

ASCEND MEDIA ADVERTISING AGREEMENT

Page 1 of 2

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



November 13-15
An Interactive Virtual Experience

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

These rates apply for reservations confirmed after June 30, 2021.

Meeting News and Navigation

AHA Mobile Meeting Guide App

Single Sponsorship	_____ \$75,000
Alert Notifications	_____ \$5,000 each
Enhanced Exhibitor Listing	_____ \$7,500 each
Virtual Conference Bag Inserts (limit five)	_____ \$15,000

AHA TV

Advertorial Video	_____ \$7,000
Commercial Break Upgrade	_____ \$6,000

Attendee Welcome Guide

Exclusive Opportunity	_____ \$25,000
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Conference Bag Inserts

Per Insert	_____ \$15,000
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Conference Coverage Website Banner Advertising

Front Page Leaderboard (four rotating in position)	_____ \$5,000
Front Page Vertical 300 x 600 (four rotating in position)	_____ \$4,065
Front Page Rectangle (four rotating in position)	_____ \$3,125
Front Page Video (one available)	_____ \$5,000
Channel Leaderboard (three rotating in position)	_____ \$3,745
Channel Vertical 300 x 600 (three rotating in position)	_____ \$3,045
Channel Rectangle (three rotating in position)	_____ \$2,345

Advertorial Content

Industry Content	_____ \$7,685
Industry Resources	_____ \$6,510
Industry Programs	_____ \$10,000

Ads on Article Pages

Set of five articles	_____ \$5,000
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Podcast Channel

	_____ \$10,000
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Daily Newspaper

Back Cover	_____ \$25,000 per issue
Inside Front Cover	_____ \$20,000 per issue
Map Sponsorship	_____ \$18,750 per issue
Inside Back Cover	_____ \$17,500 per issue
Inside Back Cover PI space	_____ \$13,000 per issue

Junior Page	_____ \$20,000 all three issues
Junior Page	_____ \$13,000 two issues
Junior Page	_____ \$11,500 one issue
Additional Junior Page space of PI (in conjunction with Junior Ad purchase only)	_____ \$10,000 all three issues
Full Page	_____ \$13,500 per issue

On-Site Meeting Guide

Map Sponsorship	_____ \$20,035
Back Cove	_____ \$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
Product Category Display Ad	_____ \$1,650
Highlighted Listing with Logo	_____ \$580

Symposia Schedule and Locator Map

Back Cover Panel	_____ \$9,590
Full Panel	_____ \$7,040
Half Panel	_____ \$4,190

Email Marketing

Log-In Credential Emails

Exclusive Opportunity (two available)	_____ \$10,000 each
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Registration Email Package

Exclusive Opportunity	_____ \$35,000
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ePreview #1: Mid-September

ePreview and Channel Leaderboard (limit one)	_____ \$10,000
ePreview Premium Banner and Channel Rectangle (each; limit three)	_____ \$8,000

ePreview #2: Late September

ePreview and Channel Leaderboard (limit one)	_____ \$10,000
ePreview Premium Banner and Channel Rectangle (each; limit three)	_____ \$8,000

ePreview #3: Mid-October

ePreview and Channel Leaderboard (limit one)	_____ \$10,000
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ePreview Premium Banner and Channel Rectangle (each; limit three)	_____ \$8,000
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ePreview #4: Late October

ePreview and Channel Leaderboard (limit one)	_____ \$10,000
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ePreview Premium Banner and Channel Rectangle (each; limit three)	_____ \$8,000
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ePreview #5: Early November

ePreview and Channel Leaderboard (limit one)	_____ \$10,000
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ePreview Premium Banner and Channel Rectangle (each; limit three)	_____ \$8,000
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ePreview #6: Days before the event

ePreview and Channel Leaderboard (limit one)	_____ \$10,000
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ePreview Premium Banner and Channel Rectangle (each; limit three)	_____ \$8,000
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Exclusive Exhibitor Email

