# ASCEND MEDIA ADVERTISING AGREEMENT

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

American Heart Association. Scientific Sessions

**November 7-10, 2025 | Scientific Sessions**
**November 8-10, 2025 | Exhibits**
**Ernest N. Morial Convention Center**
**New Orleans, LA**

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

## Engagement Packages

**Sessions eNewsletter Package** _____ $27,930

**Corporate Branding Package** _____ $15,810

**Product/Drug Launch Package** _____ $52,440

**Program Marketing Package #1** _____ $19,150

**Program Marketing Package #2** _____ $18,815

**Program Marketing Package #3** _____ $13,340

**Program Marketing Package #4** _____ $22,590

**Program Marketing Package #6** _____ $9,975

**Program Marketing Package #7** _____ $10,975

## Meeting News and Navigation

**AHA Mobile Meeting Guide App**
Premier Sponsorship _____ $85,000
Alert Notifications (each) _____ $10,000

**AHAtv**
Exclusive Opportunity _____ $250,000

**Essential Guide to Scientific Sessions**
Exclusive Opportunity _____ $20,000

**Conference Bag Inserts**
Per Insert _____ $23,500

**Conference Coverage Website**
ROS All Positions (three available) _____ $20,000
ROS Leaderboard (two available) _____ $12,120
High-Performance Ad/ePreview Bundle _____ $10,310
High-Performance Ad _____ $10,000
ROS Rectangle (two available) _____ $9,335
ROS Vertical (two available) _____ $4,855

**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

**Experience Scientific Sessions**
Back Cover _____ $8,800
Map Sponsorship with Full Page _____ $8,250
Inside Front Cover _____ $7,700
Inside Back Cover _____ $6,875
Full Page (10 available) _____ $5,500
Experience Scientific Sessions eBlast Banner Ad (two available) _____ $5,000

**Industry Programming Guide**
Back Cover Panel _____ $9,880
Full Panel _____ $7,255
Half Panel _____ $4,320

**Journey through Sessions:**
Single Sponsor Buyout _____ $36,000

**Journey through Sessions: Heart Failure and Cardiomyopathies**
Back Cover _____ $8,000
Inside Front Cover _____ $7,000
Full Page (three available) _____ $7,000

**Journey through Sessions: Electrophysiology and Arrhythmias**
Back Cover _____ $8,000
Inside Front Cover _____ $7,000
Full Page (three available) _____ $7,000

**Journey through Sessions: Hypertension and Prevention**
Back Cover _____ $8,000
Inside Front Cover _____ $7,000
Full Page (three available) _____ $7,000

**Journey through Sessions: Interventional Treatments and Cardiac Surgery**
Back Cover _____ $8,000
Inside Front Cover _____ $7,000
Full Page (three available) _____ $7,000

**Photo Gallery Sponsorship**
Exclusive Sponsorship _____ $10,000

## Email Marketing

**eHighlights #1: Mid-November**
Leaderboard _____ $9,310
Premium Banner _____ $9,310
Traffic-Driving Content Ad _____ $9,310

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**Rates continued and signature required on page 3.** →

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**eHighlights #2: Early December**
Leaderboard _____ $9,310
Premium Banner _____ $9,310
Traffic-Driving Content Ad _____ $9,310

**ePreview #1: Late September**
Leaderboard _____ $9,310
Premium Banner _____ $9,310
Traffic-Driving Content Ad _____ $9,310
High-Performance Ad/ ePreview Bundle _____ $10,310

**ePreview #2: Mid-October**
Leaderboard _____ $9,310
Premium Banner _____ $9,310
Traffic-Driving Content Ad _____ $9,310
High-Performance Ad/ ePreview Bundle _____ $10,3100

**ePreview #3: Days before the event**
Leaderboard _____ $9,310
Premium Banner _____ $9,310
Traffic-Driving Content Ad _____ $9,310
High-Performance Ad/ ePreview Bundle _____ $10,310

**Exclusive Exhibitor Email**
*Priced per day*
Pre-Sessions (limit five) _____ $25,750
During Sessions (limit one per day during the event) _____ $25,750
Post-Sessions (limit two) _____ $25,750

