

ASCEND MEDIA ADVERTISING AGREEMENT

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

2021 ANNUAL SCIENTIFIC MEETING

Promoting
INNOVATION
and **DIVERSITY**
NOV. 4-8 • NEW ORLEANS



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

MEETING NEWS AND EMAIL PRODUCTS

On-Site Meeting Newspaper

Standard Rates

Full Page	_____ \$3,990
Full Page PI (B/VW)	_____ \$3,385
Junior Page	_____ \$3,330
Half Page	_____ \$2,840
Product & Services Showcase Ad	_____ \$650

Premium Rates

Cover Tip* with Full Page (per day)	_____ \$7,835
Cover Tip Only*	_____ \$5,055
Map Premium	_____ \$6,000
Back Cover	_____ \$5,030
Inside Front Cover	_____ \$4,475
Inside Back Cover	_____ \$4,200
Front Page Banner Ad	_____ \$4,040
Newsstand Sponsorship	_____ \$4,370
Newsstand Sponsorship with a Full Page	_____ \$6,575

Attendee Welcome Guide

Exclusive Sponsorship	_____ \$15,000
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PERSONAL DELIVERIES

Doctors Bag

Nov. 5 Insert (per insert)	_____ \$2,415
Nov. 5 Insert Premium (per day)	_____ \$7,210
Nov. 6 Insert (per insert)	_____ \$3,845
Nov. 6 Insert Premium (per day)	_____ \$7,210

Deadlines

Newsstand Sponsorship	
Space reservation due:	Sept. 8, 2021
Materials due:	Sept. 15, 2021
On-Site Meeting Newspaper	
Space reservation due:	Sept. 10, 2021
Materials due:	Sept. 17, 2021
Attendee Welcome Guide	
Space reservation due:	Sept. 16, 2021
Materials due:	Sept. 23, 2021
Doctors Bag Insert	
Space reservation due:	Sept. 24, 2021
Materials due:	Oct. 1, 2021
Doctors Bag Premium	
Space reservation due:	Sept. 24, 2021
Materials due:	Oct. 1, 2021

*Advertiser provides printed Cover Tip.

The ACAAI 2021 Annual Scientific Meeting includes virtual programming and the in-person meeting in New Orleans. If the in-person portion of the meeting must be canceled, all advertising from the physical assets of the meeting will be seamlessly transitioned to the virtual environment as outlined herein.

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

SIGN AND RETURN TO:

Suzee Dittberner
Ascend Media
sdittberner@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.



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.

PRINT AD SPECIFICATIONS

(WIDTH X HEIGHT)



For advertising specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at swop.org or adobe.com/designcenter/acrobat/articles/acr6pdfx.html.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (18-point offset).
- Only one ad per PDF document. (Submit Full Page spreads as single-page files.)

Document setup

- Use Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit 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.

On-Site Meeting Newspaper Ad Dimensions

(width x height)

Publication size: 9.5" x 13.25" (finished size)

Safety/Live Area: All text and graphics not intended to bleed (.5" from trim)

Full Page Spread Bleed: 19.25" x 13.5" Trim: 19" x 13.25" Safety/Live Area: 18.5" x 12.75" Non-Bleed: 18.5" x 12.75" Gutter: .5" in center, clear of text and/or logos	Covers and Full Page Bleed: 9.75" x 13.5" Trim: 9.5" x 13.25" Safety/Live Area: 9" x 12.75" Non-Bleed: 9" x 12.75"	
Half Page Horizontal Non-Bleed: 8.5" x 6"	Half Page Vertical Non-Bleed: 4" x 12.25"	Junior Page Ad Non-Bleed: 6" x 8.5"
Products & Services Showcase Ad 2.375" x 3.125"	Front Page Banner and Map Banner Ad 8.25" x 1.625"	Quarter Page 5" x 7"

Unacceptable file types

Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Media account manager.

Submitting digital files

You will receive an email address for file submission approximately six weeks prior to the materials deadline. If you have questions before this time, please contact your Ascend Media representative.

Proofs

Contract proofs are recommended for all 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. Without an accurate SWOP-provided proof, Ascend Media cannot be held responsible for the outcome of color on press.

