

# ASCEND MEDIA ADVERTISING AGREEMENT

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



Scientific Assembly  
**BOSTON 21**  
Oct. 25-28, 2021

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

## MEETING NEWS AND NAVIGATION PRODUCTS

**Pre-Meeting Mailer** \_\_\_\_\_ \$4,500  
per insert

### Meeting News Central Banner Advertising

Front Page Leaderboard (four rotating in position) \_\_\_\_\_ \$3,530  
Front Page Vertical 300 x 600 (four rotating in position) \_\_\_\_\_ \$2,870  
Front Page Rectangle (four rotating in position) \_\_\_\_\_ \$2,205  
Front Page Video (one available) \_\_\_\_\_ \$5,000  
Channel Leaderboard  
(three rotating in position per channel) \_\_\_\_\_ \$2,645  
Channel Vertical 300 x 600  
(three rotating in position per channel) \_\_\_\_\_ \$2,150  
Channel Rectangle  
(three rotating in position per channel) \_\_\_\_\_ \$1,655

### Advertorial Content

Industry Content \_\_\_\_\_ \$4,410  
Industry Resources \_\_\_\_\_ \$2,870  
Industry Programs \_\_\_\_\_ \$4,410

### Onsite and Digital Program with Career Guide

#### Standard Placements

Full Page \_\_\_\_\_ \$7,095  
Full Page Pl (B&W) \_\_\_\_\_ \$5,805  
Half Page (horizontal) \_\_\_\_\_ \$5,400  
Third Page \_\_\_\_\_ \$3,070  
Quarter Page \_\_\_\_\_ \$2,600

#### Premium Placements

Gate Fold Cover \_\_\_\_\_ \$18,200  
Map Premium \_\_\_\_\_ \$12,780  
Back Cover \_\_\_\_\_ \$9,930  
Inside Front Cover \_\_\_\_\_ \$9,220  
Inside Back Cover \_\_\_\_\_ \$9,220  
Two-Sided Bookmark\* \_\_\_\_\_ \$9,105  
Cover Tip\* \_\_\_\_\_ \$8,840  
Tabbed Divider (one side) \_\_\_\_\_ \$7,920  
Full Page Opposite Table of Contents \_\_\_\_\_ \$7,900  
Newsstand with Full Page \_\_\_\_\_ \$12,500  
Newsstand Only \_\_\_\_\_ \$9,500

### Big Impact on a Small Budget

Sixth Page + Highlighted Listing with Logo \_\_\_\_\_ \$1,300  
Sixth Page \_\_\_\_\_ \$1,180  
Classified Job Posting \_\_\_\_\_ \$605  
Highlighted Listing with Logo \_\_\_\_\_ \$300

**Attendee Welcome Guide** \_\_\_\_\_ \$15,000

\*Advertiser is responsible for printing and production fees.

## EMAIL PRODUCTS

**ePreview #1**  
ePreview and Channel Leaderboard \_\_\_\_\_ \$6,000  
ePreview Premium Banner and Channel Rectangle (each) \_\_\_\_\_ \$4,500

**ePreview #2**  
ePreview and Channel Leaderboard \_\_\_\_\_ \$6,000  
ePreview Premium Banner and Channel Rectangle (each) \_\_\_\_\_ \$4,500

**ePreview #3**  
ePreview and Channel Leaderboard \_\_\_\_\_ \$6,000  
ePreview Premium Banner and Channel Rectangle (each) \_\_\_\_\_ \$4,500

**ePreview #4**  
ePreview and Channel Leaderboard \_\_\_\_\_ \$6,000  
ePreview Premium Banner and Channel Rectangle (each) \_\_\_\_\_ \$4,500

### eDaily

Leaderboard \_\_\_\_\_ \$15,000  
Premium Banner (each) \_\_\_\_\_ \$11,250

### eHighlights #1

ePreview and Channel Leaderboard \_\_\_\_\_ \$6,000  
ePreview Premium Banner and Channel Rectangle (each) \_\_\_\_\_ \$4,500

### eHighlights #2

ePreview and Channel Leaderboard \_\_\_\_\_ \$6,000  
ePreview Premium Banner and Channel Rectangle (each) \_\_\_\_\_ \$4,500

