

# ASCEND MEDIA ADVERTISING AGREEMENT

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



November 16-18, 2024, Chicago, IL  
McCormick Place 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
Enhanced Exhibitor Listing (each)	_____	\$7,500
Alert Notifications (each)	_____	\$5,000

### AHAtv

Title Sponsor (exclusive all days)	_____	\$250,000
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	_____	\$20,000
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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 Ad/ ePreview Bundle	_____	\$10,310

### Daily Newspaper

Per issue unless otherwise noted.

Back Cover	_____	\$25,000
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 (in conjunction with Junior Ad purchase only)	_____	\$4,430
Full Page	_____	\$13,500

### Final Program

Exclusive Opportunity	_____	\$30,000
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### Journey Through Sessions: Electrophysiology

Back Cover	_____	\$8,000
Inside Front Cover	_____	\$7,000
Full Page (three available)	_____	\$7,000

### Journey Through Sessions: Heart Failure

Back Cover	_____	\$8,000
Inside Front Cover	_____	\$7,000
Full Page (three available)	_____	\$7,000

### Journey Through Sessions: Interventional Treatments

Back Cover	_____	\$8,000
Inside Front Cover	_____	\$7,000
Full Page (three available)	_____	\$7,000

### 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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### Symposia Schedule and Locator Guide

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

## Email Marketing

### eHighlights #1: Mid-November

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

### eHighlights #2: Early December

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

### ePreview #1: Late September

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

### ePreview #2: Mid-October

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



Rates continued and signature required on page 3. →

# ASCEND MEDIA ADVERTISING AGREEMENT

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American Heart Association.  
**Scientific Sessions**

November 16-18, 2024  
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McCormick Place Convention Center

## ePreview #3: Days before the event

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

## Exclusive Exhibitor Email

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

## Housing Confirmation Email Package

Exclusive Opportunity	_____ \$55,000
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## Morning Agenda Email

Exclusive Daily Opportunity	_____ \$15,000 per day
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## Registration Email Package

Exclusive Opportunity	_____ \$55,000
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## Convention Center Sponsorships

*Additional production fees will apply*

## Abstracts on USB

Exclusive Opportunity	_____ \$75,000
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## Ad Banner

	_____ \$30,000
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## AHAtv

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

## Backlit Kiosks

Per kiosk (10 available)	_____ \$15,000
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## Charging Lounge

	_____ \$60,000
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## Charging Stations

Per station (four available)	_____ \$25,000
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## Coat and Luggage Check

Exclusive Opportunity	_____ \$20,000
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## Conference Bag Inserts

Per Insert	_____ \$20,000
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## Conference Shuttle Bus Package

Exclusive Opportunity	_____ \$75,000
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## Escalator Graphics

	_____ \$50,000-
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	_____ \$60,000
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## Game Yard

	_____ \$50,000
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## Lanyards

	_____ \$75,000
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## Massage Lounge

	_____ \$35,000
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## On-Site Digital Signage

60-second ad (limit five)	_____ \$20,000
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30-second ad (limit four)	_____ \$15,000
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15-second ad (limit six)	_____ \$10,000
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## AHAtv Commercial Break

Upgrade	_____ \$6,000
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## Professional Headshot Lounge

Exclusive Opportunity	_____ \$35,000
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## Puppy Snuggles

	_____ \$45,000
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## Resource Hub

	_____ \$45,000
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## Science & Technology Hall Aisle Signs

Exclusive Opportunity	_____ \$70,000
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## Science & Technology Hall

Coffee and Tea Breaks	_____ \$15,000 per day
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## Science & Technology Hall Park Benches

Exclusive Opportunity	_____ \$55,000
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## Science & Technology Hall

Restaurant Sponsorship	_____ \$15,000
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Exclusive Opportunity	_____ \$15,000
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## Scientific Sessions Posters and Map

Exclusive Opportunity	_____ \$70,000
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## Stacked Meter Cubes

(six available)	_____ \$18,000 each
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## Stair Clings