**Morning Agenda Email**
*Priced per day*
Leaderboard _____ $9,310
Premium Banner or Traffic-Driving Content Ad _____ $9,310
Single sponsor and get both positions _____ $15,000

**Registration Confirmation Email and Resource Hub Package**
Exclusive Opportunity _____ $75,000

## Convention Center Sponsorships

*Additional production fees will apply*

**Abstracts on USB**
Exclusive Opportunity _____ $80,000

**Ad Banner** _____ $30,000

**AHAtv**
Exclusive Opportunity _____ $250,000

**Atrium Cafe Railing Cling**
Per Cling (two available)_____ $60,000

**Backlit Kiosks**
Per kiosk (10 available) _____ $20,000

**Charging Lounge**
Per lounge (two available)_____ $40,000

**Charging Stations**
Per station (four available)_____ $26,250

**Coat and Luggage Check**
Exclusive Opportunity _____ $20,000

**Coffee and Tea Break**
Per Day _____ $25,000

**Conference Bag Inserts**
Per Insert _____ $23,500

**Conference Shuttle Bus Package**
Per Package (4 available)_____ $50,000

**Escalator Runners and Floor Clings**
Per Set _____ $55,000

**Lanyards** _____ $80,000

**On-Site Digital Signage**
Per Ad (six available) _____ $15,000

**Professional Headshot Lounge**
Exclusive Opportunity _____ $40,000

**Publication Bins**
Per Bin (three available) _____ $7,500

**Puppy Snuggles** _____ $45,000

**Science & Technology Hall Aisle Signs**
Exclusive Opportunity _____ $75,000

**Science & Technology Hall Park Strips**
Per Strip (two available) _____ $35,000

**Science & Technology Hall Restaurant Sponsorship**
Exclusive Opportunity _____ $15,000

**Stacked Meter Cubes**
Per Stack (six available) _____ $22,000

**Tabletop Graphics**
Per seating area _____ $25,000

**Wellness Challenge/App**
Wellness Challenge/App _____ $50,000
Wellness Challenge/App Plus Yoga _____ $75,000

**Wi-Fi Sponsorship**
Exclusive Opportunity _____ $50,000

**Window and Door Clings**
Exclusive Opportunity _____ $45,000

## On-Site Education and Networking

**Health Innovation Pavilion Coffee & Tea Breaks**
Per day _____ $15,000

**Health Innovation Pavilion Sponsorship**
Each (five available) _____ $25,000

**Health Tech Competition & Award Ceremony**
Each (three available) _____ $50,000

**Industry Presentations**
Learning Studio:
Unopposed time _____ $70,000
Learning Studio: AM/PM _____ $40,000
Heart Theater:
Unopposed time _____ $55,000
Heart Theater: AM/PM _____ $32,500
Learning Studio/Heart Theater Recording _____ $7,500
Enduring Learning Studios/ Heart Theaters _____ $10,000*
CardioTalks _____ $25,500

**In addition to recording cost.*

**Learning Labs**
20 x 20 _____ $26,400
20 x 30 _____ $33,000
30 x 30 _____ $42,900

**Meet the Trialist** _____ $40,000

**Membership Lounge**
Exclusive Opportunity _____ $75,000

**Scientific Sessions Situation Room**
Exclusive Opportunity within disease state _____ $100,000

**Abstracts on USB**
Exclusive Opportunity _____ $80,000

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**Rates continued and signature required on page 3.** →