Pre-Sessions (limit four)	_____ \$25,000 per day
During Sessions (limit one per day during the event)	_____ \$25,000 per day
Post-Sessions (limit two)	_____ \$25,000 per day

Continuing Education for Industry eBlast- Mid November

eHighlights and Channel Leaderboard (limit one)	_____ \$10,000
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eHighlights Premium Banner and Channel Rectangle (each; limit three)	_____ \$8,000
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eHighlights #1: Mid-November

eHighlights and Channel Leaderboard (limit one)	_____ \$10,000
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eHighlights Premium Banner and Channel Rectangle (each; limit three)	_____ \$8,000
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eHighlights #2: Late November

eHighlights and Channel Leaderboard (limit one)	_____ \$10,000
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eHighlights Premium Banner and Channel Rectangle (each; limit three)	_____ \$8,000
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Please write your initials next to selection. 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

Ascend Media Account Printed Name

Advertiser/Sponsor/Agency Signature Date

Advertiser/Sponsor/Agency Signature

Advertiser/Sponsor/Agency Signature

SIGN AND RETURN TO:
Cathleen Gorby
Ascend Media LLC
cgorby@ascendmedia.com



Each party agrees that the electronic signatures, whether digital or encrypted, of the parties included in this Agreement, are intended to authenticate this writing and to have the same force and effect as manual signatures.

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An Interactive Virtual Experience

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

These rates apply for reservations confirmed after June 30, 2021.

Email Marketing (continued)

eHighlights #3: Early December	
eHighlights and Channel Leaderboard (limit one)	_____ \$10,000
eHighlights Premium Banner and Channel Rectangle (each; limit three)	_____ \$8,000
Daily Highlights Email	
Exclusive Daily Opportunity	_____ \$15,000 per day

Virtual Platform Marketing

Learning Studios	
Virtual only with extended virtual access:	
Simulive (pre-recorded) with Q&A	_____ \$30,000
Live with Live Q&A	_____ \$40,000
Simulive (pre-recorded) with Live Q&A	_____ \$40,000
Virtual only during unopposed time, with extended virtual access:	
Simulive (pre-recorded) with Q&A	_____ \$35,000
Live with Live Q&A	_____ \$45,000
Simulive (pre-recorded) with Live Q&A	_____ \$45,000
Fitness Breaks	
Per day	_____ \$8,500
Three days	_____ \$25,000
Scientific Sessions Posters	
Exclusive Opportunity	_____ \$65,000
Abstracts on Download	
Exclusive Opportunity	_____ \$85,000
AHA TV	
Advertorial Video	_____ \$7,000
Commercial Break Upgrade	_____ \$6,000

Simulation Demonstration	_____ \$15,000
Tower Ad Banner	_____ \$15,000
Content Ad Banner	_____ \$10,000
Virtual Commercial Breaks	
15-second ad	_____ \$10,000
30-second ad	_____ \$15,000
60-second ad	_____ \$20,000
Scientific Sessions Job Board Posting	
30 days	_____ \$1,200
60 days	_____ \$1,800
Social Media Gallery	
Social Media Wall (Exclusive Sponsorship Opportunity)	_____ \$15,000
Tweetorial	_____ \$7,000 each

Personal Deliveries

Doctors Bag Insert	
Nov. 12	_____ \$15,230 per insert
Nov. 13	_____ \$15,230 per insert
Doctors Bag Premium	
Nov. 12	_____ \$28,740
Nov. 13	_____ \$28,740
Individual Hotel Room Drop: In-Room Delivery	
Nov. 12	_____ \$45,000
Nov. 13	_____ \$45,000
Nov. 14	_____ \$45,000
Nov. 15	_____ \$45,000
Individual Hotel Room Drop: Outside Room Delivery	
Nov. 12	_____ \$28,050
Nov. 13	_____ \$28,050
Nov. 14	_____ \$28,050
Nov. 15	_____ \$28,050

Please write your initials next to selection. 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.

