

# ASCEND MEDIA ADVERTISING AGREEMENT

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



November 11-13, 2023  
Philadelphia, PA  
Philadelphia Convention Center

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

## Meeting News and Navigation

### AHA Mobile Meeting Guide App

Single Sponsorship	_____	\$80,000
Alert Notifications (each)	_____	\$5,000
Enhanced Exhibitor Listing (each)	_____	\$7,500
Conference Bag Inserts (limit five)	_____	\$20,000

### AHAtv

Daily Title Sponsor (exclusive all days)	_____	\$250,000
Daily Title Sponsor (per day)	_____	\$80,000
Advertorial Video (per two- to three-minute advertorial)	_____	\$8,000
Commercial Break Upgrades	_____	\$6,000
Exhibitor Clip (per 30-second clip)	_____	\$1,500

### Attendee Welcome Guide

Exclusive Opportunity	_____	\$25,000
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### Conference Bag Inserts

Per Insert	_____	\$20,000
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### Conference Coverage Website

ROS All Positions (three available)	_____	\$20,000
ROS Leaderboard (two available)	_____	\$11,765
ROS Rectangle (two available)	_____	\$9,060
ROS Vertical (two available)	_____	\$4,710
High-Performance Ads	_____	\$7,685

### Daily Newspaper

Per issue unless otherwise noted.

Back Cover	_____	\$25,000
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Inside Front Cover	_____	\$20,000
Map Sponsorship	_____	\$18,750
Inside Back Cover	_____	\$17,500
Inside Back Cover PI space	_____	\$13,000
Junior Page		
All three issues	_____	\$20,000
Two issues	_____	\$13,000
One issue	_____	\$11,500
Additional Junior Page PI space (with Junior Ad purchase only)		
All three issues	_____	\$10,000
Full Page	_____	\$13,500

### Final Program

Exclusive Opportunity	_____	\$30,000
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### On-Site Meeting Guide

Map Sponsorship	_____	\$20,035
Back Cover	_____	\$15,555
Inside Front Cover	_____	\$13,670
Inside Back Cover	_____	\$12,080
Full Page	_____	\$10,010
Full Page PI	_____	\$4,490
Half Page Horizontal	_____	\$7,830
Quarter Page	_____	\$6,490
On-Site Meeting Guide eBlast Banner Ad (two available)	_____	\$5,000
Product Category Display Ad	_____	\$1,650
Highlighted Listing with Logo	_____	\$580

### Photo Gallery Sponsorship

Exclusive Sponsorship	_____	\$10,000
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### Poster Hall Map

Exclusive Opportunity	_____	\$24,000
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### Symposia Schedule and Locator Map

Back Cover Panel	_____	\$9,880
Full Panel	_____	\$7,255
Half Panel	_____	\$4,320

## Email Marketing

### Morning Agenda Email

Exclusive Daily Opportunity	_____	\$18,500
		per day

### eHighlights #1: Mid-November

Leaderboard (limit one)	_____	\$11,290
Premium Banner (each)	_____	\$9,310
Traffic-Driving Content Ads (each)	_____	\$10,000

### eHighlights #2: Early December

Leaderboard (limit one)	_____	\$11,290
Premium Banner (each)	_____	\$9,310
Traffic-Driving Content Ads (each)	_____	\$10,000

### ePreview #1: Late September

Leaderboard (limit one)	_____	\$11,290
Premium Banner (each)	_____	\$9,310
Traffic-Driving Content Ads (each)	_____	\$10,000

### ePreview #2: Mid-October

Leaderboard (limit one)	_____	\$11,290
Premium Banner (each)	_____	\$9,310
Traffic-Driving Content Ads (each)	_____	\$10,000

### ePreview #3: Late October

Leaderboard (limit one)	_____	\$11,290
Premium Banner (each)	_____	\$9,310
Traffic-Driving Content Ads (each)	_____	\$10,000

### ePreview #4: Days before the event

Leaderboard (limit one)	_____	\$11,290
Premium Banner (each)	_____	\$9,310
Traffic-Driving Content Ads (each)	_____	\$10,000



Rates continued and signature required on page 3. →

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<b>Exclusive Exhibitor Email</b>	
Pre-Sessions (limit five)	_____ \$25,750 per day
During Sessions (limit one per day during the event)	_____ \$25,750 per day
Post-Sessions (limit two)	_____ \$25,750 per day