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**New Orleans, LA**

## Booth Drivers

**AHA Mobile Meeting Guide App**
Premier Sponsorship _____ $85,000
Alert Notifications (each)_____ $10,000

**Conference Bag Inserts**
Per Insert _____ $23,500

**Uber Eats**
Exclusive Opportunity _____ $45,000

## Citywide Advertising

**Uber Rideshare**
Exclusive Opportunity _____ $75,000

**Doctors Bag Insert**
Per insert _____ $15,690

## Hotel Room Marketing

**Doctors Bag Premium** _____ $28,740

**Hotel Key Cards**
Exclusive Opportunity _____ $45,000

**Hotel Room Deliveries: All three hotels**
In-room Delivery _____ $34,740
Outside Room Delivery _____ $34,740

**Hotel Room Deliveries: Hilton New Orleans Riverside**
In-room Delivery _____ $14,970

## Hotel Advertising: Hilton New Orleans Riverside

Outside Room Delivery _____ $10,450

**Hotel Room Deliveries: Marriott New Orleans**
In-room Delivery _____ $12,600
Outside Room Delivery _____ $8,800

**Hotel Room Deliveries: Sheraton New Orleans**
In-room Delivery _____ $11,025
Outside Room Delivery _____ $7,700

**"Post-It" Style Notes on Hotel Doors**
Nov. 8 Delivery _____ $33,688
Nov. 9 Delivery _____ $35,800
Nov. 10 Delivery _____ $35,063

## Hotel Advertising: Marriott New Orleans

**Bridge Window Clings Package**
Exclusive Opportunity _____ $35,000

**Column Wraps**
Package 1 _____ $8,500
Package 2 _____ $20,000

**Elevator Floor Clings**
Each (two available) _____ $27,500

**Elevator Graphic Clings**
Each (20 available) _____ $2,500

**Escalator Package**
Exclusive Opportunity _____ $10,000

**Wall Clings**
Wall Cling RC2-WC1 _____ $8,500
Wall Cling RC2-WC2 _____ $8,500
Wall Cling RC2-WC7 _____ $11,500

**Window Clings at Main Entrance**
Exclusive Opportunity _____ $35,000

**Door or Window Clings**
Lower Door Clings _____ $6,500
Upper Door Clings _____ $8,500

**Escalator Runner**
Each (two available) _____ $6,500

**Elevator Floor Clings**
Each (two available) _____ $8,500

**River Tower Escalator Half-Wall Cling**
Exclusive Opportunity _____ $8,500

**Wall Cling Package**
Exclusive Opportunity _____ $12,500

Please write your initials next to selected ad sizes.
Payment is due upon receipt or no later than Tuesday, Sept. 23, 2025

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

_____
Ascend Media Account Manager Printed Name

_____
Advertiser/Sponsor/Agency Signature — Date

_____
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
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

American Heart Association. Scientific Sessions

**November 7-10, 2025 | Scientific Sessions**
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**Ernest N. Morial Convention Center**
**New Orleans, LA**

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 Sept. 5, 2025. | n/a | n/a | Andrea Johnson ajohnson@ascendmedia.com |
| ePreview #1 | Aug. 15, 2025 | Aug. 29, 2025 | n/a | n/a | Andrea Johnson ajohnson@ascendmedia.com |
| Exclusive Exhibitor Email: Pre-Sessions | Aug. 29, 2025 | Sept. 12, 2025 | n/a | n/a | Kate Hegarty khegarty@ascendmedia.com |
| Exclusive Exhibitor Email: During Sessions | Aug. 29, 2025 | Sept. 19, 2025 | n/a | n/a | Kate Hegarty khegarty@ascendmedia.com |
| Journey through Sessions | Sept. 9, 2025 | Sept. 23, 2025 | n/a | n/a | Andrea Johnson ajohnson@ascendmedia.com |
| Essential Guide to Scientific Sessions | Sept. 12, 2025 | Sept. 26, 2025 | n/a | n/a | Andrea Johnson ajohnson@ascendmedia.com |
| Experience Scientific Sessions | Sept. 12, 2025 | Sept. 26, 2025 | n/a | n/a | Andrea Johnson ajohnson@ascendmedia.com |
| Industry Programming Guide | Sept. 12, 2025 | Sept. 26, 2025 | n/a | n/a | Andrea Johnson ajohnson@ascendmedia.com |
| Daily Newspaper | Sept. 19, 2025 | Oct. 3, 2025 | n/a | n/a | Andrea Johnson ajohnson@ascendmedia.com |
| ePreview #2 | Sept. 19, 2025 | Oct. 3, 2025 | n/a | n/a | Andrea Johnson ajohnson@ascendmedia.com |
| Doctors Bag Premium | Sept. 19, 2025 | Oct. 3, 2025 | 2 oz. | 8.5" x 11", flat | Aimee Preator apreator@ascendmedia.com |
| Doctors Bag Insert | Sept. 26, 2025 | Oct. 10, 2025 | 2 oz. | 8.5" x 11", flat | Aimee Preator apreator@ascendmedia.com |
| Morning Agenda Email | Sept. 26, 2025 | Oct. 10, 2025 | n/a | n/a | Andrea Johnson ajohnson@ascendmedia.com |
| ePreview #3 | Oct. 3, 2025 | Oct. 17, 2025 | n/a | n/a | Andrea Johnson ajohnson@ascendmedia.com |
| Exclusive Exhibitor Email: Post-Sessions | Oct. 3, 2025 | Oct. 17, 2025 | n/a | n/a | Kate Hegarty khegarty@ascendmedia.com |
| Hotel Room Deliveries | Oct. 3, 2025 | Oct. 17, 2025 | 2 oz. | 8.5" x 11", flat | Kate Hegarty khegarty@ascendmedia.com |
| eHighlights #1 | Oct. 10, 2025 | Oct. 24, 2025 | n/a | n/a | Andrea Johnson ajohnson@ascendmedia.com |
| eHighlights #2 | Oct. 17, 2025 | Oct. 31, 2025 | 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 2025 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.
  - Exhibitors or USE event holders may not advertise on joint pieces promoting separate events.

