ASCEND MEDIA ADVERTISING AGREEMENT

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

AUA 2027 San Diego MAY 21-24

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

NEW! EXPERIENTIAL HOTEL OPPORTUNITIES

Cup of Joe on the Go! *Priced per day.*

Manchester Grand Hyatt	____ $32,000
Hilton San Diego Bayfront	____ $28,000
Sheraton San Diego Hotel & Marina	____ $18,750
Omni Hotel	____ $13,000

Mini Fridge Takeover

Marriott Marquis	____ $26,000
Manchester Grand Hyatt	____ $25,750
Sheraton San Diego Hotel & Marina	____ $14,250
Omni Hotel	____ $11,000

Premium Hotel Room Delivery: Inside Room

Marriott Marquis	____ $26,000
Manchester Grand Hyatt	____ $25,750
Sheraton San Diego Hotel & Marina	____ $14,250
Omni Hotel	____ $11,000

"Sweet" Dreams

Manchester Grand Hyatt	____ $39,000
Marriott Marquis	____ $33,500
Hilton San Diego Bayfront	____ $26,000
Sheraton San Diego Hotel & Marina	____ $19,000
Omni Hotel	____ $12,000

ENGAGEMENT PACKAGES

Branding Package *One available.*	____ $36,270
Lead Generation Package *Three available.*	____ $31,200
Traffic-Building Package *One available.*	____ $41,375

MEETING NEWS AND NAVIGATION PRODUCTS

APP Guide

Single-Sponsor Buyout	____ $32,500
Back Cover	____ $8,000
Inside Front Cover	____ $7,000
Full Page (three available)	____ $7,000 each

AUA Daily News

Standard Rates

Full Page	____ $18,870
Full Page PI (B/W)	____ $15,025
Junior Page	____ $16,480
Half Page	____ $13,395
Quarter Page	____ $7,450
Product & Services Showcase Ad	____ $720

Premium Rates

Full Page Spread	____ $28,140
Front Page Banner with Full Page Ad	____ $26,665
Front Page Banner only	____ $16,515
Back Cover	____ $26,315
Exhibit Hall Map Premium	____ $25,605
Inside Front Cover	____ $23,525
Inside Back Cover	____ $21,410
Newsstand only	____ $20,120
Newsstand with a Full Page	____ $30,270
Daily Schedule	____ $19,410

AUA Daily News Online

ROS All Positions (three available)	____ $20,600
ROS Leaderboard (two available)	____ $12,120
ROS Rectangle (two available)	____ $9,335
High-Performance Ad/Interesting Story	____ $5,360
ROS Vertical (two available)	____ $4,855
U.S.-only distribution fee	____ $500

Conference Navigator & Map

Exclusive Sponsorship	____ $30,000

Lead Gen & Resource Downloads Program ____ $5,000

Photo Gallery Sponsorship

Exclusive Sponsorship	____ $10,000

Residents Guide

Exclusive Sponsorship	____ $35,000

EMAIL PRODUCTS

AUA Daily News eHighlights

Leaderboard	____ $3,500
Position 1	____ $3,400
Position 2	____ $3,300
Position 3	____ $3,200
Position 4+	____ $3,100
U.S.-only distribution fee	____ $500

Rates continued and signature required on page 3. →

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AUA Daily News ePreviews and eNews

Note: Positions 1-4+ can be either a Traffic-Driving Content ad or a Premium Banner.

All ePreviews + all eNews

Position 1	____ $23,800
Position 2	____ $23,100
Position 3	____ $22,400
U.S.-only distribution fee	____ $500

ePreviews only *Priced per ePreview.*

Leaderboard	____ $3,500 each
Position 4+	____ $3,100 each
U.S.-only distribution fee	____ $500

eNews only *Includes all issues.*

Leaderboard	____ $14,000
Position 4+	____ $12,400
U.S.-only distribution fee	____ $500

Best of AUA Email

Single-Sponsor Buyout	____ $17,810
Traffic-Driving Content Ad	____ $4,245
Leaderboard	____ $4,035
Premium Banner	____ $3,030
U.S.-only distribution fee	____ $500

