

ASCEND MEDIA ADVERTISING AGREEMENT

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

AUA-2022

New Orleans MAY 13-16

	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 Pl (B/W)	_____	\$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
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

ROS Banner Advertising (five available)	_____	\$25,000
Industry Resources	_____	\$6,500
Paid Advertising Content/Native Ads	_____	\$8,000
Front Page Video (one available)	_____	\$5,000

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

Leaderboard	_____	\$3,800
Premium Banner	_____	\$2,850
Video Banner Ad (one per issue)	_____	\$5,000

AUA Daily News ePreview #2

Leaderboard	_____	\$3,800
Premium Banner	_____	\$2,850
Video Banner Ad (one per issue)	_____	\$5,000

AUA Daily News ePreview #3

Leaderboard	_____	\$3,800
Premium Banner	_____	\$2,850
Video Banner Ad (one per issue)	_____	\$5,000

AUA Daily eNews

Leaderboard	_____	\$11,025
Premium Banner (each)	_____	\$8,820
Video Banner Ad (one per issue)	_____	\$5,000

AUA Daily News eHighlights #1

Leaderboard	_____	\$3,800
Premium Banner (each)	_____	\$2,850
eHighlights Video	_____	\$5,000

AUA Daily News eHighlights #2

Leaderboard	_____	\$3,800
Premium Banner (each)	_____	\$2,850
eHighlights Video	_____	\$5,000

Exclusive Exhibitor Emails

Email (each)	_____	\$40,000
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Virtual Platform Log-In Emails

	_____	\$20,000
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PERSONAL DELIVERY

Doctors Bag

May 13 Insert (per insert) _____ \$10,500
May 13 Insert Premium (per day) _____ \$13,125

Individual Hotel Room Drop

May 13 _____ \$35,000
May 14 _____ \$35,000
May 15 _____ \$35,000
May 16 _____ \$35,000

HOTEL ADVERTISING: HILTON NEW ORLEANS RIVERSIDE

Shuttle Bus Entrance Branding _____ \$23,000

*Includes \$11,500 for outdoor banner
and \$11,500 for 10 door clings.*

Main Entrance Branding _____ \$8,000

**Concierge Floor Cling
and Escalator to Front Desk** _____ \$12,000

*Includes \$6,000 for floor and escalator clings
and \$6,000 for five side door window clings*

Guest Elevator Advertising _____ \$12,000

**Glass Half-Wall Around
Le Croissant Restaurant** _____ \$9,000

Atrium Flags in Hotel Lobby _____ \$7,000

Bell Desk Branding _____ \$14,000

*Includes \$9,000 for the banner
and \$5,000 for the floor cling*

Front Desk Branding _____ \$12,000

HOTEL ADVERTISING: NEW ORLEANS MARRIOTT

Lobby Valet Revolving Door _____ \$3,500

Curved Lobby Wall Banner _____ \$5,000

Canal Street Entrance Doors _____ \$8,000

Elevator Bank Floor Clings (each) _____ \$3,500

HOTEL ADVERTISING: SHERATON NEW ORLEANS

Lobby Gobo and Welcome Banner _____ \$5,000

Canal Street Window Clings _____ \$12,500

Elevator Clings (per bank) _____ \$18,500

ENGAGEMENT PACKAGES

Branding _____ \$27,000

Traffic Building _____ \$22,100

Lead Generation _____ \$43,600

AUA2022 is planned as an in-person meeting in New Orleans. If the meeting must be canceled or converted to virtual, AUA and Ascend Media will transition advertisers to options of equal value and exposure. 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.

Please write your initials next to selected ad sizes.
Payment is due upon receipt or no later than Tuesday, March 29, 2022.

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

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

Ascend Media
Account Manager Signature

Date

Advertiser/Sponsor/Agency Signature

Date

Ascend Media
Account Manager Printed Name

Advertiser/Sponsor/Agency Printed Name

Advertiser/Sponsor/Agency Company Name



401 SW Ward Rd, Suite 210,
Lee's Summit, MO 64083

PO Box 1411
Lee's Summit, MO 64063

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 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
6. Effective January 1, 2022 a 1% fee will be assessed for payments made with credit card. No fee is assessed for payment by check or electronic payments via ACH or Wire. Banking information will be provided upon request.

