

ASCEND MEDIA ADVERTISING AGREEMENT

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

AUA-2021 *Las Vegas*
SEPT 10-13

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

MEETING NEWS AND NAVIGATION PRODUCTS

AUA Daily News

Standard Rates	
Full Page	_____ \$16,200
Full Page PI (B/VV)	_____ \$12,900
Junior Page	_____ \$14,150
Half Page	_____ \$11,500
Quarter Page	_____ \$6,390
Product & Services Showcase Ad	_____ \$615

Premium Rates

Front Page Banner with Full Page Ad	_____ \$22,900
Front Page Banner only	_____ \$14,175
Exhibit Hall /Map Premium	_____ \$21,990
Cover Flap* with Full Page Ad	_____ \$24,585
Cover Flap* (per day)	_____ \$15,860
Back Cover	_____ \$22,600
Inside Front Cover	_____ \$20,200
Inside Back Cover	_____ \$18,385
Newsstand only	_____ \$17,275
Newsstand with a Full Page	_____ \$26,000

AUA Daily News Online

AUA Daily News Online Banner Advertising	
Front Page Leaderboard	_____ \$6,000
Front Page Rectangle	_____ \$2,500
Front Page Vertical 300 x 600	_____ \$4,300
Front Page Video	_____ \$5,000
Channel Leaderboard	_____ \$4,500
Channel Rectangle	_____ \$1,875
Channel Vertical 300 x 600	_____ \$3,225
AUA Daily News Online Advertorial Content	
Industry Resources	_____ \$6,500
Paid Advertising Content	_____ \$8,000

Attendee Welcome Guide

Exclusive Sponsorship	_____ \$25,000
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Mystery Diagnosis

Exclusive Sponsorship	_____ \$20,000
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EMAIL PRODUCTS

AUA Daily News ePreview #1: Early August

ePreview and Channel Leaderboard	_____ \$3,800
ePreview Premium Banner and Channel Rectangle	_____ \$2,850

AUA Daily News ePreview #2: Mid-August

ePreview and Channel Leaderboard	_____ \$3,800
ePreview Premium Banner and Channel Rectangle	_____ \$2,850

AUA Daily News ePreview (S&T Hall) #3: Late August

ePreview and Channel Leaderboard	_____ \$3,800
ePreview Premium Banner and Channel Rectangle	_____ \$2,850

AUA Daily eNews

Leaderboard	_____ \$10,500
Premium Banner (each)	_____ \$8,400

AUA Daily News eHighlights #1: Mid-September

Leaderboard	_____ \$3,800
Premium Banner (each)	_____ \$2,850

AUA Daily News eHighlights #2 (Industry Programs):

Late September	
Leaderboard	_____ \$3,800
Premium Banner (each)	_____ \$2,850

Exclusive Exhibitor Emails

Email (each)	_____ \$25,000
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Virtual Platform Log-In Emails

Email #1	_____ \$5,000
Email #2	_____ \$5,000

PERSONAL DELIVERIES

Doctors Bag

Sept. 9 Insert (per insert)	_____ \$9,600
Sept. 9 Insert Premium (per day)	_____ \$12,000
Sept. 10 Insert (per insert)	_____ \$9,600
Sept. 10 Insert Premium (per day)	_____ \$12,000

PACKAGES

Branding _____ \$31,500

Traffic Building _____ \$21,000

Lead Generation _____ \$31,600

*Advertiser to supply printed Cover Flap.

AUA2021 includes virtual programming May through August, with the in-person meeting in Las Vegas in September. If the in-person portion of the meeting must be canceled, all advertising from the physical assets of the meeting will be seamlessly transitioned to the virtual environment as outlined in the rate card.

Please write your initials next to selected ad sizes. TOTAL AMOUNT: \$ _____

**TO PAY BY CREDIT CARD, PLEASE CONTACT YOUR ACCOUNT MANAGER BY PHONE OR EMAIL.
CREDIT CARD PAYMENT IS QUICK, EASY AND SECURE.**

By signing this agreement, you are agreeing to 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 Printed Name

Advertiser/Sponsor/Agency Printed Name

Advertiser/Sponsor/Agency Company Name

SIGN AND RETURN TO:

Maureen Mauer
Ascend Media
mmauer@ascendmedia.com



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

ADVERTISING POLICIES AND MATERIALS SUBMISSION PROCEDURES

AUA-2021 *Las Vegas*
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Item	Prototype Due	Ad Materials/Printed Materials Due	Maximum Weight	Maximum Dimensions
AUA Daily News Online	March 31, 2021	April 14, 2021 <i>Deadline is ongoing, this date is for maximum exposure.</i>	n/a	n/a
AUA Daily News ePreview #1	June 30, 2021	July 14, 2021	n/a	n/a
Exclusive Exhibitor Emails	July 2, 2021	July 16, 2021	n/a	n/a
AUA Daily Newsstands	July 9, 2021	July 23, 2021	n/a	n/a
Mystery Diagnosis	July 9, 2021	July 23, 2021	n/a	n/a
AUA Daily News ePreview #2	July 12, 2021	July 26, 2021	n/a	n/a
Attendee Welcome Guide	July 22, 2021	Aug. 5, 2021	n/a	n/a
AUA Daily News	July 22, 2021	Aug. 5, 2021	n/a	n/a
AUA Daily News ePreview (S&T Hall) #3	July 30, 2021	Aug. 6, 2021	n/a	n/a
Doctors Bag Insert	July 23, 2021	Aug. 6, 2021	2 oz.	8.5" x 11", flat
Doctors Bag Premium	July 23, 2021	Aug. 6, 2021	2 oz.	8.5" x 11", flat
Virtual Platform Log-In Emails	July 30, 2021	Aug. 13, 2021	n/a	n/a
AUA Daily eNews	Aug. 5, 2021	Aug. 19, 2021	n/a	n/a
AUA Daily News eHighlights #1	Aug. 11, 2021	Aug. 25, 2021	n/a	n/a
AUA Daily News eHighlights #2 (Industry Programs)	Aug. 18, 2021	Sept. 1, 2021	n/a	n/a

Inserts are considered to be one 8.5" x 11" printed piece, with a maximum weight of 2 oz. Inserts not meeting that criteria are considered "bulk" items, and are subject to additional fees. This includes, but is not limited to, items such as product samples (bottles, bars or packets); non-perishable food items; branded materials; other giveaway items; printed materials that are packaged or of odd shapes and/or sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces.

Handling fees for shipments received by hotels may apply.

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.

For a non-paper insert/promotional item, please send three samples of the item for approval. The item received for approval must be identical to the item that will be distributed. The association will review bulk items on a case-by-case basis.

Send to: Kate Hegarty | Ascend Media, 7171 W. 95th St., Suite 300 | Overland Park, KS 66212 | 913-344-1391

***Please include the following information with the insert/promotional item for approval: Name of Advertiser/Exhibiting Company, Insert/Promotional Item Title, Planned Insertion Date.**

After your inserts are approved, ship them to be received by the materials deadline(s) above. 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 shipped. Please do not ship the full quantity to Ascend Media, 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. Ascend Media will not be responsible for shortages due to an incorrect number of inserts received. For Doctors Bags please submit an additional 3% to 5% overage to allow for potential increase in room blocks.

PRINT AD SPECIFICATIONS

(WIDTH X HEIGHT)

Materials required for print products

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

Document setup

- Use Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType (Multiple Master Fonts and Type 1 are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%)
- Reversed text must be a minimum of 10 points.

Daily Ad Dimensions

(width x height)

Publication size: 10.875" x 15"
(finished size)

Safety/Live Area: All text and graphics not intended to bleed.
(.5" from trim)

Full Page Spread Bleed 22" x 15.25" Trim 21.75" x 15" Safety/Live Area 21.25" x 14.5" (Allow .5" gutter in center with no text or logos)	Covers and Full Page Bleed 11.125" x 15.25" Trim 10.875" x 15" Safety/Live Area 10.375" x 14.5"	
Half Page Horizontal 10.25" x 7"	Half Page Vertical 5" x 14"	Junior Page 7.5" x 10"
Products & Services Showcase Ad 2.375" x 3.125"	Front Page Banner & Map Premium Banner 10.25" x 2"	Quarter Page 5" x 7"

Map Premium includes: Full Page ad, Banner ad, and Logo

Unacceptable file types

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

Submitting digital files

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

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.

Submitting recommended proofs

Mail proofs to: Ascend Media LLC
Attn: AUA 2021
7171 W. 95th St., Suite 300
Overland Park, KS 66212
913-469-1110

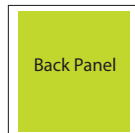
Attendee Welcome Guide Dimensions

(width x height)

Bleed: 7.25" x 7.25"

Trim: 7" x 7"

Safety/Live Area: 6.5" x 6.5"



Important notes

- Only exhibitors may advertise.
- All advertising is subject to AUA approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- All quantities are based on projected attendance.
- All quantities are based on projected attendance and room blocks.
- A change-out fee applies to insertion of different ads per issue in daily newspapers.
- See the next page for advertising policies

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.

Newsstand Dimensions

(width x height)

Available ad space (for advertisers):

Front header panel: 26.5" x 9.5"
Front bottom panel: 26.5" x 15"
Side panels: 18.38" x 27"
NOTE: Please include 1" bleed around all artwork.

