updates to the proposed rule during the open comment period and finalization of updates to the Payment Classification (APCs) for Nerve Ablation, with adjustments to codes 0652T, 0653T, and 0654T.
- Last Chance: AAO-HNSF Workforce and Sociodemographic Survey**: A reminder for members to complete a survey by November 6. The survey covers workforce and sociodemographic data.
- Last Chance to Apply for a January-June 2024 AAO-HNSF Humanitarian Travel Grant**: A deadline reminder for submitting applications for humanitarian outreach trips from January 1 to June 30, 2024.
- Deadline November 30 for OTO Journal Call for Papers: Science in the Age of Artificial Intelligence**: A call for papers for a special themed issue on AI in otolaryngology, with a deadline of November 30.

The interface also includes a 'Your OTO Articles' section with a 'Learn More' button and another 'Premium Banner' placeholder at the bottom.

OTO News

Premium Banner: 600x100 pixels

Specifications

- 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 AAO-HNS.
- We can only provide ad metrics for ads that have an associated hyperlink.
- The maximum ad file size is 50k.
- Animated GIF files are accepted. No limits on animation; maximum of four (4) frames is recommended.

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.

bulletin

Classifieds

The screenshot shows the 'bulletin' website's Classifieds section. At the top, there are navigation tabs for 'CURRENT ISSUE', 'ARCHIVES', and 'CLASSIFIEDS'. The main heading is 'CLASSIFIEDS'. Below this, there are two columns: 'FEATURED EMPLOYMENT' and 'FEATURED COURSES & MEETINGS'. The employment listing is for 'Adirondack Health Hospital Employed Otolaryngologist' in Northern New York. The course listing is for 'AAO-HNSF Hearing Testing Course (for staff)' on May 5-7, 2023, at Providence Park Hospital. Below these are sections for 'EMPLOYMENT' and 'COURSES & MEETINGS'. A callout box points to the employment listing with the text: 'The Bulletin's new classified section AAO-HNS's official Bulletin classifieds are'.

Headline: up to 65 characters

- Employment: Position title
- Courses & Meetings: Course name

Teaser: up to 225 characters

- Employment: Institution/practice name and location
- Courses & Meetings: Course sponsor name, dates, and location

Body Copy: up to 500 words

Logo and Primary Image:
High resolution JPEG/ PNG

**CLICK FOR CLASSIFIEDS
MATERIALS FORM**

Materials received after the first of the month will post 2-3 days after receipt.

This is a detailed view of the employment listing for 'Hospital Employed Otolaryngologist' at Adirondack Health. The page is published on October 11, 2022. The headline is 'Employment Opportunity for a Hospital Employed Otolaryngologist'. The teaser text reads: 'Join us in the heart of the Gorgeous Adirondack Mountains of Northern New York.' The main body text says: 'Join our Facial Plastic Surgeon in a busy, well established outpatient center.' A bulleted list of benefits includes: 'Brand new State-of-the-Art OR with 2 minor surgery rooms', 'Dedicated OR time', 'Sinus navigation system', 'This practice is well supported by primary care Physicians as well as Specialists' referrals', 'Courtesy ER calls are valued, and there is no trauma call!', 'Healthy mix of Adult/Pediatric population', and 'Interest in otology is welcomed.' Below this, it states: 'This position comes with a generous benefits package and competitive salary, centered in an employee friendly environment.' The listing is for a 'Qualified candidates who are Board Certified with an unrestricted license to practice medicine are invited to apply by contacting Joanne Johnson at jjohnson@adirondackhealth.org.' A section titled 'Come live where others vacation!' lists several benefits: 'Flexible schedules', 'Competitive salaries & benefits', 'Unparalleled quality of life', 'Family friendly community', 'Excellent schools, both private and public', 'Located nearby Whiteface Mountain ski resort', 'Home of the 1932 & 1980 Winter Olympics', 'World Cup Bobsled and Ski Events', 'Home of Paul Smith's College (ranked #2 for Most Innovative School)', and 'Hike, fish, ski, golf, boat or simply relax and take in the beauty and serenity of the Adirondack Region'. The website URL www.adirondackhealth.org is provided at the bottom. The page features several circular images showing scenic views of the Adirondack region, including a lake, a forest, and a ski resort.

bulletin