Per Set	_____ \$50,000
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## Wellness Challenge/App

Wellness Challenge/App	_____ \$50,000
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Wellness Challenge/App	_____ \$75,000
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Plus Yoga	_____ \$75,000
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## Wi-Fi Sponsorship

Exclusive Opportunity	_____ \$30,000
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## On-Site Education and Networking

### Industry Presentations

Learning Studio: AM/PM	_____ \$40,000
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### Learning Studio:

Unopposed time	_____ \$65,000
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Heart Theater: AM/PM	_____ \$32,500
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### Heart Theater:

Unopposed time	_____ \$55,000
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### Meet the Trialist

	_____ \$40,000
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### Roundtables

	_____ \$25,000
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### Scientific Sessions Posters and Map

Exclusive Opportunity	_____ \$70,000
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### Scientific Sessions All Council Reception

Exclusive Opportunity	_____ \$250,000
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### Scientific Sessions All Faculty Reception

Exclusive Opportunity	_____ \$250,000
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### Scientific Sessions Critical Care

#### Cardiology Event

Each (five sponsorships available)	_____ \$25,000
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Exclusive sponsorship	_____ \$100,000
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## Booth Drivers

### Abstracts on USB

Exclusive Opportunity	_____ \$75,000
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### AHA Mobile Meeting Guide App

Single Sponsorship	_____ \$80,000
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### Enhanced Exhibitor

Listing (each)	_____ \$7,500
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Alert Notifications (each)	_____ \$5,000
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### Conference Bag Inserts

Per Insert	_____ \$20,000
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American Heart Association  
**Scientific Sessions**

November 16-18, 2024  
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## Hotel Room Marketing

### Doctors Bag Insert

Nov. 15 \_\_\_\_\_ \$15,690  
Nov. 16 \_\_\_\_\_ \$15,690

### Doctors Bag Premium

Nov. 15 \_\_\_\_\_ \$28,740  
Nov. 16 \_\_\_\_\_ \$28,740

### Hotel Key Cards

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

### Individual Hotel Room Drop:

#### In-Room Delivery

Nov. 15 \_\_\_\_\_ \$45,000  
Nov. 16 \_\_\_\_\_ \$45,000  
Nov. 17 \_\_\_\_\_ \$45,000  
Nov. 18 \_\_\_\_\_ \$45,000

### Individual Hotel Room Drop:

#### Outside Room Delivery

Nov. 15 \_\_\_\_\_ \$29,000  
Nov. 16 \_\_\_\_\_ \$29,000  
Nov. 17 \_\_\_\_\_ \$29,000  
Nov. 18 \_\_\_\_\_ \$29,000

## Hotel Advertising: Hyatt Regency McCormick Place

### Coffee Sleeves in the Market

Exclusive opportunity \_\_\_\_\_ \$6,000

### Digital Lobby Displays

Concierge Screen \_\_\_\_\_ \$8,000  
Seating Area Screen \_\_\_\_\_ \$5,500

### Elevator Digital Screens

Exclusive opportunity \_\_\_\_\_ \$6,000

### Elevator Vestibule Floor Clings

North Tower \_\_\_\_\_ \$11,500  
South Tower \_\_\_\_\_ \$12,500

### Lobby Pillar Wraps

Exclusive opportunity \_\_\_\_\_ \$30,500

### McCormick Place Entrance

Exclusive opportunity \_\_\_\_\_ TBD

### Restaurant/Bar Pillar Wraps

Exclusive opportunity \_\_\_\_\_ \$18,500

### Window Clings

Exclusive opportunity \_\_\_\_\_ \$12,500

## Hotel Advertising: Chicago Marriott Marquis

### Guest Elevator Advertising on Level Two

Two elevators, floors 1-4 \_\_\_\_\_ \$8,500  
Five elevators, floors 1-19 \_\_\_\_\_ \$19,500  
Five elevators, floors 20-39 \_\_\_\_\_ \$19,500

### Window Cling

Exclusive opportunity \_\_\_\_\_ \$15,500

Please write your initials next to selected ad sizes.