<b>Housing Confirmation Email Package</b>	
Exclusive Opportunity	_____ \$55,000

<b>Registration Email Package</b>	
Exclusive Opportunity	_____ \$55,000

## Convention Center Sponsorships

<b>Abstracts on USB</b>	
Exclusive Opportunity	_____ \$75,000

<b>Ad Banner</b>	_____ \$30,000
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<b>AHAtv</b>	
Daily Title Sponsor (exclusive all days)	_____ \$250,000
Daily Title Sponsor (per day)	_____ \$80,000
Advertorial Video (per two- to three-minute advertorial)	_____ \$8,000
Commercial Break Upgrades	_____ \$6,000
Exhibitor Clip (per 30-second clip)	_____ \$1,500

<b>Backlit Kiosks</b>	
Per kiosk (ten available)	_____ \$15,000

<b>Charging Lounge</b>	_____ \$60,000
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<b>Charging Stations</b>	
Per station (four available)	_____ \$25,000

<b>Coat and Luggage Check</b>	
Exclusive Opportunity	_____ \$20,000

<b>Column Wraps</b>	_____ \$40,000
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<b>Communication Center</b>	_____ \$45,000
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<b>Conference Bag Inserts</b>	
Per Insert	_____ \$20,000

<b>Conference Shuttle Bus Package</b>	
Exclusive Opportunity	_____ \$75,000

<b>Elevator Graphics</b>	_____ \$15,000- \$30,000
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<b>Escalator Graphics</b>	_____ \$50,000- \$60,000
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<b>Game Yard</b>	_____ \$50,000
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<b>Lanyards</b>	_____ \$75,000
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<b>Massage Lounge</b>	_____ \$35,000
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<b>On-Site Digital Signage</b>	
60-second ad (limit five)	_____ \$20,000
30-second ad (limit four)	_____ \$15,000
15-second ad (limit six)	_____ \$10,000
AHAtv Commercial Break Upgrade	_____ \$6,000

<b>Professional Headshot Lounge</b>	
Exclusive Opportunity	_____ \$30,000

<b>Puppy Snuggles</b>	_____ \$45,000
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<b>Science &amp; Technology Hall Aisle Signs</b>	
Exclusive Opportunity	_____ \$70,000

<b>Science &amp; Technology Hall Coffee and Tea Breaks</b>	_____ \$15,000 per day
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<b>Science &amp; Technology Hall Park Benches</b>	
Exclusive Opportunity	_____ \$55,000

<b>Science &amp; Technology Hall Restaurant Sponsorship</b>	
Exclusive Opportunity	_____ \$15,000

<b>Scientific Sessions Posters and Reception</b>	
Exclusive Opportunity	_____ \$70,000

<b>Stacked Meter Cubes (six available)</b>	_____ \$18,000 each
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<b>Wi-Fi Sponsorship</b>	
Exclusive Opportunity	_____ \$30,000

<b>Window and Door Clings</b>	_____ \$32,000
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## On-Site Education and Networking

<b>Heart Hub: Health Pavilion</b>	_____ \$10,000
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<b>Heart Hub: Membership Lounge</b>	_____ \$75,000
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<b>Learning Studios</b>	
AM/PM	_____ \$35,000
Lunch, unopposed time	_____ \$65,000

<b>Meet the Trialist</b>	
Exclusive Opportunity	_____ \$40,000

<b>Roundtables</b>	_____ \$25,000
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<b>Scientific Sessions Posters and Reception</b>	
Exclusive Opportunity	_____ \$70,000

## Booth Drivers

<b>Abstracts on USB</b>	
Exclusive Opportunity	_____ \$75,000

<b>AHA Mobile Meeting Guide App</b>	
Single Sponsorship	_____ \$80,000
Alert Notifications (each)	_____ \$5,000
Enhanced Exhibitor Listing (each)	_____ \$7,500
Conference Bag Inserts (limit five)	_____ \$20,000

<b>Conference Bag Inserts</b>	
Per Insert	_____ \$20,000

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## Hotel Room Marketing

### Doctors Bag Insert

Nov. 10 \_\_\_\_\_ \$15,690  
Nov. 11 \_\_\_\_\_ \$15,690

### Doctors Bag Premium

Nov. 10 \_\_\_\_\_ \$28,740  
Nov. 11 \_\_\_\_\_ \$28,740

### Hotel Key Cards

Exclusive Opportunity \_\_\_\_\_ \$25,000

### Individual Hotel Room Drop:

#### In-Room Delivery

Nov. 9 \_\_\_\_\_ \$45,000  
Nov. 10 \_\_\_\_\_ \$45,000  
Nov. 11 \_\_\_\_\_ \$45,000  
Nov. 12 \_\_\_\_\_ \$45,000