Exclusive Exhibitor Email Package

Per package (three available)	____ $34,000
U.S.-only distribution fee	____ $500

HOTEL MARKETING & DELIVERIES

Doctors Bag Insert (per insert) ____ $12,180

Doctors Bag Premium (per day) ____ $15,210

Hotel Check-In Promo

Hotel Check-In Promo	____ $24,700
Optional Add-On*	____ $11,700

**Only available in addition to the standard Hotel Check-In Promo.*

Standard Hotel Room Delivery: Inside Room

Top Three Hotels**

May 20, 2027	____ $45,900
May 21, 2027	____ $54,900
May 22, 2027	____ $54,900

Manchester Grand Hyatt

May 20, 2027	____ $14,400
May 21, 2027	____ $20,700
May 22, 2027	____ $20,700

Marriott Marquis

May 20, 2027	____ $16,200
May 21, 2027	____ $18,000
May 22, 2027	____ $18,000

Hilton San Diego Bayfront

May 20, 2027	____ $15,300
May 21, 2027	____ $16,200
May 22, 2027	____ $16,200

Sheraton San Diego Hotel & Marina

May 20, 2027	____ $10,500
May 21, 2027	____ $11,550
May 22, 2027	____ $11,550

Standard Hotel Room Delivery: Outside Room

Top Three Hotels**

May 20, 2027 (evening only)	____ $27,900
May 21, 2027 (morning only)	____ $27,900
May 21, 2027 (evening only)	____ $33,370
May 22, 2027	____ $33,370
May 23, 2027 (morning only)	____ $33,370

Manchester Grand Hyatt

May 20, 2027 (evening only)	____ $10,000
May 21, 2027 (morning only)	____ $10,000
May 21, 2027 (evening only)	____ $14,375
May 22, 2027	____ $14,375
May 23, 2027 (morning only)	____ $14,375

Marriott Marquis

May 20, 2027 (evening only)	____ $11,925
May 21, 2027 (morning only)	____ $11,925
May 21, 2027 (evening only)	____ $13,250
May 22, 2027	____ $13,250
May 23, 2027 (morning only)	____ $13,250

Hilton San Diego Bayfront

May 20, 2027 (evening only)	____ $9,350
May 21, 2027 (morning only)	____ $9,350
May 21, 2027 (evening only)	____ $9,900
May 22, 2027	____ $9,900
May 23, 2027 (morning only)	____ $9,900

Sheraton San Diego Hotel & Marina

May 20, 2027 (evening only)	____ $9,000
May 21, 2027 (morning only)	____ $9,000
May 21, 2027 (evening only)	____ $9,900
May 22, 2027	____ $9,900
May 23, 2027 (morning only)	____ $9,900

"Post-It" Style Notes on Hotel Doors

May 20, 2027 (evening)	____ $35,700
May 21, 2027 (evening)	____ $42,700
May 22, 2027 (evening)	____ $42,700
May 23, 2027 (morning)	____ $42,700

***Top Three Hotels include: Manchester Grand Hyatt, Marriott Marquis and Hilton San Diego Bayfront*

Rates continued and signature required on page 3. →

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AUA 2027 San Diego MAY 21-24

Premium Hotel Room Delivery: Inside Room

Marriott Marquis	____ $26,000
Manchester Grand Hyatt	____ $25,750
Sheraton San Diego Hotel & Marina	____ $14,250
Omni Hotel	____ $11,000

HOTEL ADVERTISING: HILTON SAN DIEGO BAYFRONT

Center Lobby Column Wrap
Exclusive sponsorship ____ $9,000

Column Wraps on Gull Street*
Six columns ____ $10,800
Four additional columns by Starbucks ____ $9,600
**Exclusive opportunity; one supporter may choose one or both of the above options.*

Encore LED Banner
Exclusive sponsorship ____ $18,000

Escalator Clings and Promenade Column Wraps
Exclusive sponsorship ____ $30,000

Front Desk Overhead Cling
Exclusive sponsorship ____ $9,600

Front Entrance Doors
Exclusive sponsorship ____ $12,600

Lobby Column Wraps
Exclusive sponsorship ____ $25,800

Lobby Elevator Clings
Lower floors ____ $37,200
Upper floors ____ $31,200

Lobby Escalator Railing
Exclusive sponsorship ____ $12,000

Lobby LED Wall
Exclusive sponsorship ____ $30,000

Lobby Light Wall Clings
Exclusive sponsorship ____ $9,000

Outdoor Column Wraps and Welcome Banner at Hotel Entrance
Welcome Banner ____ $15,600
Two column wraps ____ $9,600