Payment is due upon receipt or no later than Wednesday, Oct. 2, 2024

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.



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



November 16-18, 2024  
Chicago, IL  
McCormick Place Convention Center

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
Conference Coverage Website	Varies	For exposure from first launch, we encourage materials be sent by Aug. 30, 2024.	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
ePreview #1	Aug. 23, 2024	Sept. 6, 2024	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
On-Site Meeting Guide	Aug. 30, 2024	Sept. 13, 2024	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Exclusive Exhibitor Email: Pre-Sessions	Sept. 6, 2024	Sept. 20, 2024	n/a	n/a	Kate Hegarty khegarty@ascendmedia.com
ePreview #2	Sept. 13, 2024	Sept. 27, 2024	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Exclusive Exhibitor Email: During Sessions	Sept. 13, 2024	Sept. 27, 2024	n/a	n/a	Kate Hegarty khegarty@ascendmedia.com
Journey through Sessions	Sept. 16, 2024	Sept. 30, 2024	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Attendee Welcome Guide	Sept. 20, 2024	Oct. 4, 2024	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Symposia Schedule and Locator Map	Sept. 20, 2024	Oct. 4, 2024	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Exclusive Exhibitor Email: Post-Sessions	Sept. 20, 2024	Oct. 4, 2024	n/a	n/a	Kate Hegarty khegarty@ascendmedia.com
Daily Newspaper	Sept. 27, 2024	Oct. 11, 2024	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Doctors Bag Premium	Sept. 27, 2024	Oct. 11, 2024	2 oz.	8.5" x 11", flat	Kate Hegarty khegarty@ascendmedia.com
Hotel Advertising	Sept. 27, 2024	Oct. 11, 2024	n/a	n/a	Kate Hegarty khegarty@ascendmedia.com
ePreview #3	Oct. 8, 2024	Oct. 22, 2024	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Morning Agenda Email	Oct. 4, 2024	Oct. 18, 2024	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Doctors Bag Insert	Oct. 4, 2024	Oct. 18, 2024	2 oz.	8.5" x 11", flat	Kate Hegarty khegarty@ascendmedia.com
Individual Hotel Room Drops	Oct. 11, 2024	Oct. 25, 2024	2 oz.	8.5" x 11", flat	Kate Hegarty khegarty@ascendmedia.com
eHighlights #1	Oct. 18, 2024	Nov. 1, 2024	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
eHighlights #2	Oct. 25, 2024	Nov. 8, 2024	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 2024 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.

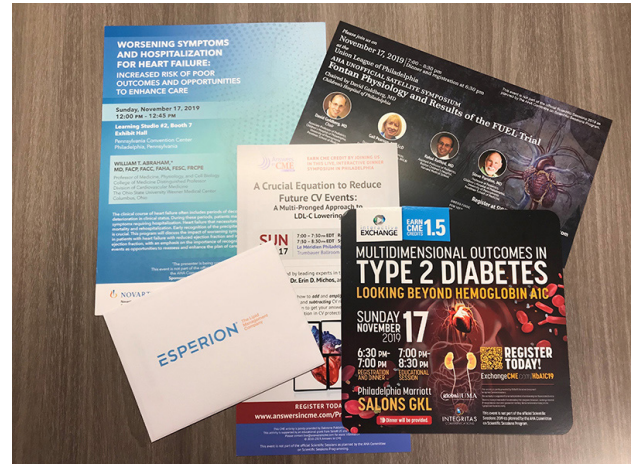
5. An Industry Highlights channel will be published on Meeting News Central, which will include a schedule of Industry Programs. All AHA Doctors Bag supporters will have an "article" related to their insert within this channel labeled paid advertising content. A link to the Industry Highlights page will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

### 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.

Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.