### Individual Hotel Room Drop:

#### Outside Room Delivery

Nov. 9 \_\_\_\_\_ \$29,000  
Nov. 10 \_\_\_\_\_ \$29,000  
Nov. 11 \_\_\_\_\_ \$29,000  
Nov. 12 \_\_\_\_\_ \$29,000

## Hotel Advertising: Philadelphia Marriott

### Center City Pantry

Exclusive opportunity \_\_\_\_\_ \$17,000

### Daily Events Wall

Exclusive opportunity \_\_\_\_\_ \$12,000

### Elevator Clings

Per each wing \_\_\_\_\_ \$20,000

### Escalator Clings

\_\_\_\_\_ \$25,000

### Front Entry Column Wraps

Exclusive opportunity \_\_\_\_\_ \$20,000

### Lobby Lounge Column Wraps

Exclusive opportunity \_\_\_\_\_ \$20,000

### Meeting Room Doors

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

### Skybridge Doors

Exclusive opportunity \_\_\_\_\_ \$20,000

### Skybridge Sponsorship Package

Exclusive opportunity \_\_\_\_\_ \$40,000

## Hotel Advertising: Sheraton Philadelphia Downtown

### Ballroom Level Column Wraps

Exclusive opportunity \_\_\_\_\_ \$19,000

### Concierge Desk

Exclusive opportunity \_\_\_\_\_ \$10,000

### Elevator Clings

Exclusive opportunity \_\_\_\_\_ \$8,000

### Escalator Clings (each)

\_\_\_\_\_ \$8,000

### Floor Clings in Lobby

Exclusive opportunity \_\_\_\_\_ \$6,500

### Hanging Banners (each)

\_\_\_\_\_ \$10,000

### Lobby Column Wraps

Two-Story Column Set \_\_\_\_\_ \$11,000

One-Story Column Set \_\_\_\_\_ \$13,000

### Mezzanine Level Column Wraps

Exclusive opportunity \_\_\_\_\_ \$13,000

### Shuttle Bus Entrance on 17th Street

Exclusive opportunity \_\_\_\_\_ \$18,000

Please write your initials next to selected ad sizes.

Payment is due upon receipt or no later than Wednesday, Sept. 20, 2023.

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

**SIGN AND RETURN TO:** Cathleen Gorby | Ascend Media | cgorby@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 64083

PO Box 1411  
Lee's Summit, MO 64063



## 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.

# MATERIALS SUBMISSION PROCEDURES



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All ads, inserts and promotional items require approval by the association. 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. The American Heart Association 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 the materials contact listed below.

Item	Prototype Due	Ad Materials/Printed Materials Due	Maximum Weight	Maximum Dimensions	Materials Contact
ePreview #1	Aug. 11, 2023	Aug. 25, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
On-Site Meeting Guide	Aug. 25, 2023	Sept. 8, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
ePreview #2	Aug. 25, 2023	Sept. 8, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Conference Coverage Website	Varies	For exposure from first launch, we encourage materials be sent by Sept. 15, 2023.	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Exclusive Exhibitor Email: Pre-Sessions	Sept. 1, 2023	Sept. 15, 2023	n/a	n/a	Kate Hegarty khegarty@ascendmedia.com
Exclusive Exhibitor Email: During Sessions	Sept. 8, 2023	Sept. 22, 2023	n/a	n/a	Kate Hegarty khegarty@ascendmedia.com
Attendee Welcome Guide	Sept. 15, 2023	Sept. 29, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Poster Hall Map	Sept. 15, 2023	Sept. 29, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Symposia Schedule and Locator Map	Sept. 15, 2023	Sept. 29, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
ePreview #3	Sept. 15, 2023	Sept. 29, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Exclusive Exhibitor Email: Post-Sessions	Sept. 15, 2023	Sept. 29, 2023	n/a	n/a	Kate Hegarty khegarty@ascendmedia.com
Morning Agenda Email	Sept. 22, 2023	Oct. 6, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Daily Newspaper	Sept. 22, 2023	Oct. 6, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Doctors Bag Premium	Sept. 22, 2023	Oct. 6, 2023	2 oz.	8.5" x 11", flat	Kate Hegarty khegarty@ascendmedia.com
Hotel Advertising	Sept. 22, 2023	Oct. 6, 2023	n/a	n/a	Kate Hegarty khegarty@ascendmedia.com
Doctors Bag Insert	Sept. 29, 2023	Oct. 13, 2023	2 oz.	8.5" x 11", flat	Kate Hegarty khegarty@ascendmedia.com
ePreview #4	Sept. 29, 2023	Oct. 13, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Individual Hotel Room Drops	Oct. 6, 2023	Oct. 20, 2023	2 oz.	8.5" x 11", flat	Kate Hegarty khegarty@ascendmedia.com
eHighlights #1	Oct. 10, 2023	Oct. 24, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
eHighlights #2	Oct. 20, 2023	Nov. 3, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com

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.