*Please refer to exhibitatsessions.org for advertising guidelines and restrictions.*
*AHA at any point may choose not to approve marketing pieces at its own discretion.*

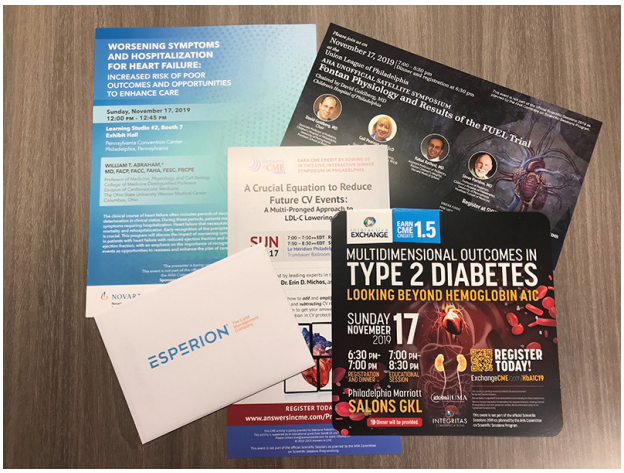
American Heart Association. Scientific Sessions

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**Ernest N. Morial Convention Center**
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# DOCTORS BAG/HOTEL ROOM DELIVERIES

**How to participate in the Doctors Bag/Hotel Room Deliveries**

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. 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
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 Conference Coverage Website, which will include a schedule of Industry Programs. All AHA Doctors Bag/Hotel Room Delivery 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 9 for specifications.




**Doctors Bags: Important notes**

- All advertising is subject to the approval of the American Heart Association.
- Only exhibitors may advertise.
- 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.
- Handling fees for shipments received by hotels may apply.
- 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.
- If more than one item is planned for the Doctors Bag (i.e. a postcard and sample), the item must be sealed and presented for delivery as one item. The 4-oz weight is for the combined packaged item. Doctors Bag items submitted for inclusion that contain more than one item will be reviewed and assessed by both client and the Publisher to determine if additional costs will apply.
- 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

**Hotel Room Deliveries: Important notes**

- All advertising is subject to American Heart Association approval.
- Only exhibitors may advertise.
- Inserts will be shipped directly to the hotels handling distribution
- Quantities per hotel will be provided once event housing has closed
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided
- Handling fees for shipments received by hotels may apply.
- Maximum weight of any item for delivery is 4 oz.
- If more than one item is planned for the Individual Room Drop (i.e. a postcard and sample), the item must be sealed and presented for delivery as one item. The 6-oz weight is for the combined packaged item.
- All Individual Room Drops that contain more than one item will be reviewed and assessed by both client and the Publisher to determine if additional costs will apply.