Final newsstand dimensions:

Front header panel: 26.5" x 28.25"
Front bottom panel: 26.5" x 15"
Side panels: 18.38" x 33"



AUA Daily News Online



Leaderboard Ad
970 x 90 and 300 x 50 pixels at 72 dpi

Front Page Video Ad
See specifications below in the AUA Daily News Online Video ad section.

Rectangle Ad
300 x 250 pixels at 72 dpi

Vertical Ad
300 x 600 pixels at 72 dpi

Mockup of AUA Daily News Online and Channel Pages.

For ad positions only.

AUA Daily News Online Advertorial Content

Paid Advertising Content

Hero Image

At least 7" wide and 300 dpi

Vertical 300 x 600

300 x 600 pixels at 72 dpi

Headline, company name and 250 words

Request more information form

Provide an email address where any requests for more information will be sent.



Mockup of Paid Advertising Content Article Page

Industry Resources

- PDF of your document (research, white paper, ebooks, webinar content or other downloadable files).
- Document name that will be displayed on front page of AUA Daily News Online.
- 100 word description

Company Page

- Included with the Industry Resources, Advertorial Content and Industry Programs.
- Company details including: address, phone number, and social media links.
- Company logo/photo
- 100 word company description
- Marketing Materials allowed:
 - **One** Video or Resource
 - Any video submissions cannot be equivalent to a recording of a symposia presentation or anything that would be submitted as a surgical video.
 - **Three** Products or Press Releases
 - **One** Article or News

AUA Daily News Online Specifications

- 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 AUA.
- 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.

AUA Daily News Online Video Ad Specifications

- Rectangle ad - 300 x 250 pixels
- Format required: HTML 5 creative
 - Total playing time must be 4 minutes or less.
 - Creatives must include a user-initiatable "replay" button.
 - Creatives must play inline by including the playsinline parameter
 - Creatives may not expand past ad unit boundaries.
 - Image GIF/JPG: 40 KB initial load, 2.2 MB total load with video.
 - Aspect ratio: 4:3 aspect ratio recommended; other aspects will be accepted but may be letter boxed.
 - Border: 1x1 contrasting border is suggested.
 - Frame rate: Minimum 14 frames-per-second (30 FPS recommended).
 - Audio: Must be encoded at a volume less than or equal to -12 dB.
 - Animation: 30 seconds maximum. Opening image can't be animated.

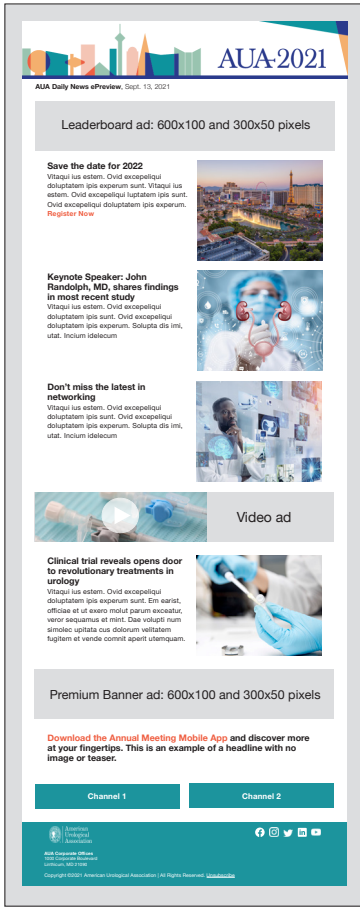
Ascend Ad Tagging Policy

- We do allow specific types of ad tags.
- 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 in either email deployments or landing pages or other Websites.
- For email deployments, we allow:
 - Link codes in plain HTML format (HREF, not JavaScript).
 - Image codes in plain HTML format (IMG reference, not JavaScript).
 - We do sometimes allow enhanced HTML creative.
 - We DO NOT allow IAS tags on advertising in email deployments.
 - We DO NOT allow JavaScript tags of any kind in email deployments.
- 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.

Mystery Diagnosis

- 12 Posts (8 leading up to the meeting and 4 during the meeting).
- For each post provide: One hi-res photo and any symptoms you want to include in the post, as well as the diagnosis answer and description.
- Company Logo
- Up to 150 word company description

AUA Daily News ePREVIEW, AUA Daily eNews, and AUA Daily eHIGHLIGHTS



Specifications for AUA Daily News ePreviews, AUA Daily eNews, and AUA Daily News 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 AUA.
- 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.
- 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

- Ad tagging for email deployment is not available.
- We do allow specific types of ad tags.
- 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.

Email Videos

- Provide URL for the video hosted on YouTube, Logo and 25 word description.

Exclusive Exhibitor eBlast



Exclusive Exhibitor Email Specifications

- Ascend is responsible for integrating your layout with the event header and footer code
- All images required should be supplied as 72dpi email-optimized JPG or PNG images
- Guidelines for advertiser 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 sub



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.