## PERSONAL DELIVERIES

**Door Hanger** \_\_\_\_\_ \$25,000  
per day

### Individual Hotel Room Drop

In-Room Delivery \_\_\_\_\_ \$15,000  
Outside Room Delivery \_\_\_\_\_ \$8,000

## HOTEL ADVERTISING: THE WESTIN BOSTON SEAPORT DISTRICT

**Concourse Escalators and Column** \_\_\_\_\_ \$4,500

**Mezzanine Escalator and Column** \_\_\_\_\_ \$6,500

**Skywalk Branding** \_\_\_\_\_ \$5,500

**Harborside Escalator Glass Panel and Column** \_\_\_\_\_ \$6,500

**Elevator Runner and Column** \_\_\_\_\_ \$5,500

**Front Desk Columns** \_\_\_\_\_ \$5,500

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:

Cathleen Gorby  
Ascend Media LLC  
cgorby@ascendmedia.com

**ascend.**  
media

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 SPECIFICATIONS

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 [www.swop.org](http://www.swop.org) or [www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html](http://www.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).
- Submit full-page spreads as a single-page file.

## Document setup

- Use Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit [www.adobe.com](http://www.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 (Type 1 and Multiple Master Fonts 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.

## 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 account manager.

## Proofs

Contract proofs are recommended for all print 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 [www.swop.org](http://www.swop.org). Without an accurate SWOP-provided proof, Ascend Media cannot be held responsible for the outcome of color on press.

## Product logos

Logos for Highlighted Listings should be submitted at 300 dpi at a minimum size of 2.25" x 1" in TIF, JPG or EPS format (vector EPS preferred).

## Inserts for directories

- Insert will be bound in and should not exceed 8.375" x 10.875", minimum is 4" x 6".
- Prototype required.
- Bindery charges may apply.

## Submitting color proofs

Mail proofs to:  
Ascend Media LLC  
Attn: ACEP  
7171 W. 95th St., Suite 300  
Overland Park, KS 66209  
913-469-1110

## Important notes for all products

- All advertising is subject to ACEP approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- All quantities are based on projected attendance and room blocks.

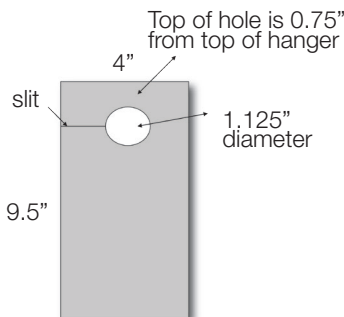
Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is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

## PRE-MEETING MAILER

Must have a minimum of five inserts to produce the Pre-Meeting Mailer.

Insert size limit: 8.5" x 11"

## DOOR HANGER



## ATTENDEE WELCOME GUIDE

Publication size:

7" x 7" (trim)

Trim: Final page dimensions.

Bleed: Size required for an ad to bleed off the edges of a page. (0.125" past trim)

Safety/Live Area: All text and graphics not intended to bleed. (0.25" from trim)

### Back Panel

Bleed  
 7.25" x 7.25"  
 Trim  
 7" x 7"  
 Safety/Live Area  
 6.5" x 6.5"

## ONSITE PROGRAM

ad sizes and dimensions  
(width x height)

Publication size:

8.375" x 10.875" (trim)

Trim: Final page dimensions.

Bleed: Size required for an ad to bleed off the edges of a page. (0.125" past trim)

Safety/Live Area: All text and graphics not intended to bleed. (0.25" from trim)

<b>Covers &amp; Full Page</b> Bleed 8.625" x 11.125" Trim 8.375" x 10.875" Safety/Live Area 7.875" x 10.375"	<b>Third Page</b> 2.25" x 10" (no bleed)  <b>Quarter Page</b> 3.5" x 5" (no bleed)	<b>Map Premium Full Page</b> Bleed 8.375" x 11.125" Trim 8.125" x 10.875" Safety/Live Area 7.625" x 10.375"
<b>Sixth Page</b> 2.25" x 5" (no bleed)  <b>Half Page Horizontal</b> 7" x 5" (no bleed)	<b>Cover Tip*</b> 7" x 5"	

\*Additional printing guidelines will be provided.