Handling fees for shipments received by hotels may apply.

## **American Heart Association rules and regulations for all advertising:**

- The American Heart Association name, insignia, heart and torch logo, logotype or other identifying marks may not be used.
- For booth promo pieces, booth numbers must be printed on the piece.
- Coupons are not permitted.
- All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).
- For all CME/symposia/education-related promotion (print or digital ads, doctors bags, signage, fliers, inserts, etc.):
  - American Heart Association disclaimer must be included: "This event is not part of the official Scientific Sessions 2023 as planned by the American Heart Association Committee on Scientific Sessions Program." For print and digital ads, fliers, inserts, etc., text must be a minimum of 10-point Helvetica (or similar font type). For signage and larger advertising, font size must be clearly legible.
  - Title, time and date appearing on the ad/insert must match the title, time and date listed on the American Heart Association approved USE list.
  - If information needs to be changed on the USE approved list, the advertiser must contact the American Heart Association at [exhibits@heart.org](mailto:exhibits@heart.org).
  - Exhibitors or USE event holders may not advertise on joint pieces promoting separate events.

*Please refer to [exhibitatsessions.org](http://exhibitatsessions.org) for advertising guidelines and restrictions.  
AHA at any point may choose not to approve marketing pieces at its own discretion.*

## DOCTORS BAG

### How to participate in the Doctors Bag

1. Reserve space in the Doctors Bag on or before the space deadline.
2. Supply a prototype of your insert for approval by the American Heart Association. Inserts may not weigh more than 2 oz. A copy of the insert must be pre-approved by the American Heart Association regardless of prior approval for other promotional opportunities at the meeting. Early submission is to your benefit. Submit a PDF of your prototype via email to Kate Hegarty at [khegarty@ascendmedia.com](mailto:khegarty@ascendmedia.com)
3. If changes are necessary, a copy of the revised insert must be resubmitted. Ascend Media will notify you of final approval.
4. Ship inserts to be received by the materials deadline. 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 that is shipped. Please do not ship the full quantity to Ascend Media office, 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.

### Doctors Bags: Important notes

- All advertising is subject to the approval of the American Heart Association.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Doctors Bag Inserts.
- An insert is considered one 8.5" x 11" printed piece, maximum weight of 2 oz. Insert should be flat with no protruding items attached. Any insert that does not fit these specifications will be considered a "bulk item" and is subject to an additional fee. A bulk item may be described as any item that does not fit the aforementioned specifications but cannot exceed 4 oz. This includes, but is not limited to, items such as: product samples; pens; notepads; non-perishable food items; branded materials such as lanyards, water bottles or other giveaway items; printed materials that are packaged or of odd shapes and sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces. "Bulk item" is defined at the discretion of the publisher.
- Restrictions: Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the Doctors Bag. Prices are based on an 8.5" x 11" paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your account manager for more information. Ad materials subject to American Heart Association approval. See mechanical specifications for more information.
- A minimum of four inserts from any combination of advertisers must be reserved for a Doctors Bag to be delivered on a particular day.
- Doctors Bag circulation is based on projected attendance and room blocks at the time the rate card is produced.

### Important notes

- Only exhibitors may advertise.
- All advertising is subject to American Heart Association 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.
- Handling fees for shipments received by hotels may apply.
- A change-out fee applies to insertion of different ads per issue in dailies.

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.



An Industry Highlights channel will be published on Meeting News Central, which will include a schedule of Industry Programs. All AHA Doctors Bag supporters will have an "article" related to their insert within this channel labeled paid advertising content. A link to the Industry Highlights page will be included in each days' eDaily. **See page 11 for specifications.**

# PRINT AD DIMENSIONS AND SPECIFICATIONS (WIDTH X HEIGHT)

## ON-SITE MEETING GUIDE

**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 and Full Page</b> Bleed 8.625" x 11.125" Trim 8.375" x 10.875" Safety/Live Area 7.875" x 10.375"	<b>Half Page Horizontal</b> 7" x 5"	<b>Product Category Display Ad</b> 2.25" x 2.25"
<b>Quarter Page</b> 3.5" x 5"	<b>Map Banner</b> 14.75 in. x 1 in. (allow .5" gutter in the center with no text or logos)	