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)

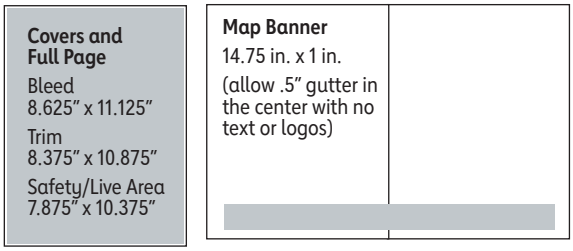
American Heart Association. Scientific Sessions

**November 7-10, 2025 | Scientific Sessions**
**November 8-10, 2025 | Exhibits**
**Ernest N. Morial Convention Center**
**New Orleans, LA**

***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).***

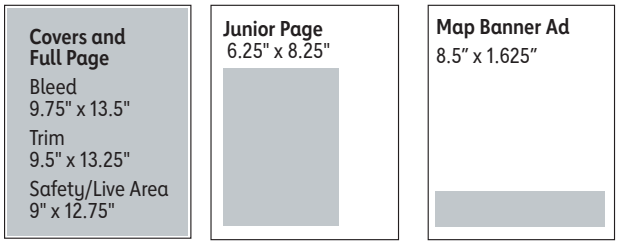
## EXPERIENCE SCIENTIFIC SESSIONS

**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)

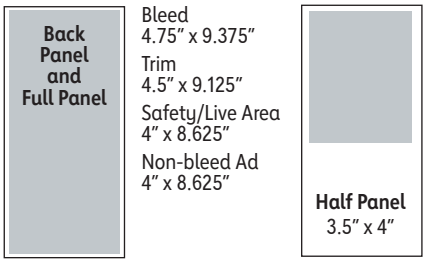



## DAILY

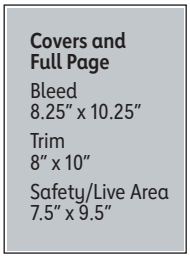
**Publication size:** 9.5" x 13.25" (finished size)
**Trim:** Final page dimensions.
**Bleed:** Size required for an ad to bleed off the edges of a page. (0.125" past trim)
**Safety/Live Area:** All text and graphics not intended to bleed. (0.25" from trim)



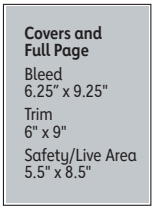

## INDUSTRY PROGRAMMING GUIDE



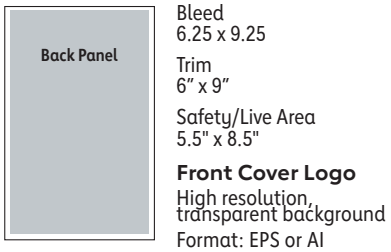

## POSTER HALL MAP




## JOURNEY THROUGH SESSIONS




## ESSENTIAL GUIDE TO SCIENTIFIC SESSIONS




### Specifications 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.

### 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. Without an accurate SWOP-provided proof, Ascend Media cannot be held responsible for the outcome of color on press.

