

# ASCEND MEDIA ADVERTISING AGREEMENT

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



|                 | 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

Per insert \_\_\_\_\_ \$4,500  
Envelope Premium (restrictions apply) \_\_\_\_\_ \$8,500

### Attendee Welcome Guide

Exclusive advertising opportunity \_\_\_\_\_ \$15,000

### Career Guide

Inside Front Cover \_\_\_\_\_ \$8,500  
Back Cover \_\_\_\_\_ \$9,500

### First Timer's Guide

Inside Front Cover \_\_\_\_\_ \$8,500  
Back Cover \_\_\_\_\_ \$9,500

### Research Forum

Inside Front Cover \_\_\_\_\_ \$8,500  
Back Cover \_\_\_\_\_ \$9,500

### Schedule at a Glance/Agenda

Inside Front Cover \_\_\_\_\_ \$8,500  
Back Cover \_\_\_\_\_ \$9,500

## EMAIL PRODUCTS

### Award Winner ePreview

Leaderboard \_\_\_\_\_ \$3,500  
Premium Banner \_\_\_\_\_ \$2,500

### eDaily

Leaderboard \_\_\_\_\_ \$7,500  
Premium Banner \_\_\_\_\_ \$5,625

### eHighlights

Leaderboard \_\_\_\_\_ \$3,500  
Premium Banner \_\_\_\_\_ \$2,500

### Exhibitor Spotlight Emails (restrictions apply)

\_\_\_\_\_ \$20,000

### Know Before You Go Email

Banner Ad (two available) \_\_\_\_\_ \$6,000

*ACEP23 is planned as an in-person meeting in Philadelphia. If the meeting must be canceled or converted to virtual, ACEP and Ascend Media will transition advertisers to options of equal value and exposure. Advertisers preparing materials specific to a booth or program 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 Friday, Aug. 25, 2023.

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

**SIGN AND RETURN TO:** Maureen Mauer | Ascend Media | mmauer@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.

## FIRST-TIMER'S GUIDE, CAREER GUIDE, RESEARCH FORUM, SCHEDULE AT A GLANCE/AGENDA and AWARD WINNER PDF

ad sizes and dimensions (width x height)

**Publication size:** 8.5" x 11" (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)

### Covers & Full Page

Bleed  
8.75" X 11.25"

Trim  
8.5" X 11"

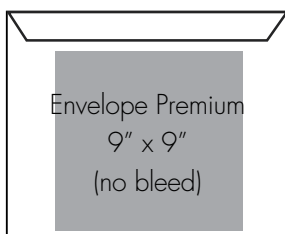
Safety/Live Area  
8" x 10.5"

## PRE-MEETING MAILER

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

**Insert size limit:** 8.5" x 11"

**Max weight:** 1oz.



## 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)

**Front cover recognition:** Company logo, EPS or AI.

### Back Panel

Bleed  
7.25" x 7.25"

Trim  
7" x 7"

Safety/Live Area  
6.5" x 6.5"

### 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.

### Submitting color proofs

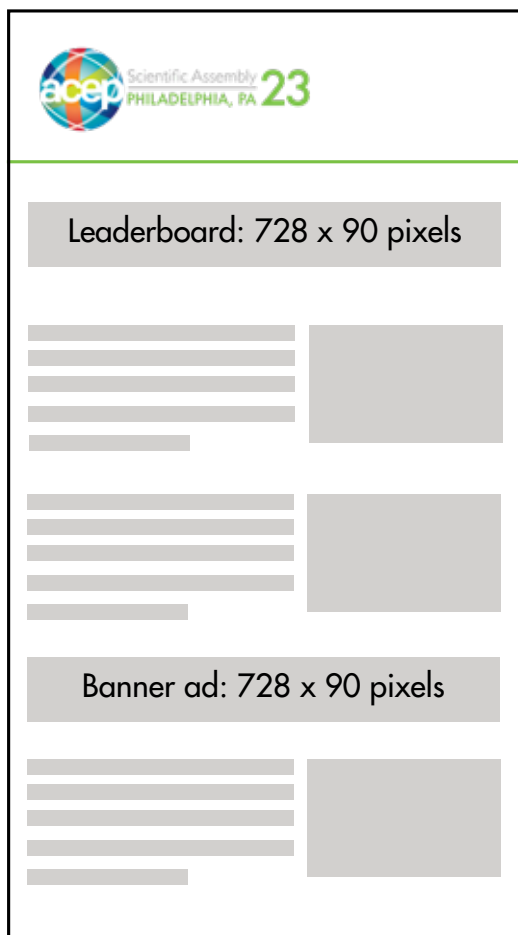
Mail proofs to:  
Ascend Media LLC  
Attn: ACEP  
401 SW Ward Rd, Suite 210,  
Lee's Summit, MO 64081-2400