## DAILY

**Publication size:** 9.5" x 13.25" (finished size)  
**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 and Full Page</b> Bleed 9.75" x 13.5" Trim 9.5" x 13.25" Safety/Live Area 9" x 12.75"	<b>Junior Page</b> 6.25" x 8.25"
<b>Map Banner Ad</b> 8.5" x 1.625"	

## ATTENDEE WELCOME GUIDE

<b>Back Panel</b>	Bleed 3.875" x 8.75" Trim 3.6875" x 8.5" Safety/Live Area 3.4375" x 8"
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## POSTER HALL MAP

<b>Covers and Full Page</b> Bleed 8.25" x 10.25" Trim 8" x 10" Safety/Live Area 7.5" x 9.5"
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## SYMPOSIA SCHEDULE & LOCATOR MAP

<b>Back Panel and Full Panel</b>	Bleed 4.75" x 9.375" Trim 4.5" x 9.125" Safety/Live Area 4" x 8.625" Non-bleed Ad 4" x 8.625"	<b>Half Panel</b> 3.5" x 4"
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- 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.
- All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).
- All advertisers and sponsors receive a complimentary logo on American Heart Association sponsor signage. Logos should be submitted as high-resolution EPS files.

### 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.

### 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 proofs

To submit a proof contact Kate Hegarty at [khegarty@ascendmedia.com](mailto:khegarty@ascendmedia.com).

### Highlighted Listing with logo

Logos for Highlighted Listings should be submitted at 300 dpi at a minimum size of 2.5" x 1" in TIF, JPG or EPS format (vector EPS preferred).

### Inserts for On-Site Meeting Guide/Your Event Guide

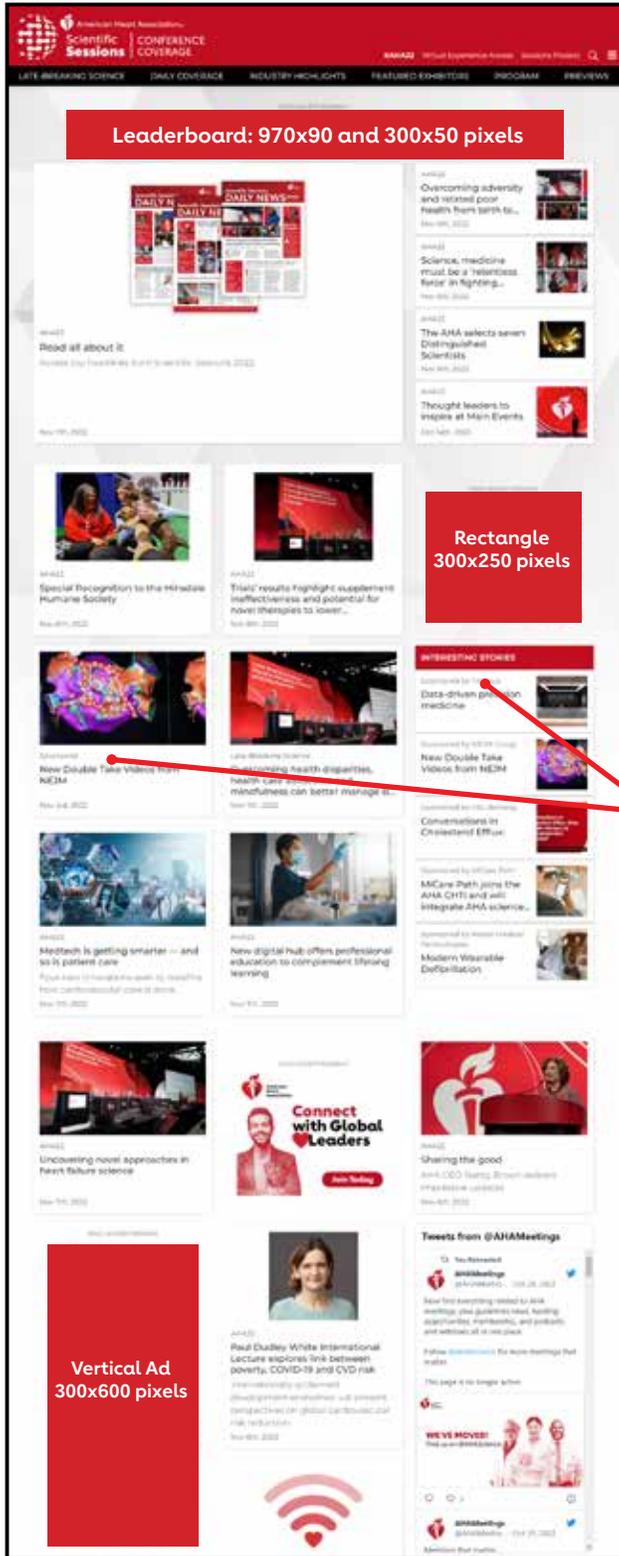
- Size restrictions may apply.
- Prototype required.
- Bindery charges may apply.