Window/Door Clings: Gull Street Doors to Convention Center
Exclusive sponsorship ____ $12,000

HOTEL ADVERTISING: MANCHESTER GRAND HYATT

Column Wraps in Lobby Lounge
Exclusive sponsorship ____ $18,000

Harbor Foyer Banner
Exclusive sponsorship ____ $6,000

Harbor Tower Escalator
Exclusive sponsorship ____ $18,000

Harbor Tower Escalator Surround and Lobby Lounge Overlook
Exclusive sponsorship ____ $18,000

Lobby Video Wall
Per 30-second ad (four available) ____ $20,400

Additional production fees may apply. See individual product descriptions for more informaiton.

Please write your initials next to selected ad sizes.
Payment is due upon receipt or no later than Tuesday, April 6, 2027.

TOTAL AMOUNT: $ _____

SIGN AND RETURN TO: Maureen Mauer | Ascend Media | mmauer@ascendmedia.com

By signing this agreement, you are agreeing to Ascend Media's Terms and Conditions enclosed and attached to this Advertising Agreement

_____ Date
Ascend Media Account Manager Signature

_____
Ascend Media Account Manager Printed Name

_____ Date
Advertiser/Sponsor/ Agency Signature

_____
Advertiser/Sponsor/Agency Printed Name

_____
Advertiser/Sponsor/Agency Company Name

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.

To pay by credit card, please contact your by phone or email. Credit card payment is quick, easy and secure.

ascend. media

401 SW Ward Rd, Suite 210,
Lee's Summit, MO 64081-2400

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.

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 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 to the contact listed below. Please indicate the name of the exhibiting company and provide the name of the meeting in the subject line of the email. Email final materials to the contact listed below.

Product	Prototype Due	Final Materials Due	Materials Contact
Residents Guide	Jan. 28, 2027	Feb. 11, 2027	Andrea Johnson ajohnson@ascendmedia.com
APP Guide	Feb. 22, 2027	March 8, 2027	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily News ePreview #1	March 10, 2027	March 24, 2027	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily Newsstand Sponsorship	March 12, 2027	March 26, 2027	Kate Hegarty khegarty@ascendmedia.com
Conference Navigator & Map	March 26, 2027	April 9, 2027	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily News ePreview #2	March 24, 2027	April 7, 2027	Andrea Johnson ajohnson@ascendmedia.com
Exclusive Exhibitor Email Package	March 24, 2027	April 7, 2027	Kate Hegarty khegarty@ascendmedia.com
Hotel Advertising	March 15, 2027	March 22, 2027	Kate Hegarty khegarty@ascendmedia.com
Experiential Hotel Opportunities	March 15, 2027	March 22, 2027	Kate Hegarty khegarty@ascendmedia.com
AUA Daily News	April 1, 2027	April 15, 2027	Andrea Johnson ajohnson@ascendmedia.com
Doctors Bag Insert	April 2, 2027	April 16, 2027	Kate Hegarty khegarty@ascendmedia.com
Doctors Bag Premium	April 2, 2027	April 16, 2027	Kate Hegarty khegarty@ascendmedia.com
AUA Daily News ePreview #3	April 7, 2027	April 21, 2027	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily eNews	April 15, 2027	April 29, 2027	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily News eHighlights	April 28, 2027	May 12, 2027	Andrea Johnson ajohnson@ascendmedia.com
Hotel Check-In Promo	April 29, 2027	May 18, 2027	Kate Hegarty khegarty@ascendmedia.com
Hotel Room Deliveries (Standard/Premium)	April 29, 2027	May 18, 2027	Kate Hegarty khegarty@ascendmedia.com
"Post-It" Style Notes on Hotel Doors	April 29, 2027	May 18, 2027	Kate Hegarty khegarty@ascendmedia.com
Best of AUA Email	May 14, 2027	May 28, 2027	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily News Online	Ongoing	Ongoing	Andrea Johnson ajohnson@ascendmedia.com
Lead Gen & Resource Downloads Program	Ongoing	Ongoing	Andrea Johnson ajohnson@ascendmedia.com
Photo Gallery Sponsorship	Ongoing	Ongoing	Andrea Johnson ajohnson@ascendmedia.com

Please make note of these important advertising policies

Any reference to AUA must use one of the following acceptable options:

Acceptable:
- AUA2027 (AUA followed by the year [no spaces])
- 2027 AUA Annual Meeting

Not Acceptable:
- AUA 2027 Annual Meeting
- AUA 2027
- AUA

Print Product Specifications

Materials required for print products

- PDF/X-1a files are required for all ads.
- Fonts must be outlined or embedded.
- 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.
- 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 the final printed asset.