## NEWSSTAND

Available ad space  
(for advertisers)

Front header panel:

18.375" x 9.5"

Front bottom panel:

20.4375" x 28.75"

Side panels:

8.375" x 21"

Note: Please include 0.125 in. bleed around all artwork.



# MEETING NEWS CENTRAL SPECIFICATIONS

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.

## Front Page and Channel Page ad dimensions



Mockup of ACEP21 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 ACEP21 Meeting News Central.
- 100 word description

### Front Page Video

- Video will need to be hosted on YouTube. Advertiser will provide the YouTube URL or embed code.
- 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

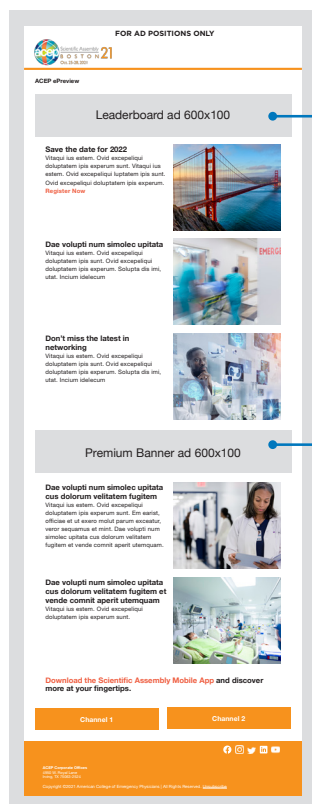
## Meeting News Central Ads

- 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 ACEP.
- 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.

## 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.

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.



**Leaderboard**  
600 x 100 pixels

**Premium Banner**  
600 x 100 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. (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 ACEP.
- 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.

## Ascend Ad Tagging Policy

- Ad tagging for email deployment is not available.

# MATERIALS SUBMISSION PROCEDURE



All ads, inserts and promotional items require approval by ACEP. Please allow five business days for approval. We highly recommend that advertisers do not print materials, or go live with websites, before ACEP approval is received. ACEP 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.

Item	Prototype Due	Ad materials/Promotional or Insert Materials Due	Maximum Weight	Maximum Dimensions
Pre-Meeting Mailer	Aug. 30, 2021	Sept. 13, 2021	1 oz.	8.5" x 11"
Attendee Welcome Guide	Sept. 6, 2021	Sept. 20, 2021	n/a	n/a
Onsite and Digital Program with Career Guide	Sept. 6, 2021	Sept. 20, 2021	n/a	n/a
ePreview #1	Sept. 8, 2021	Sept. 22, 2021	n/a	n/a
Hotel Advertising	Sept. 23, 2021	Sept. 27, 2021	n/a	n/a
ePreview #2	Sept. 14, 2021	Sept. 28, 2021	n/a	n/a
Door Hanger	Sept. 17, 2021	Oct. 1, 2021	n/a	n/a
Individual Hotel Room Drop	Sept. 17, 2021	Oct. 1, 2021	n/a	n/a
ePreview #3	Sept. 22, 2021	Oct. 6, 2021	n/a	n/a
ePreview #4	Sept. 27, 2021	Oct. 11, 2021	n/a	n/a
eDaily	Oct. 1, 2021	Oct. 15, 2021	n/a	n/a
eHighlights #1	Oct. 11, 2021	Oct. 25, 2021	n/a	n/a
eHighlights #2	Oct. 18, 2021	Nov. 1, 2021	n/a	n/a
Meeting News Central	Ongoing	Ongoing	n/a	n/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.

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.** Complete the supplied shipping label and place it on the outside of each box shipped. 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 Individual Door/Room Drop opportunities and Mailers, please submit an additional 3% to 5% overage to allow for potential increase in registration.

## **Please make note of these important advertising policies:**

- Satellite Symposia advertising must include the following statement: "This symposium is not part of the official ACEP21 educational program as planned by ACEP's Educational Meetings Committee."
- Expert Theater advertising must include the following statement: "This Expert Theater is not part of the official ACEP21 educational program as planned by ACEP's Educational Meetings Committee."
- Use of the ACEP21 Scientific Assembly logo must be approved by ACEP.
- The ACEP association logo is not permitted.