### Important notes

- Only exhibitors may advertise.
- All advertising is subject to American Heart Association 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.
- Handling fees for shipments received by hotels may apply.
- A change-out fee applies to insertion of different ads per issue in dailies.

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.

## Conference Coverage Website Specifications



### ROS Advertising

Leaderboard: 970x90 and 300x50 pixels

Rectangle: 300x250 pixels

Vertical Ad: 300x600 pixels

- 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 the American Heart Association.
- The maximum ad file size is 100kb–125kb.

### Ascend Ad Tagging Policy for ROS Advertising

- 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.

### High-Performance Ads

#### Hero Image

Horizontal, minimum 300 dpi

#### Company name

#### Headline:

Up to 75 characters

#### Teaser:

40–250 characters

#### Body copy:

Up to 1,000 words

#### Optional elements may include:

- Video: embed link from a video hosted on YouTube
- White papers/other documents: PDF

Advertisers may request to change content during the event cycle. There is a \$150 dollar fee per change out.



### Photo Gallery

**Leaderboard:** 970x90 and 300x50 pixels

**Rectangle:** 300x250 pixels

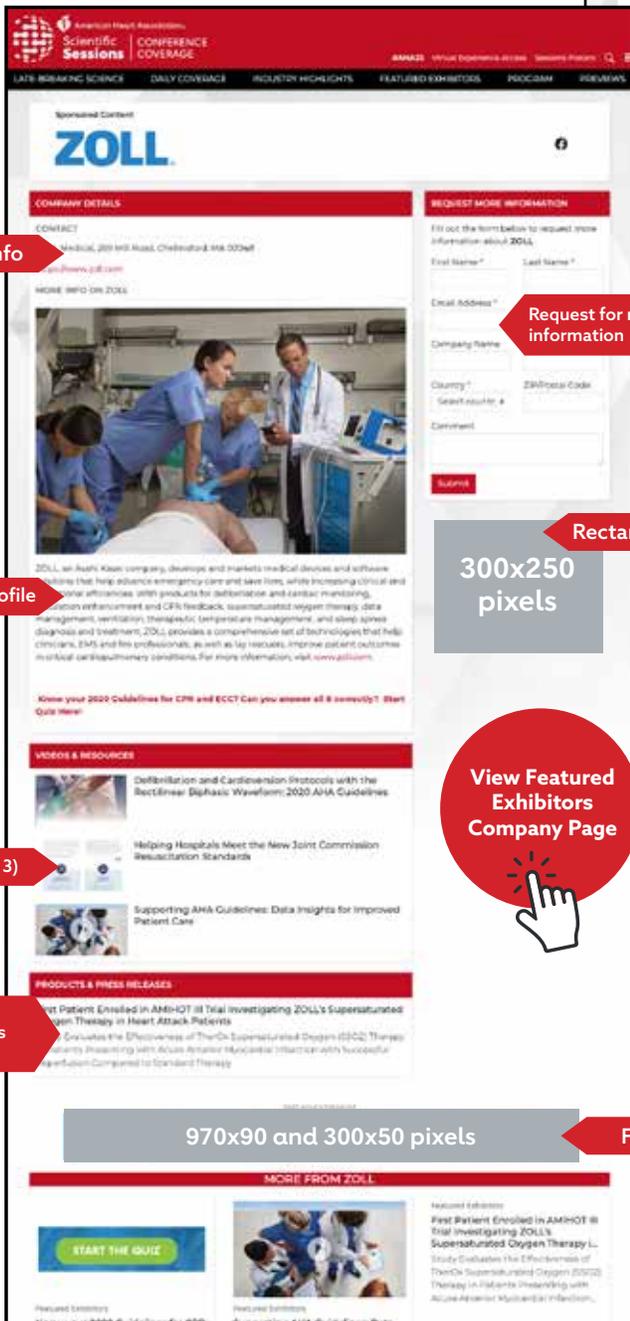
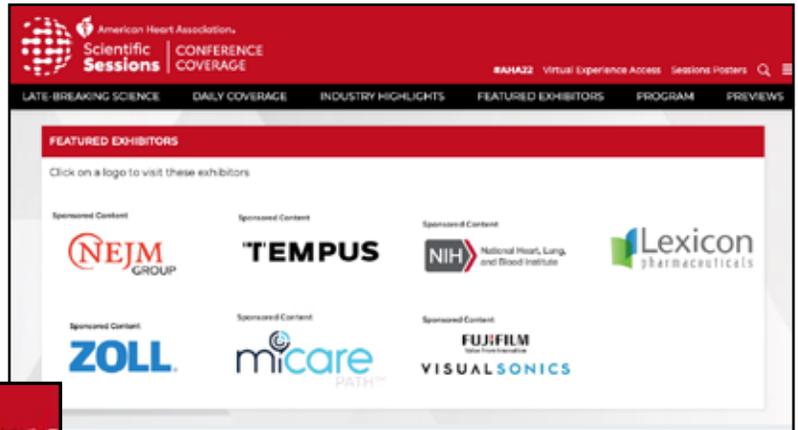
**Five Images/Photos:** 1500 x 1000 pixels, 300 dpi, JPEG/PNG