Submitting recommended printed proofs

Mail proofs to:
Ascend Media LLC
401 SW Ward Rd, Suite 210
Lee's Summit, MO 64081-2400

Important notes

- All advertising is subject to the Association's approval.
- A minimum $500 late fee will be charged for materials received after the materials deadline published in the rate card.
- All quantities are based on projected attendance and room blocks at the time the rate card is published.
- See advertising policies here.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. Ascend Media 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.

AUA Daily News and Daily Schedule

Publication size: 9.5 x 13.25" (finished size)
(width x height)

Full Page Spread
Bleed
19.25" x 13.5"
Trim
19" x 13.25"
Safety/Live Area
18.5" x 12.75"
(Allow .5" gutter in center with no text or logos)

Covers and Full Page
Bleed
9.75" x 13.5"
Trim
9.5" x 13.25"
Safety/Live Area
9" x 12.75"

Half Page Horizontal
8.5" x 6"

Half Page Vertical
4" x 12.25"

Junior Page
6" x 8.5"

Products & Services Showcase Ad
1.875" x 2.625"

Front Page Banner & Map Premium Banner
8.5" x 1.625"

Quarter Page
4" x 6"

Daily News Schedule
Bleed
8.75" x 13.5"
Trim
8.5" x 13.25"
Safety/Live Area
8" x 12.75"

Map Premium includes:
Full Page ad, Banner ad, and Logo
Logo: High resolution, transparent background, Format: EPS or AI

Newsstand

Advertiser receives a 48.8125" W x 24"H ad on the newsstand display.



Print Product Specifications

Materials required for print products
- PDF/X-1a files are required for all ads.
- Fonts must be outlined or embedded.
- 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.
- 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%)
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- See advertising policies here.

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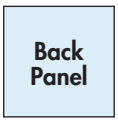
Residents Guide
Publication size: 8.5"x11" (finished size)
(width x height)

Back Cover
Bleed: 8.75" x 11.25"
Trim: 8.5" x 11"
Safety/Live Area: 8" x 10.5"

Front Cover Logo
High resolution
transparent background
Format: EPS or AI

Editorial page
- One piece of high resolution artwork/graphic
- 450 words
- Any additional artwork or graphics may reduce the word count by about 75 words each.

Conference Navigator & Map
Publication size: 5"x5" (finished size)
(width x height)



Back Panel
Bleed: 5.25" x 5.25"
Trim: 5" x 5"
Safety/Live Area: 4.5" x 4.5"

Front Cover Logo
High resolution
transparent background
Format: EPS or AI



APP Guide
Publication size: 8.5x11" (finished size)
(width x height)

Covers and Full page
Bleed: 8.75" x 11.25"
Trim: 8.5" x 11"
Safety/Live Area: 8" x 10.5"

Front Cover Logo (Single-Sponsor Buyout Only)
High resolution
transparent background
Format: EPS or AI