ADVERTISING POLICIES AND MATERIALS SUBMISSION PROCEDURES

AUA-2022
New Orleans MAY 13-16

All ads, inserts and promotional items require approval by AUA. 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. AUA 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
AUA Daily News Online	Jan. 25, 2022	Feb. 1, 2022 <i>Deadline is ongoing. this date is for maximum exposure.</i>	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily News ePreview #1	Jan. 10, 2022	Jan. 24, 2022	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily News ePreview #2	Feb. 8, 2022	Feb. 22, 2022	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily News ePreview #3	March 8, 2022	March 22, 2022	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily Newsstands	March 11, 2022	March 25, 2022	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Mystery Diagnosis	March 11, 2022	March 25, 2022	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily News	March 17, 2022	March 31, 2022	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Doctors Bag Premium	March 21, 2022	April 4, 2022	2 oz.	8.5" x 11", flat	Kate Hegarty khegarty@ascendmedia.com
Attendee Welcome Guide	March 24, 2022	April 7, 2022	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Exclusive Exhibitor Emails	March 25, 2022	April 8, 2022	n/a	n/a	Kate Hegarty khegarty@ascendmedia.com
Doctors Bag Insert	March 25, 2022	April 8, 2022	2 oz.	8.5" x 11", flat	Kate Hegarty khegarty@ascendmedia.com
Virtual Platform Log-In Emails	March 30, 2022	April 13, 2022	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily eNews	April 7, 2022	April 21, 2022	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily News eHighlights #1	April 13, 2022	April 27, 2022	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily News eHighlights #2	April 20, 2022	May 4, 2022	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Hotel Individual Room Drop	April 25, 2022	May 9, 2022	2 oz.	8.5" x 11", flat	Kate Hegarty khegarty@ascendmedia.com

Doctors Bag Submission

- 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.
- 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.
- Please do not ship any inserts 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.
- 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
 401 SW Ward Rd, Suite 210
 Lee's Summit, MO 64083

*Please include the following information with the insert/promotional item for approval:

- Name of Advertiser/Exhibiting Company
- Insert/Promotional Item Title
- Planned Insertion Date

PRINT AD SPECIFICATIONS







(WIDTH X HEIGHT)

AUA-2022 MAY 13-16
New Orleans

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



Newsstand Dimensions (width x height)

Available ad space (for advertisers):

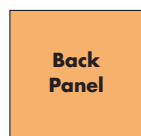
Front header panel: 26.625" x 9.5"

Front bottom panel: 26.625" x 25.375"

Side panels: 18.4375" x 25.375"

NOTE: Please include 1" bleed around all artwork.

Attendee Welcome Guide Dimensions (width x height)



Back Panel
Bleed: 7.25" x 7.25"

Trim: 7" x 7"

Safety/Live Area: 6.5" x 6.5"

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/acropdfx.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.

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.

Printed 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 printed proofs

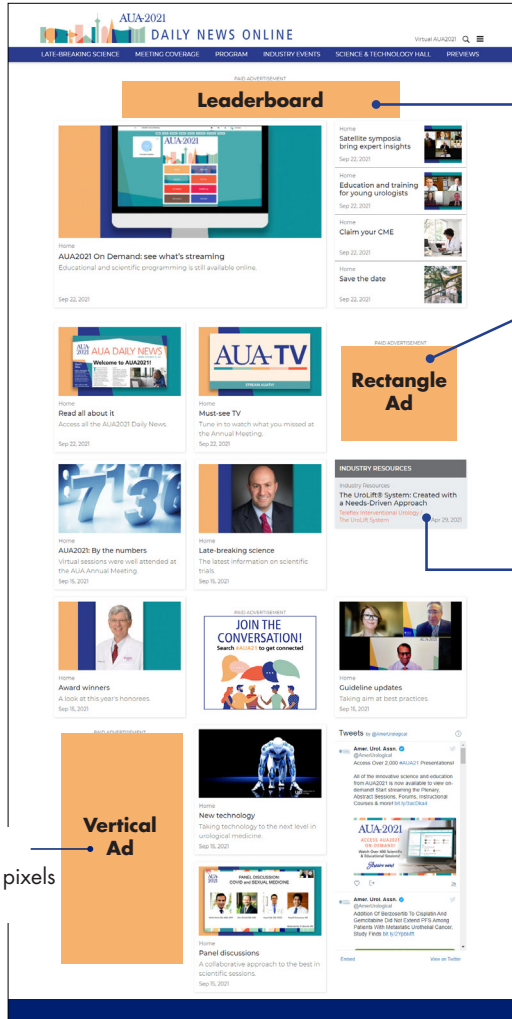
Mail proofs to: Ascend Media LLC
Attn: AUA 2021
401 SW Ward Rd, Suite 210
Lee's Summit, MO 64083

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.