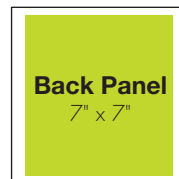
Attendee Welcome Guide Dimensions

(width x height)

Bleed: 7.25" x 7.25"

Trim: 7" x 7"

Safety/Live Area: 6.5" x 6.5"



Important notes

- Only exhibitors may advertise.
- All advertising is subject to ACAAI 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.
- A change-out fee applies to insertion of different ads per issue in daily newspapers.
- See the next page for for advertising policies

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

Newsstand Dimensions

(width x height)

Available ad space (for advertisers):

Front header panel: 26.5" x 9.5"

Front bottom panel: 26.5" x 15"

Side panels: 18.38" x 27"

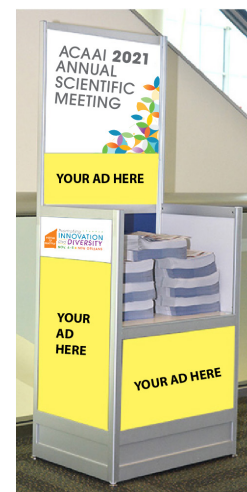
NOTE: Please include 1" bleed around all artwork.

Final newsstand dimensions:

Front header panel: 26.5" x 28.25"

Front bottom panel: 26.5" x 15"

Side panels: 18.38" x 33"



ADVERTISING POLICIES AND MATERIALS SUBMISSION PROCEDURES

2021 ANNUAL SCIENTIFIC MEETING


 Promoting
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 and **DIVERSITY**
 NOV. 4-8 • NEW ORLEANS



All ads, inserts and promotional items require approval by ACAAI. 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. ACAAI is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced prior to receiving approval.

Submit a copy of your ad/insert/promotional item via email for approval. **Please indicate the name of the exhibiting company and provide the name of the meeting in the subject line of the email.** Email to Kate Hegarty: khegarty@ascendmedia.com.

Item	Prototype Due	Ad Materials/Printed Materials Due	Maximum Weight	Maximum Dimensions
Newsstand Sponsorship	Sept. 1, 2021	Sept. 15, 2021		
On-Site Meeting Newspaper	Sept. 3, 2021	Sept. 17, 2021	n/a	n/a
Attendee Welcome Guide	Sept. 9, 2021	Sept. 23, 2021	n/a	n/a
Doctors Bag Insert	Sept. 17, 2021	Oct. 1, 2021	2 oz.	8.5" x 11", flat
Doctors Bag Premium	Sept. 17, 2021	Oct. 1, 2021	2 oz.	8.5" x 11", flat

Inserts are considered to be one 8.5" x 11" printed piece, with a maximum weight of 2 oz. Inserts not meeting that criteria are considered "bulk" items, and are subject to additional fees. This includes, but is not limited to, items such as product samples (bottles, bars or packets); non-perishable food items; branded materials; other giveaway items; printed materials that are packaged or of odd shapes and/or sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces.

Handling fees for shipments received by hotels may apply.

After your inserts are approved, ship them to be received by the materials deadline(s) above. Ascend Media will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box shipped. Please do not ship the full quantity to Ascend Media, or you may incur additional costs. The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, Ascend Media will attempt to verify quantities received and notify advertisers of shortages. Ascend Media will not be responsible for shortages due to an incorrect number of inserts received. For Doctors Bags please submit an additional 3% to 5% overage to allow for potential increase in room blocks.

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:

- If promoting a Product Theater and/or Non-CME Corporate Forum the following statements must be included:
 - *"The Product Theater content and views expressed therein do not necessarily reflect the views, policies or position of the American College of Allergy, Asthma & Immunology."*
 - *"The Non-CME Corporate Forum content and views expressed therein do not necessarily reflect the views, policies or position of the American College of Allergy, Asthma & Immunology."*
- All promotional and marketing materials must be approved by ACAAI prior to distribution. It is the sole responsibility of the supporting company to work with ACAAI to receive approval of materials.
- Speakers cannot have any designations after their name – only "MD" may be listed.
- Activity promotion must say "Non-CME Corporate Forum" / "Product Theater" in a font size similar or greater than the primary copy font.
- Activity promotion must name the sponsor in a font size similar or greater than the primary copy font.
- Activity promotion cannot use the words "education" or "educational".
- Activity promotion cannot list a third-party medical education company as the sponsor.
- Activity promotion cannot use a logo other than the sponsor.
- Activity promotion cannot associate the activity with the ACAAI meeting. For example, it cannot say the activity is "in conjunction with the ACAAI Annual Meeting."