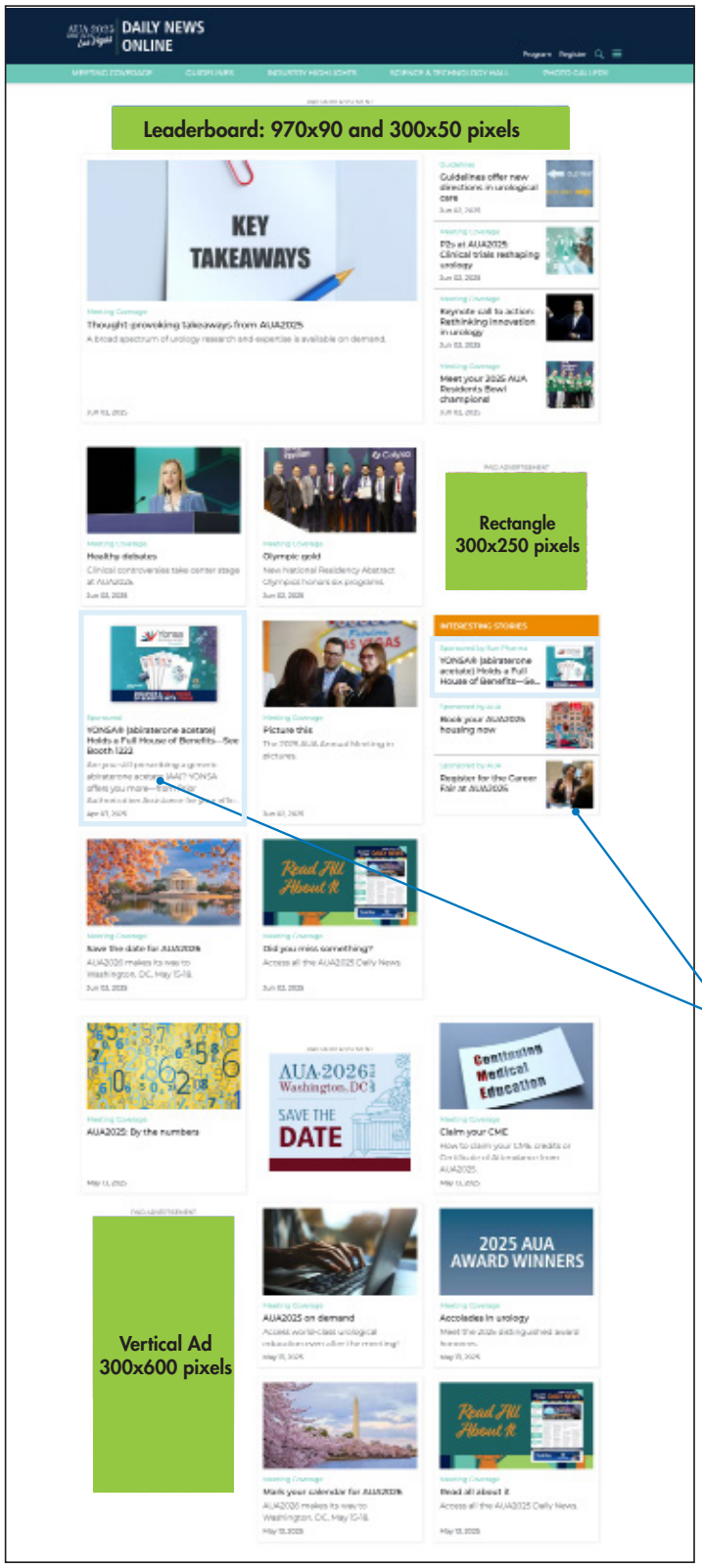


Photo Gallery

Leaderboard: 970x90 and 300x50 pixels
Rectangle: 300x250 pixels
Five Images/Photos: 1500 x 1000 pixels, 300 dpi, JPEG/PNG

AUA Daily News Online Specifications

ROS Advertising

Leaderboard: 970x90 and 300x50 pixels
Rectangle: 300x250 pixels
Vertical Ad: 300x600 pixels

- Leaderboard, rectangle and vertical ad 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 Association.
- The maximum ad file size is 100kb–125kb.
- All third-party vendor supplied tags are subject to approval and must be accompanied by actual GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.
- 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 the Association's 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 standard metric reporting 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/thumbnail image:
Horizontal, minimum 300 dpi, 16:9 ratio

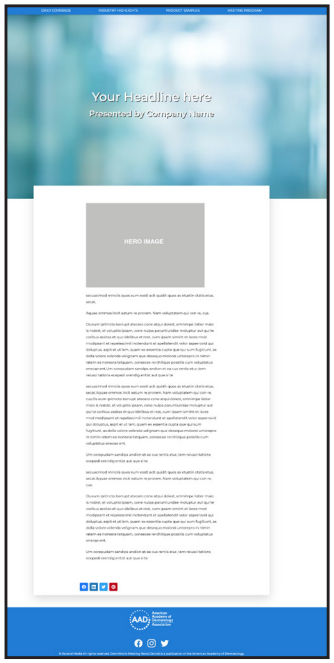
Headline:
Up to 75 characters

Teaser:
Up to 125 characters

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

Header Background Image (behind the headline)