### 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.

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.



## Specifications for Award Winner ePreview, eDaily, eHighlights and Know Before You Go Email

- 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. 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.

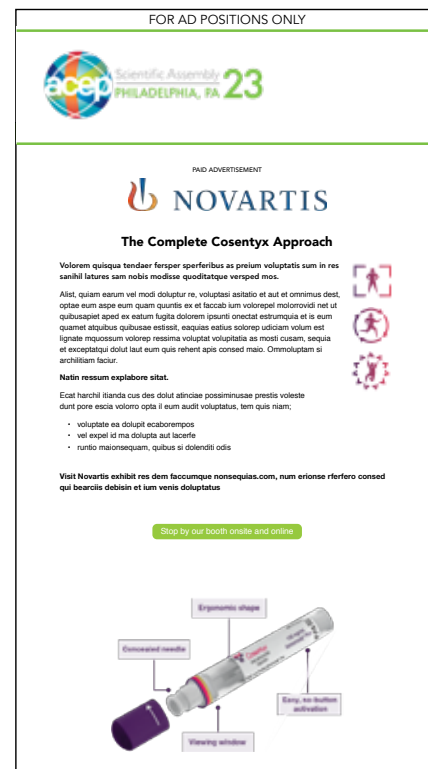
## Ad Tagging Policy for emails

- Ad tagging for email deployment is not available. We can only accommodate static JPEG/PNG or animated GIF and a URL.

## Exhibitor Spotlight Recommendations

- Ascend is responsible for integrating your layout with the event header and footer code
- 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
- 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 sub

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.



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 |
|-----------------------------|---------------|--|----------------|--------------------|
| Award Winner ePreview       | July 28, 2023 | Aug. 4, 2023                                     | n/a            | n/a                |
| First Timer's Guide         | July 28, 2023 | Aug. 4, 2023                                     | n/a            | n/a                |
| Career Guide                | July 28, 2023 | Aug. 4, 2023                                     | n/a            | n/a                |
| Pre-Meeting Mailer          | Aug. 4, 2023  | Aug. 11, 2023                                    | 1 oz.          | 8.5" x 11"         |
| eDaily                      | Aug. 21, 2023 | Aug. 28, 2023                                    | n/a            | n/a                |
| Know Before You Go Email    | Aug. 21, 2023 | Aug. 28, 2023                                    | n/a            | n/a                |
| Research Forum              | Aug. 21, 2023 | Aug. 28, 2023                                    | n/a            | n/a                |
| Schedule at a Glance/Agenda | Aug. 21, 2023 | Aug. 28, 2023                                    | n/a            | n/a                |
| Exhibitor Spotlights        | Aug. 23, 2023 | Aug. 31, 2023                                    | n/a            | n/a                |
| eHighlights                 | Sept. 5, 2023 | Sept. 18, 2023                                   | 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 ACEP23 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 ACEP23 educational program as planned by ACEP's Educational Meetings Committee."
- Use of the ACEP23 Scientific Assembly logo must be approved by ACEP.
- The ACEP association logo is not permitted.