

# ASCEND MEDIA ADVERTISING AGREEMENT

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



American College  
of Allergy, Asthma  
& Immunology



2023 ANNUAL SCIENTIFIC MEETING  
Embracing the Evolution  
of Patient Care  
NOV. 9-13 • ANAHEIM, CA

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

## MEETING NEWS AND NAVIGATION PRODUCTS

### On-Site Meeting Newspaper

#### Standard Rates

Full Page	_____	\$4,235
Full Page PI (B/W)	_____	\$3,590
Junior Page	_____	\$3,535
Half Page	_____	\$3,015
Product & Services Showcase Ad	_____	\$690

#### Premium Rates

Belly Band* with Full Page (per day)	_____	\$8,310
Belly Band Only*	_____	\$5,360
Map Premium	_____	\$6,365
Back Cover	_____	\$5,335
Inside Front Cover	_____	\$4,750
Inside Back Cover	_____	\$4,455
Front Page Banner Ad	_____	\$4,285
Newsstand Sponsorship	_____	\$4,500
Newsstand Sponsorship with a Full Page	_____	\$6,895

### Attendee Welcome Guide

Exclusive Sponsorship	_____	\$18,250
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## PERSONAL DELIVERY

### Doctors Bag Insert

Nov. 9 Insert (per insert)	_____	\$3,560
Nov. 10 Insert (per insert)	_____	\$5,080

### Doctors Bag Premium

Nov. 9	_____	\$8,650
Nov. 10	_____	\$8,650

### Individual Hotel Room Drop

Nov. 8 Insert (per insert)	_____	\$8,500
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\*Advertiser to supply printed Belly Band.

The ACAAI 2023 Annual Scientific Meeting includes livestreamed programming and the in-person meeting in Anaheim. 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. 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.

Please write your initials next to selected ad sizes.

Payment is due upon receipt or no later than Monday, Sept. 25, 2023.

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

**SIGN AND RETURN TO:** Suzee Dittberner | Ascend Media | sdittberner@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.

ascend.  
media

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.

# PRINT AD SPECIFICATIONS

(WIDTH X HEIGHT)


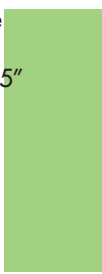






## Daily Ad Dimensions (width x height)

Publication size: 10.875" x 15" (finished size)

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

<b>Full Page Spread</b> <b>Bleed</b> 19.25" x 13.5" <b>Trim</b> 19" x 13.25" <b>Safety/Live Area</b> 18.5" x 12.75" <b>Non-Bleed</b> 18.5" x 12.75" (Allow .5" gutter in center with no text or logos)	<b>Covers and Full Page</b> <b>Bleed:</b> 9.75" x 13.5" <b>Trim:</b> 9.5" x 13.25" <b>Safety/Live Area:</b> 9" x 12.75" <b>Non-Bleed</b> 9" x 12.75"
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<b>Half Page Horizontal</b> 8.5" x 6" 	<b>Half Page Vertical</b> 4" x 12.25" 	<b>Junior Page</b> 6" x 8.5" 
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<b>Products &amp; Services Showcase Ad</b> 2.375" x 3.125" 	<b>Front Page Banner and Map Banner Ad</b> 8.25" x 1.625" 	<b>Quarter Page</b> 5" x 7" 
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**Map Premium includes:** Full Page ad and Banner ad



## Newsstand Dimensions (width x height)

### Available ad space (for advertisers):

Front header panel:  
 15.5" wide x 5" high

Base side panels:  
 11.5" wide x 43.875" high

Final rack dimensions:  
 Front header panel:  
 15.5" wide x 30" high

Side panels (top and base panels combined):  
 11.5" wide x 74.875" high

NOTE: Please include 1" bleed around all artwork. Keep all text and logos .25" inside trim lines.

## Attendee Welcome Guide Dimensions (width x height)

<b>Back Panel</b>	Bleed: 7.25" x 7.25" Trim: 7" x 7" Safety/Live Area: 6.5" x 6.5"
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## 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 (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](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.

## 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.

## Submitting recommended printed proofs

Mail proofs to: Ascend Media LLC  
 Attn: ACAAI 2023  
 401 SW Ward Rd, Suite 210  
 Lee's Summit, MO 64081-2400

## 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.
- See the next page 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.

# ADVERTISING POLICIES AND MATERIALS SUBMISSION PROCEDURES



American  
**College**  
of Allergy, Asthma  
& Immunology



2023 ANNUAL SCIENTIFIC MEETING  
**Embracing the Evolution  
of Patient Care**  
NOV. 9-13 • ANAHEIM, CA

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](mailto:khegarty@ascendmedia.com).

Item	Prototype Due	Ad Materials/Printed Materials Due	Maximum Weight	Maximum Dimensions
On-Site Meeting Newspaper	Sept. 5, 2023	Sept. 18, 2023	n/a	n/a
Attendee Welcome Guide	Sept. 14, 2023	Sept. 28, 2023	n/a	n/a
Newsstand Sponsorship	Sept. 14, 2023	Sept. 28, 2023	n/a	n/a
Doctors Bag Insert	Sept. 22, 2023	Oct. 6, 2023	2 oz.	8.5" x 11", flat
Doctors Bag Premium	Sept. 22, 2023	Oct. 6, 2023	2 oz.	8.5" x 11", flat
Individual Hotel Room Drop	Oct. 13, 2023	Nov. 6, 2023	2 oz.	8.5" x 11", flat

## Doctors Bag Submission

- 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.
- 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.
- 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.
- Do not ship any inserts 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.
- For a non-paper insert/promotional item, please send three samples of the item for approval. The item received for approval must be identical to the item that will be distributed. The association will review bulk items on a case-by-case basis.

Send to: Kate Hegarty | Ascend Media  
401 SW Ward Rd, Suite 210  
Lee's Summit, MO 64081-2400

### \*Please include the following information with the insert/promotional item for approval:

- Name of Advertiser/Exhibiting Company
- Insert/Promotional Item Title
- Planned Insertion Date

## ADVERTISING POLICIES

### Product Theater

- All promotional material must contain the following statement: **"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."**
- Speakers cannot have additional designations after their name – only "MD" or "DO" may be listed.
- Activity promotion must say "Product Theater (non-CME) sponsored by <insert name of sponsor>," at the top of the piece in a font size similar or greater than the secondary font size. Smaller sizes will not be accepted.
- Activity promotion cannot use the words or iterations of "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. Third-party medical education company logos are not allowed.
- Activity promotion cannot associate the activity with the ACAAI meeting. For example, it cannot state that the activity is "in conjunction with the ACAAI Annual Meeting" or "at the ACAAI Annual Meeting".
- The above policies also apply to any registration websites that might be used.

### Non-CME Corporate Forum

- 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.
- All promotional material must contain the following statement: **"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."**
- Speakers cannot have additional designations after their name – only "MD" or "DO" may be listed.
- Activity promotion must say "Non-CME Corporate Forum sponsored by <insert name of sponsor>," at the top of the piece in a font size similar or greater than the secondary font size. Smaller sizes will not be accepted.
- Activity promotion cannot use the words or iterations of "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. Third-party medical education company logos are not allowed. Activity promotion cannot associate the activity with the ACAAI meeting. For example, it cannot state that the activity is "in conjunction with the ACAAI Annual Meeting" or "at the ACAAI Annual Meeting".
- The above policies also apply to any registration websites that might be used.