SIGN AND RETURN TO:
Cathleen Gorby
Ascend Media LLC
cgorby@ascendmedia.com

Ascend Media Account Manager Signature Date

Ascend Media Account Printed Name

Advertiser/Sponsor/Agency Signature Date

Advertiser/Sponsor/Agency Signature

Advertiser/Sponsor/Agency Signature



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.

ADVERTISING POLICIES AND MATERIALS SUBMISSION PROCEDURES

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. AHA is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced prior to receiving approval.

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

Item	Prototype Due	Ad Materials/Printed Materials Due	Maximum Weight	Maximum Dimensions
Conference Coverage Website	Sept. 22, 2021	Sept. 29, 2021 <i>Deadlines are ongoing. Dates above are noted for maximum exposure.</i>	n/a	n/a
ePreview #1	Aug. 18, 2021	Aug. 25, 2021	n/a	n/a
ePreview #2	Sept. 1, 2021	Sept. 8, 2021	n/a	n/a
ePreview #3	Sept. 15, 2021	Sept. 22, 2021	n/a	n/a
ePreview #4	Sept. 29, 2021	Oct. 6, 2021	n/a	n/a
ePreview #5	Oct. 13, 2021	Oct. 20, 2021	n/a	n/a
ePreview #6	Oct. 13, 2021	Oct. 20, 2021	n/a	n/a
Individual Hotel Room Drops	Oct. 15, 2021	Oct. 29, 2021	2 oz.	8.5" x 11", flat
Exclusive Exhibitor eBlast pre-Sessions	Sept. 6, 2021	Sept. 13, 2021	n/a	n/a
Exclusive Exhibitor eBlast during Sessions	Sept. 20, 2021	Sept. 27, 2021	n/a	n/a
Symposia Schedule and Locator Map	Sept. 29, 2021	Oct. 13, 2021	n/a	n/a
Exclusive Exhibitor eBlast post Sessions	Oct. 4, 2021	Oct. 11, 2021	n/a	n/a
Attendee Welcome Guide	Oct. 8, 2021	Oct. 22, 2021	n/a	n/a
Daily Newspaper	Oct. 8, 2021	Oct. 22, 2021	n/a	n/a
Log-In Credential Emails #1 and #2	Oct. 8, 2021	Oct. 22, 2021		
Continuing Education from Industry eBlast	Oct. 11, 2021	Oct. 18, 2021	n/a	n/a
eHighlights #1	Oct. 11, 2021	Oct. 18, 2021	n/a	n/a
On-Site Meeting Guide	Oct. 11, 2021	Oct. 25, 2021	n/a	n/a
Daily Highlights	Oct. 13, 2021	Oct. 20, 2021	n/a	n/a
Doctors Bag Insert	Oct. 18, 2021	Oct. 25, 2021	2 oz.	8.5" x 11", flat
Doctors Bag Premium	Oct. 18, 2021	Oct. 25, 2021	2 oz.	8.5" x 11", flat
eHighlights #2	Oct. 25, 2021	Nov. 1, 2021	n/a	n/a
eHighlights #3	Oct. 29, 2021	Nov. 5, 2021	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.

Handling fees for shipments received by hotels may apply.

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).

The maximum insert size and weight are noted above. 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; non-perishable food items; branded materials; other giveaway items; printed materials that are packaged or of odd shapes and/or size; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces.

For a non-paper insert, please send two samples of the item for approval. The item submitted for approval must be identical to the item that will be distributed.

AHA will review bulk items on a case-by-case basis. To provide a sample of non-paper items reach out to Kate Hegarty: khegarty@ascendmedia.com

After inserts are approved, Ascend Media will supply a shipping label with complete shipping information. The advertiser is asked to include a shipping label on the outside of each box shipped. Please do not ship to Ascend Media, or additional costs will apply. The advertiser is responsible for sending the correct number of inserts. Ascend Media will not be responsible for shortages. For Doctors Bags and Individual Hotel Room Drop opportunities, please submit an additional 3% to 5% overage to allow for potential increases in room blocks.