# 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)

<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) 	<b>Map Banner Ad</b> 8.5" x 1.625" 

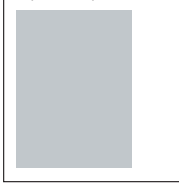

## DAILY

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>Back Panel</b> 8.5" x 1.625" 	

## JOURNEY THROUGH SESSIONS

**Covers and Full Page**  
Bleed  
6.25" x 9.25"  
Trim  
6" x 9"  
Safety/Live Area  
5.5" x 8.5"

## ATTENDEE WELCOME GUIDE

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

## SYMPOSIUM 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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## 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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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.

### 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

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

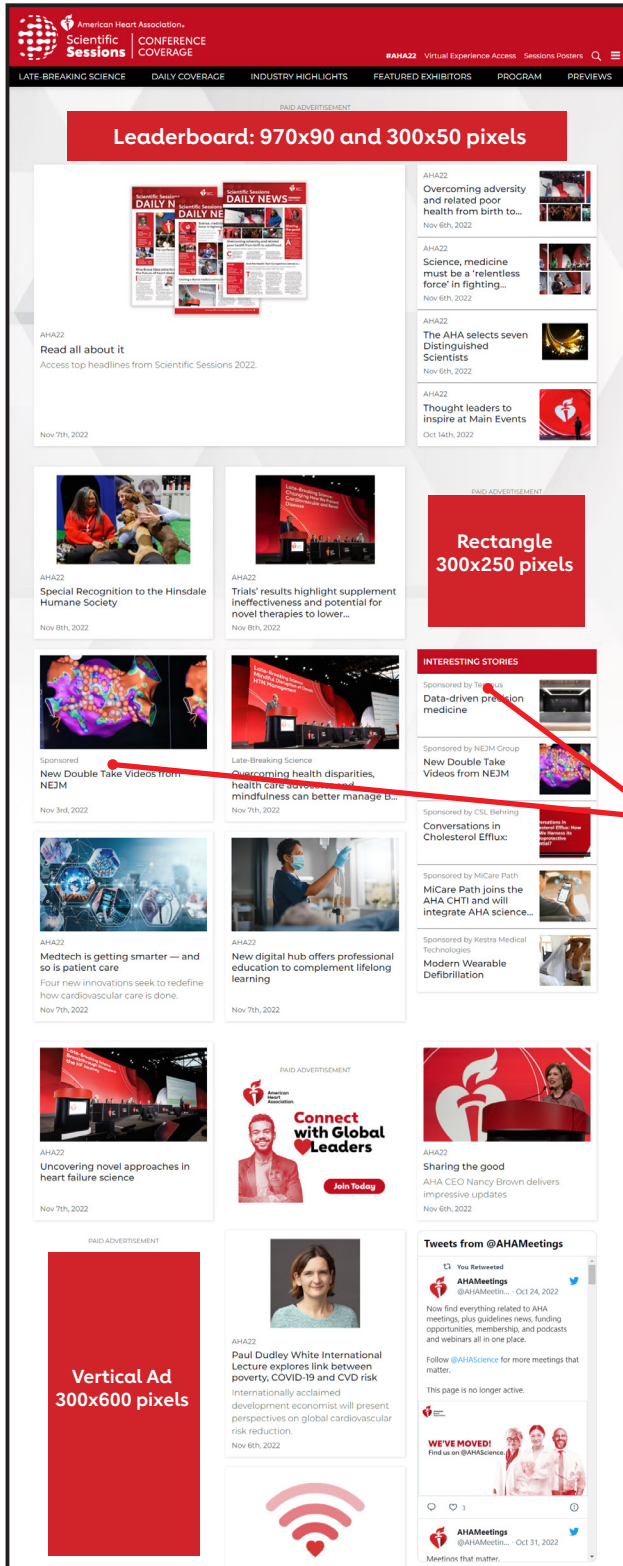
### Important notes

- 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

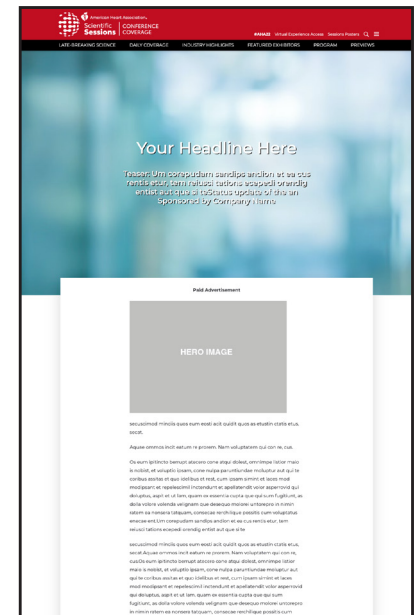
#### Body copy:

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

# DIGITAL AD DIMENSIONS AND SPECIFICATIONS (WIDTH X HEIGHT)

## Industry Highlights Channel

The screenshot shows the 'Industry Highlights Channel' page with a navigation bar and a grid of article cards. Each card includes a thumbnail image, a headline, a short description, and the date. The footer contains contact information for the American Heart Association.

Article Title	Sponsor	Date
Symposia Schedule for #AHA 22	AHA22	Oct 20th, 2022
Real World Perspectives on the Under-diagnosis of Heart Failure in the US	Roche Diagnostics	Oct 28th, 2022
Early Rhythm Control for Improving Outcomes in AF	Sanofi	Oct 28th, 2022
Making the Call: Improving Heart Failure Outcomes with SGLT2 Inhibitors	AstraZeneca	Oct 27th, 2022
Conversations in Cholesterol Efflux: How Can We Harness...	CSL Behring	Oct 28th, 2022
Modern Wearable Defibrillation	Kestra Medical Technologies	Oct 27th, 2022
Discover the important cholesterol efflux at b...	CSL Behring	Oct 27th, 2022

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

**Company name**

**Thumbnail image**

Thumbnail Image on the channel page will be the first page of the PDF of your 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

**Optional:**

**Background Image (behind headline)**

Horizontal, minimum 300 dpi, will work with white text, and has no words or logos in the image. If not provided, Ascend will provide a generic background.

## Industry Highlights Article

The screenshot shows a template for an 'Industry Highlights Article'. It features a large blue background with white text for the headline, teaser, and sponsor name. Below this is a grey box labeled 'Your insert here'.

**Your Headline Here**

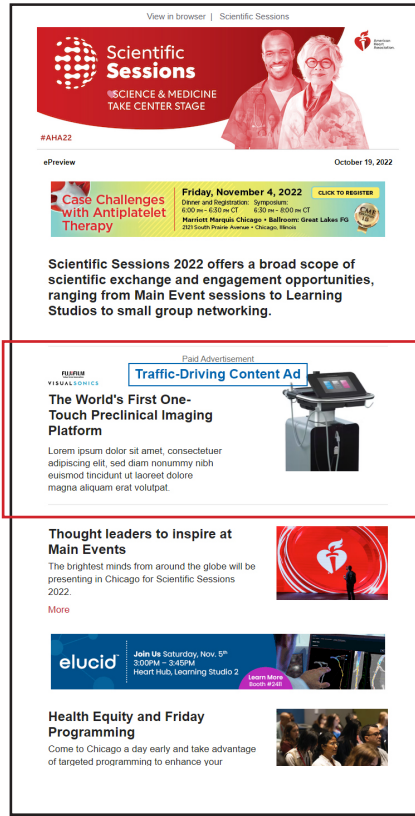
**Your Teaser Here**

**Sponsored by Company Name**

**Your insert here**

# DIGITAL AD DIMENSIONS AND SPECIFICATIONS (CONTINUED)

## (WIDTH X HEIGHT)



### 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 ePreviews, eDaily and eHighlights

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

### Exclusive Exhibitor Email Requirements

- Ascend is responsible for integrating your layout with the event header and footer code. Advertiser should **not** include the following elements:
  - Designed headers or footers.
- Subject lines are limited no more than 7 words.
- 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.
- While every attempt is made to ensure the accurate deployment of provided content, Ascend cannot be responsible for formatting or text inaccuracies that are caused by a specific browser or setting. This applies to both desktop and mobile deployments.
- **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 submission.