### 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.

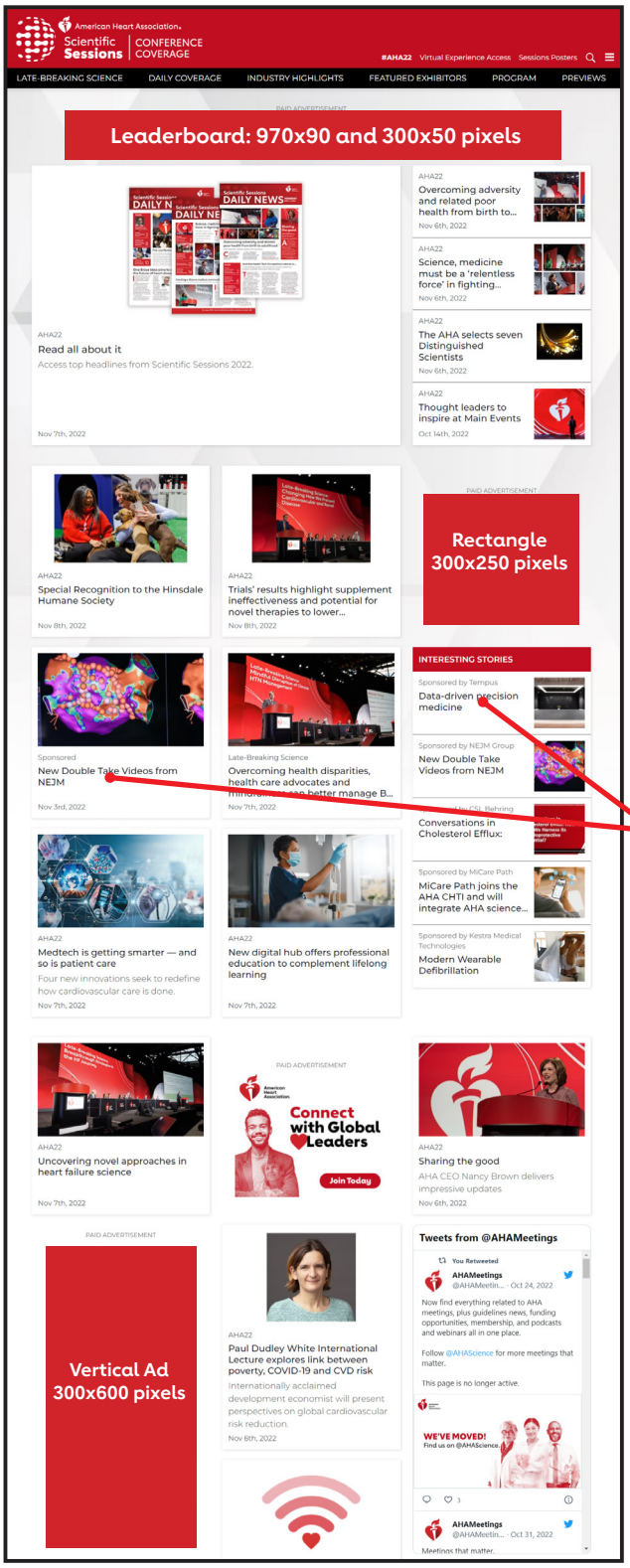
**Advertisers preparing materials specific to a booth or program are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.**

# DIGITAL AD DIMENSIONS AND SPECIFICATIONS (WIDTH X HEIGHT)

American Heart Association. Scientific Sessions

**November 7-10, 2025 | Scientific Sessions**
**November 8-10, 2025 | Exhibits**
**Ernest N. Morial Convention Center**
**New Orleans, LA**

## 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.
- US-only distribution is available for a $500 fee per ad for compliance reasons only. Please alert your account manager if you require US-only distribution.

### 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**

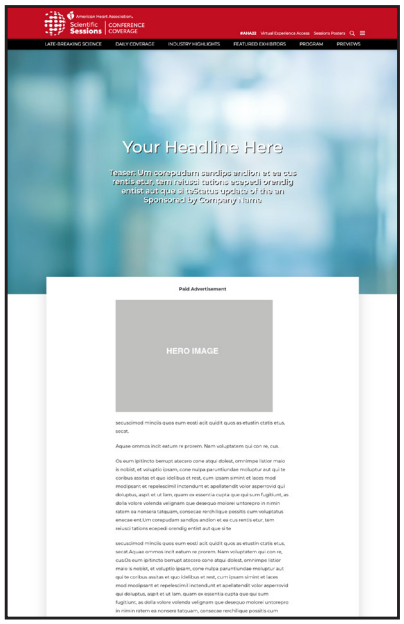
**Headline:**
Up to 75 characters

**Teaser:**
up to 125 characters

**Body copy (optional*):**
Up to 1,000 words
**If not providing body copy, a URL is required.*

**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)

American Heart Association. Scientific Sessions

**November 7-10, 2025 | Scientific Sessions**
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**Ernest N. Morial Convention Center**
**New Orleans, LA**

## Industry Highlights channel on Conference Coverage Website




### Industry Highlights channel

**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:**
Up to 125 characters

**Body copy (optional):**
Send up to 1,000 words, and we'll elevate your digital component to a full content article linked to your PDF insert from the Doctors Bag/Hotel Room Delivery.