Advertiser/sponsor logos: All advertisers and sponsors receive a complimentary logo on AHA sponsor signage. Logos should be submitted as high-resolution EPS files.

AHA rules and regulations for all advertising:

- AHA's 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 CME/symposia/education-related ads (print or digital) or inserts:
 - AHA disclaimer must be included: "This event is not part of the official Scientific Sessions 2021 as planned by the AHA Committee on Scientific Sessions Program."
 - And text must be a minimum of 10-point Helvetica (or similar font type).
 - Title, time and date appearing on the ad/insert must match the title, time and date listed on the AHA approved USE list.
 - If information needs to be changed on the USE approved list, the advertiser must contact the AHA at exhibits@heart.org.
 - Exhibitors or USE event holders may not advertise on joint pieces promoting separate events.

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.

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 AHA. Inserts may not weigh more than 2 oz. A copy of the insert must be pre-approved by AHA 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
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 AHA.
- 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 AHA 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 AHA 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.

PRINT AD DIMENSIONS AND SPECIFICATIONS

(WIDTH X HEIGHT)

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).

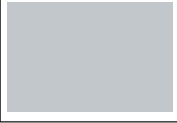


ON-SITE MEETING GUIDE

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)

Covers and Full Page Bleed 8.625" x 11.125" Trim 8.375" x 10.875" Safety/Live Area 7.875" x 10.375"	Half Page Horizontal 7" x 5" 
Quarter Page 3.5" x 5" 	Product Category Display Ad 2.25" x 2.25" 

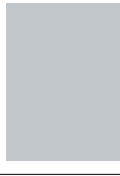

DAILY

Publication size: 10.875" x 15" (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)


Covers and Full Page Bleed 11.125" x 15.25" Trim 10.875" x 15" Safety/Live Area 10.375" x 14.25"	Junior Page 7.5" x 10" 
Banner Ad 21" x 2" (allow .5" gutter in the center with no text or logos) 	

ATTENDEE WELCOME GUIDE

Back Panel 	Bleed 3.875" x 8.75"
	Trim 3.6875" x 8.5"
	Safety/Live Area 3.4375" x 8"

SYMPOSIA SCHEDULE & LOCATOR MAP

Back Panel and Full Panel 	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"

Half Panel 3.5" x 4" 

Materials required for print products

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

Document setup

- Use Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType (Multiple Master Fonts and Type 1 are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.

- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%)
- Reversed text must be a minimum of 10 points.

Unacceptable file types

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

Submitting digital files

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

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)

Important notes

- Only exhibitors may advertise.
- All advertising is subject to AHA approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- 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.

DIGITAL AD DIMENSIONS AND SPECIFICATIONS (WIDTH X HEIGHT)

Front Page and Channel Page ad dimensions



Mockup of AHA Meeting News Central Front Page and Channel Pages. For ad positions only.

Conference Coverage Website 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 AHA.
- The maximum ad file size is 100kb-125kb.
- **For the Conference Coverage Website we can only accommodate static ads with a click-thru URL. We cannot accept third-party tags or HTML5 files on the Conference Coverage Website.**

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 AHA 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

Podcast

- Ask account manager for details.

DIGITAL AD DIMENSIONS AND SPECIFICATIONS (CONTINUED)

(WIDTH X HEIGHT)

Leaderboard
600 x 100

Premium Banner
600 x 100

Specifications for ePreviews, Continuing Education for Industry eBlast, Daily Highlights 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 AHA.
- 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.

Specifications for Log-in Emails

- Banner Ad Dimensions: 600x100 and 300x50 pixels
- 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 AHA.
- 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.

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
- 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 sub

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 advertisers and sponsors receive a complimentary logo on AHA sponsor signage. Logos should be submitted as high-resolution EPS files.