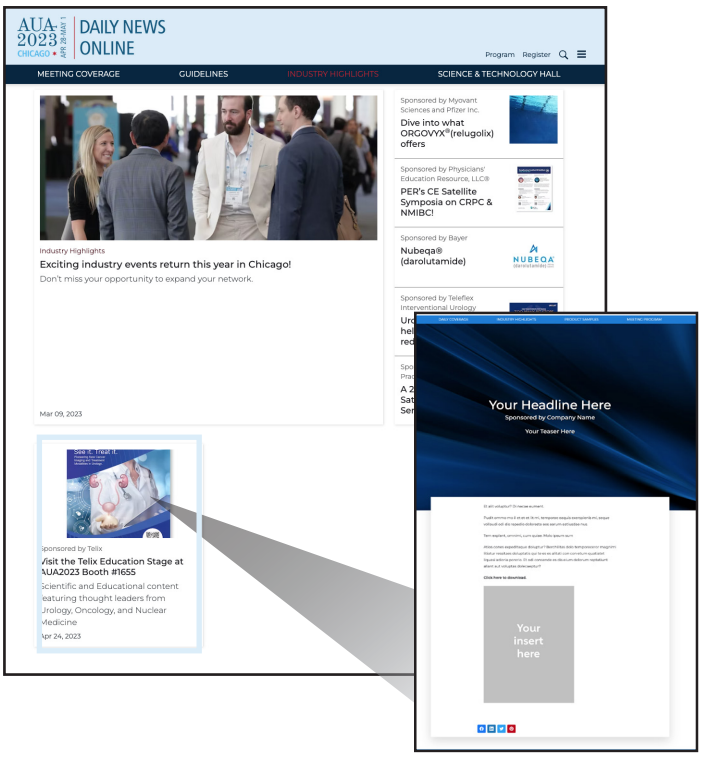
- Color photo or image. No text, logos or people in the photo.
- Must be able to accommodate white type.
- Horizontal, minimum 300 dpi.
- If not provided, Ascend will select a basic background.



Optional elements may include:

- Video: embed link from a video hosted on YouTube
- Hyperlinks

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



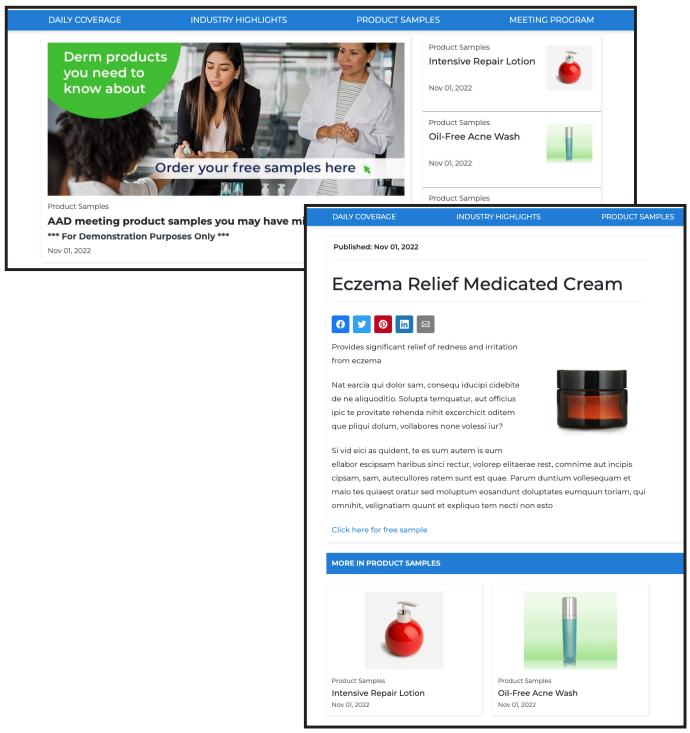
Industry Highlights Channel
(for Doctors Bag and Hotel Room Deliveries advertisers only)

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.



