

Citywide Advertising

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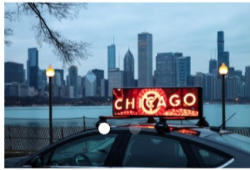
Take your AHA Scientific Sessions message to the streets – and the airport!

Important Citywide Advertising Information

Ascend Media and the AHA Corporate Relations team are the exclusive partners through which AHA Scientific Sessions 2022 exhibitors have the opportunity to book citywide advertising. All official citywide assets must be booked through Ascend or AHA. Citywide opportunities are subject to availability, and are subject to **AHA's rules and regulations for all advertising**. All advertising must be approved by AHA. Assets may not be exclusive to one supporter. For citywide opportunities not listed, contact Ascend or your corporate relations manager.

Icon Key

- Traffic-building product
- Reach all meeting attendees
- Reach all in-person attendees only
- Reach all AHA Members
- Push product
- Personal delivery
- Lead-generating product
- Product has frequency
- Branding product



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Digital Taxi Tops



- More than 300 of Chicago finest taxis and rideshare vehicles will display your message from Nov 3-7.
- These taxis will prioritize impression delivery within a one-mile radius of McCormick Place.
- Eight-second spots in a 64-second loop; full motion or static ads.
- You choose your impression level.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 6
 Prototypes due: Sept. 12
 Materials due: Sept. 26

Run dates: Nov. 3-7

Rates

\$25,000 for 1,190,000 estimated impressions
 \$45,000 for 2,380,000 estimated impressions
 \$75,000 for 3,500,000 estimated impressions



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In-Taxi Video Network



- Your premium ad spot runs first at the beginning of each ride in 3,300 Chicago taxis.
- These taxis will prioritize impression delivery within a one-mile radius of McCormick Place.
- Screen size 7" diagonal.
- Guaranteed impressions of at least 240,000. (Impressions can be scaled up or down.)

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 6
 Prototypes due: Sept. 12
 Materials due: Sept. 26

Run dates: Nov. 3-7

Rates

\$15,000 for 15-second spot
 \$20,000 for 30-second spot



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Baggage Claim Network at Chicago O'Hare International Airport



- Target 100% of domestic arrivals on baggage carousels.
- 20 double-sided screens: Eight in Terminal 1, four in Terminal 2, and eight in Terminal 3.
- 10-second spots in a 4-minute loop; full motion or static ads.
- 84" diagonal LCD.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 6
 Prototypes due: Sept. 19
 Materials due: Oct. 3

Run dates: Oct. 31-Nov. 13

Rate

\$10,000
Includes standard production fees.



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Eye-Level Digital Screen Network at Chicago O'Hare International Airport



- Comprehensive concourse coverage for your message in all four terminals.
- Eighteen total screens: Six in Terminal 1, three in Terminal 2, seven in Terminal 3, and two in Terminal 5.
- 10-second spots in a 100-second loop; full motion or static ads.
- 65" diagonal LCD.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 6
 Prototypes due: Sept. 19
 Materials due: Oct. 3

Run dates: Oct. 31-Nov. 13

Rate

\$50,000
Includes standard production fees.



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Overhead Terminal Signage Network at Chicago O'Hare International Airport



- Overhead concourse double-sided digital signage.
- Sixteen total screens: Eight in Terminal 1, two in Terminal 2, and six in Terminal 3.
- 10-second spots in a 100-second loop; full motion or static ads.
- 156" diagonal LED.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 6

Prototypes due: Sept. 19

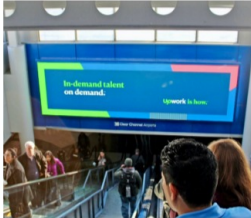
Materials due: Oct. 3

Run dates: Oct. 31-Nov. 13

Rate

\$125,000

Includes standard production fees.



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Video Wall at Chicago O'Hare International Airport



- Reach 100% of arrivals in Concourse C with amazing visibility and read time!
- Located over the escalator to the underground walkway from Concourse C to Concourse B or baggage claim.
- 10-second spots in a 30-second loop; full motion or static ads.
- 316" diagonal LED.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Sept. 6

Prototypes due: Sept. 19

Materials due: Oct. 3

Run dates: Oct. 31-Nov. 13

Rate

\$50,000

Includes standard production fees.

Icon Key



Traffic-building product



Reach all meeting attendees



Reach all in-person attendees only



Reach all AHA Members



Push product



Personal delivery



Lead-generating product



Product has frequency



Branding product