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## Enduring Learning Studios & Heart Theaters on the Conference Coverage Website

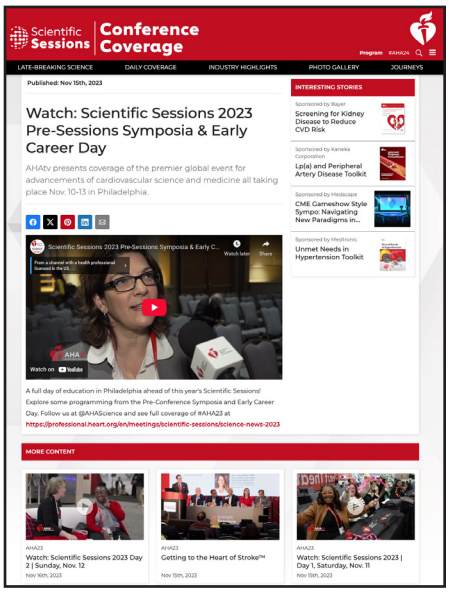
**Headline:**
Up to 75 characters

**Teaser:**
up to 125 characters

**Body copy (optional)**
up to 250 characters

**Video:**
Embed link from a video hosted on YouTube

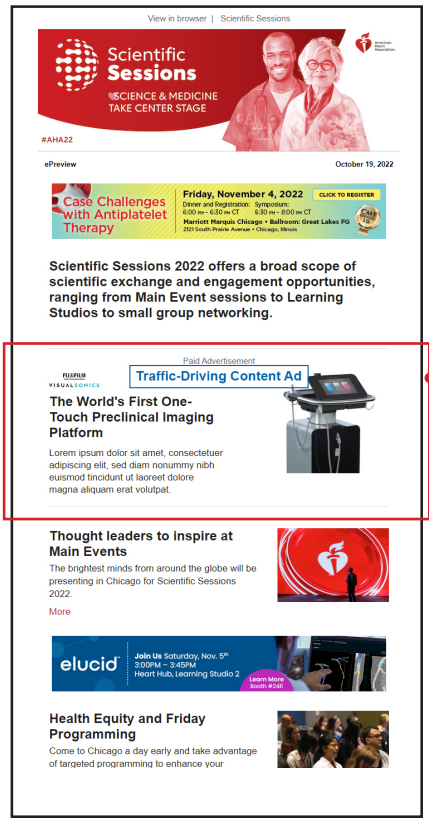
**Include the following disclaimer at the top of the video.**
This event is not part of the official Scientific Sessions 2025 as planned by the AHA Committee on Scientific Sessions Programming.



# DIGITAL AD DIMENSIONS AND SPECIFICATIONS (CONTINUED)
(WIDTH X HEIGHT)

American Heart Association. Scientific Sessions

**November 7-10, 2025 | Scientific Sessions**
**November 8-10, 2025 | Exhibits**
**Ernest N. Morial Convention Center**
**New Orleans, LA**




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

**Leaderboard**
600 x 100 pixels

**Premium Banner**
600 x 100 pixels

**Traffic-Driving Content Ad**

- Up to1,000 words. If not providing body copy, a URL is required.
- Company Name to be included in headline or teaser
- Headline: up to 75 characters
- Teaser: up to 125 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.
- We can only provide ad metrics for ads that have an associated hyperlink.
- US-only distribution is available for a $500 fee per ad for compliance reasons only. Please alert your account manager if you require US-only distribution.

## 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 Specifications

- 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.
  - "Contact us," "Do not reply" statements, unsubscribe links, mail correspondence references and the like in a footer. These elements will be included by Ascend in the Association's footer since the email is coming from the Association.
- 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. If the advertiser submits revised HTML during the production or testing phase, there will be an additional $500 fee for each occurrence for reprogramming and retesting.
- 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 content, we will allow basic Media Queries for show/hide and basic width handling