Lead Gen and Resource Downloads Program

Product Name

Headline:
Up to 75 characters

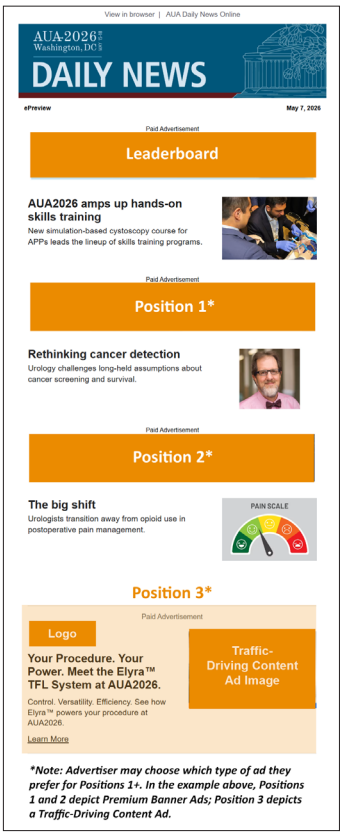
Teaser:
Up to 125 characters

Body copy:
Up to 1,000 words

Product image:
Horizontal, minimum 300 dpi, 16:9 ratio

Contact name and email of person who should receive the leads.

Email Advertising Specifications



Note: Advertiser may choose which type of ad they prefer for Positions 1+. In the example above, Positions 1 and 2 depict Premium Banner Ads; Position 3 depicts a Traffic-Driving Content Ad.

AUA Daily News ePreviews, AUA Daily eNews, AUA Daily eHighlights, and Best of AUA Email

Leaderboard: 600 x 100 pixels

Premium Banner: 600 x 100 pixels

Traffic-Driving Content Ad

- Headline: Up to 75 characters
- Body copy (optional): Up to1,000 words. If not providing body copy, a URL is required.
- Teaser: Up to125 characters
- Thumbnail image: Horizontal, minimum 300 dpi, 16:9 ratio
- Logo: High resolution JPEG or PNG

- 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 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.
- We will provide a standard report for any ad upon request. Requests for custom reporting may incur an additional fee.
- 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, eHighlights and Best of AUA

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



Exclusive Exhibitor Email Package

- 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
  - Code must be run through a validation tool, such as Litmus or EmailOnAcid to confirm responsiveness before submission.

Doctors Bag/Hotel Room Deliveries

- Advertisers are responsible for printing and shipping the correct number of Doctors Bag and Hotel Room Delivery items to the address(s) provided by Ascend Media. (If advertiser needs help printing inserts, Ascend may be able to assist. Please contact your Account Manager.)
- Doctors Bag and Hotel Room Delivery inserts must be approved by the association, regardless of whether the same copy and design have already been approved for other promotional opportunities at the meeting. Advertisers are strongly advised not to begin printing inserts until association approval has been received. Ascend Media will notify advertiser of final approval.
- Submit a PDF of your insert for approval to your materials contact.
- If changes to your insert are necessary after it has been submitted to the Ascend, a corrected prototype must be re-submitted for approval.
- Advertisers must ship inserts to arrive by the "materials due" deadline outlined in the rate card and on the "Materials Submission" page of this document. A minimum $500 late fee will be assessed for materials received after the deadline. Ascend Media will supply a shipping label with complete shipping instructions. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box. Please do not ship your boxes to Ascend Media. Additional costs could be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping labels provided.
- Doctors Bag and Hotel Room Delivery quantities are based on projected attendance and room blocks at the time the rate card is published.
- An Industry Highlights channel will be published on Meeting News Central, which will include a schedule of Industry Programs. All Doctors Bag and Hotel Room Delivery supporters can include their insert content within this channel labeled "paid advertising content." In addition, a link to the Industry Highlights channel will be included in each day's eDaily. Click here for specs.

Hotel Room Delivery: Outside Room Important Notes

Doctors Bags

- The single, 2 oz, 8.5" x 11" insert for a Doctors Bag must be flat with no protruding items unless advance permission has been given. Any insert that does not fit these specifications will be considered a "bulk item" and is subject to an additional fee.
- Bulk items (such as multiple page inserts, product samples, giveaways, oversize or odd shaped inserts) will be reviewed and assessed by both the association and Ascend Media to determine if they will be allowed and if additional costs will apply. If approved, bulk item exceed 4 oz.
- If a bulk item is approved for the Doctors Bag, the item must be sealed and presented for delivery as one item.
- Magazines, newspapers and other publications will not be permitted to be distributed through the Doctors Bag.
- A minimum of six inserts from any combination of advertisers must be reserved for a Doctors Bag to be delivered.