## Featured Exhibitors Company Pages

All Sessions Featured Exhibitors will receive a custom company page for sharing information with clinicians and generating leads.

With your page, you can:

- Share videos, articles, press releases, product information and other materials with Sessions attendees.
- Generate leads from Sessions attendees through the Request-For-Information form.
- Get months of exposure, long after the event is over.



### Specifications:

#### Logo

- Hi-Res JPEG, PNG or EPS.

#### Company profile

- 250-500 words

#### Company photo

- 300 dpi, four-colour, horizontal.

#### Background Image

- 1415 x 820 background image
- Click thru URL for image to link to

#### Company contact info

- Name, mailing address, phone number, and website
- Social media links

#### Request for information section

- Provide contact email

### Optional elements may include:

#### Video(s)

- Up to three
- Self-hosted on YouTube (provide link to YouTube video)

#### Documents or Press Releases

- Up to three
- One image submitted with each article
  - 300 dpi, four-colour, horizontal
- For a document, provide a high resolution PDF.

#### Rectangle

- 300 x 250 pixels
- GIF or JPG format at 72 dpi, RGB and submitted at actual size.
- Submit ad click-through URL along with creative material.
- Link your affiliate ads at no additional charge.

#### Footer

- 970 x 90 and 300 x 50 pixels
- GIF or JPEG format at 72 dpi, RGB and submitted at actual size.
- Submit ad click-through URL along with creative material.
- Link your affiliate ads at no additional charge.

## Industry Highlights Channel



## Requirements for Industry Highlights Channel article on Conference Coverage Website

**Company name**

**Hero/Background Image (behind headline)**

Horizontal, minimum 300 dpi, will work with white text, and has no words or logos in the image.

**Thumbnail image**

Thumbnail image on the channel page can either be the background image or the insert.

**Headline:**

Up to 75 characters

**Teaser:**

40-250 characters

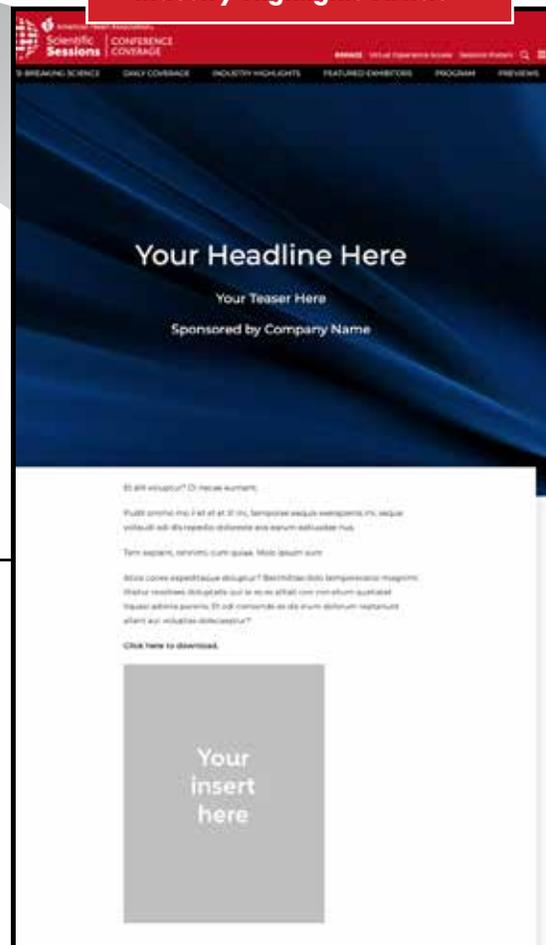
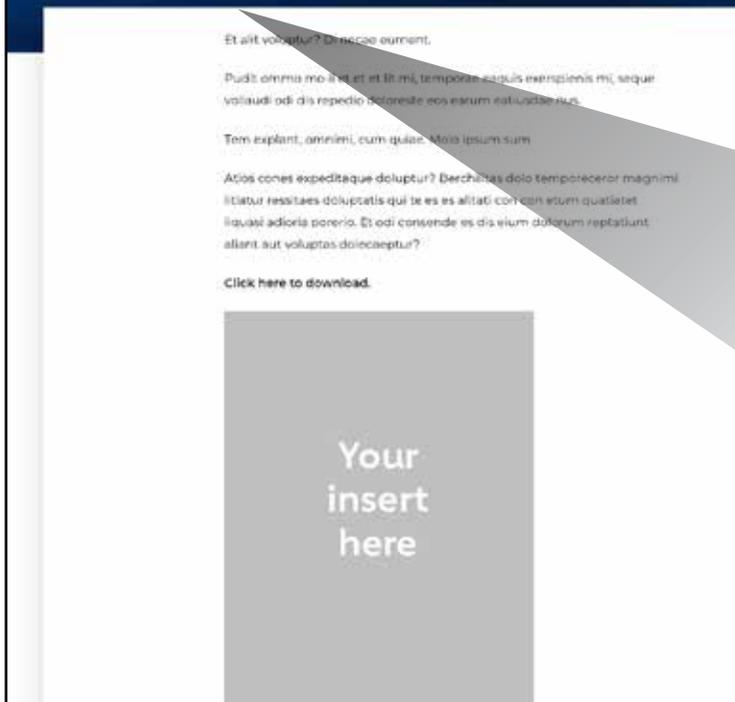
**Body copy:**