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.

AUA Daily News Online



Leaderboard Ad
970 x 90 (desktop) and
300 x 50 (mobile) pixels
at 72 dpi

Rectangle Ad
300 x 250 pixels
at 72 dpi

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

Front Page Video

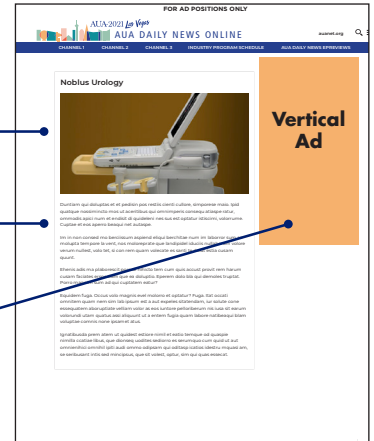
- Video will need to be hosted on YouTube. Advertiser will provide the YouTube URL or embed code.
- 100 word description
- Video can be up to one minute long

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

Headline, company name and 250 words

Vertical Ad
300 x 600 pixels
at 72 dpi

Mockup of Paid Advertising Content Article Page

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

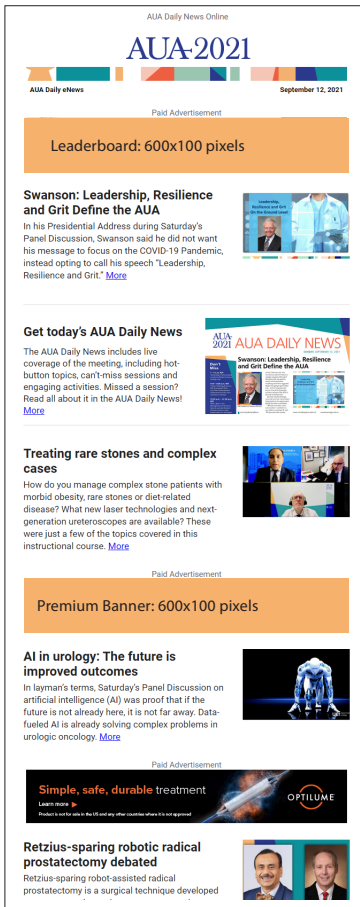
AUA Daily News Online Specifications

- 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 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.

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 do not allow any ad tags. We can only accommodate static JPEG/PNG or animated GIF and a click through URL.
- 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.

**AUA Daily News ePreview,
AUA Daily eNews and AUA Daily eHighlights**



Specifications

- 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.
- 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 can only accommodate static JPEG/PNG or animated GIF and a click through URL.

Email Videos

- Provide URL for the video hosted on YouTube, Logo and 25 word description.
- Video can be up to one minute long

**Virtual Platform
Log-In Emails**

Dimensions: 600x600 pixels

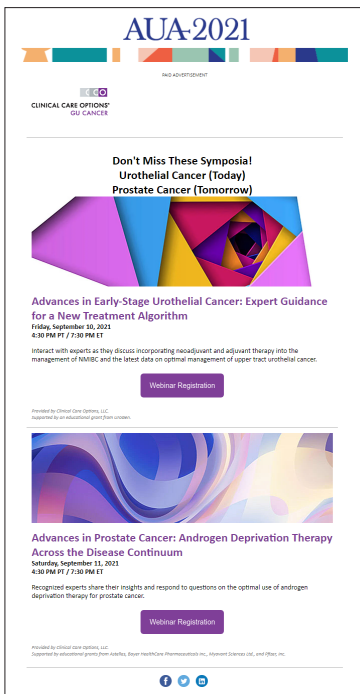
Specifications

- 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.
- 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.

Ad Tagging Policy

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

Exclusive Exhibitor eBlast



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