Standard Hotel Room Deliveries: Important notes

- The single, 2 oz, 8.5" x 11" insert for a Hotel Room Delivery must be flat with no protruding items unless advance permission has been given. Any insert that does not fit these specifications will be considered a "bulk item," and will incur additional fees.
- Bulk items (such as multiple page inserts, product samples, giveaways for literature/paper/brochure), oversize or odd shaped inserts) will be reviewed and assessed by both the association and Ascend Media to determine if they will be allowed and if additional costs will apply. Items cannot exceed 8oz.
- Advertisers must ship inserts directly to the meeting hotels to arrive by the "materials due" deadline outlined in the rate card and on the "Materials Submission" page of this document. A minimum $500 late fee will be assessed for materials received after the deadline. Ascend Media will supply a shipping label with complete shipping instructions. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box. Please do not ship your boxes to Ascend Media. Additional costs could be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping labels provided.
- Quantities per hotel will be provided once event housing has closed.
- Handling fees for shipments received by hotels may apply.
- Any remaining product will be recycled or destroyed unless arrangements for the return of product are made with Ascend in advance of the distribution.

"Post-it" Style Notes on Hotel Doors

- Advertiser to supply removable "Post-It" style notes.
- Post-It notes should be provided in pads of 50 sheets (peel and stick single sheets will not be accepted).
- Notes are no larger than 6" x 9" and should be printed one-side only.
- Production assistance is available. Please discuss with your Account Manager.

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

Hotel Room Delivery: Inside Room Important Notes

Mini Fridge Takeover

- Opportunity only available at the Hilton San Francisco Union Square, Westin St. Francis and Parc 55 San Francisco
- Advertiser to supply items to hotel restrictions.
- Item may not exceed 14 oz. in total weight and must fit into a mini-fridge.

Premium Hotel Room Delivery

- Weight of product could affect rate, please consult with your sales manager.
- Advertisers must ship items directly to the meeting hotels to arrive by the "materials due" deadline outlined in the rate card and on the "Materials Submission" page of this document. A minimum $500 late fee will be assessed for materials received after the deadline. Ascend Media will supply a shipping label with complete shipping instructions. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box. Please do not ship your boxes to Ascend Media. Additional costs could be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping labels provided.
- Quantities per hotel will be provided once event housing has closed.
- Handling fees for shipments received by hotels may apply.
- Any remaining product will be recycled or destroyed unless arrangements for the return of product are made with Ascend in advance of the distribution.

Standard Hotel Room Delivery: Inside Room

- The single, 2 oz, 8.5" x 11" insert for a Hotel Room Delivery must be flat with no protruding items unless advance permission has been given. Any insert that does not fit these specifications will be considered a "Premium Room Drop," and will incur additional fees.
- Advertisers must ship inserts directly to the meeting hotels to arrive by the "materials due" deadline outlined in the rate card and on the "Materials Submission" page of this document. A minimum $500 late fee will be assessed for materials received after the deadline. Ascend Media will supply a shipping label with complete shipping instructions. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box. Please do not ship your boxes to Ascend Media. Additional costs could be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping labels provided.
- Quantities per hotel will be provided once event housing has closed.
- Handling fees for shipments received by hotels may apply.
- Any remaining product will be recycled or destroyed unless arrangements for the return of product are made with Ascend in advance of the distribution.

Hotel Check-In Promo

- The single, 2 oz, 8.5" x 11" insert for a Hotel Check-In Promo must be flat with no protruding items.
- Advertisers must ship inserts directly to the meeting hotels to arrive by the "materials due" deadline outlined in the rate card and on the "Materials Submission" page of this document. A minimum $500 late fee will be assessed for materials received after the deadline. Ascend Media will supply a shipping label with complete shipping instructions. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box. Please do not ship your boxes to Ascend Media. Additional costs could be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping labels provided.
- Quantities per hotel will be provided once event housing has closed.
- Handling fees for shipments received by hotels may apply.