Up to 1,000 words

**Included within the article:**

Hyperlink to PDF of Insert from Dr. Bag/Individual Room Drop

## Industry Highlights Article

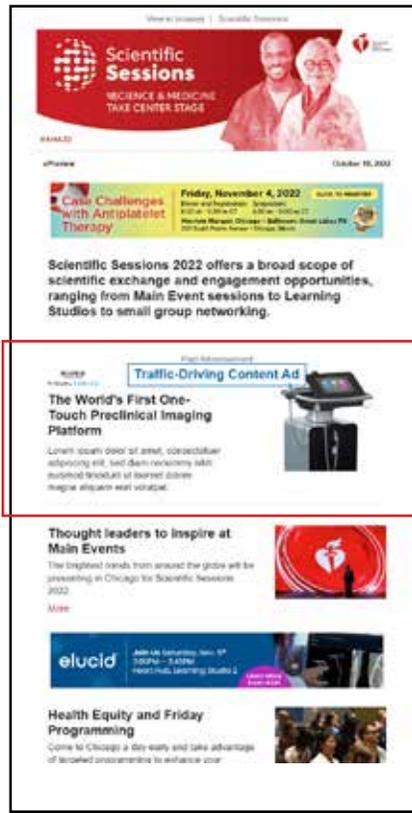


# DIGITAL AD DIMENSIONS AND SPECIFICATIONS (CONTINUED)

(WIDTH X HEIGHT)



November 11-13, 2023  
Philadelphia, PA  
Philadelphia Convention Center



## Ad Dimensions for ePreviews, Morning Agenda, and eHighlights

**Leaderboard**  
600 x 100 pixels

**Premium Banner**  
600 x 100 pixels

### Traffic-Driving Content Ad

- Up to 1,000 word article (can include URL links)
- Company Name to be included in headline or teaser
- Headline: up to 75 characters
- Teaser: 40 - 250 characters
- Thumbnail image: horizontal and high resolution
- Logo: High resolution JPEG or PNG

## Specifications for ePreviews, Morning Agenda 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 the American Heart Association. 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.

### Ascend 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.

## Exclusive Exhibitor Email 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
- Advertisers may include their own UTM tracking codes within their html file, but Ascend is unable to test these tags. When email tests are sent to the advertiser, it will be their responsibility to test all internal tracking/tagging.
- **Guidelines for provided code:**
  - o 650px width with 25px margins
  - o Full width (650px) images for the initial head image, all other content requires 25px padding left/right for a content area of 600px
  - o Code should only include:
    - o Basic media query in <style> tags for responsive code only
    - o Content starting and ending with <table> tags (no header/body tags as that is already part of our template.
    - o For responsive, we will allow basic Media Queries for show/hide and basic width handling
    - o Code must be run through a validation tool, such as Litmus or EmailOnAcid to confirm responsiveness before submission.

