

ASCEND MEDIA ADVERTISING AGREEMENT

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

AUA 2023

CHICAGO ★ APR 28-MAY 1

	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	___ \$17,010
Full Page Pl (B/W)	___ \$13,545
Junior Page	___ \$14,860
Half Page	___ \$12,075
Quarter Page	___ \$6,710
Product & Services Showcase Ad	___ \$645

Premium Rates

Front Page Banner with Full Page Ad	___ \$24,045
Front Page Banner only	___ \$14,885
Exhibit Hall Map Premium	___ \$23,090
Back Cover	___ \$23,730
Inside Front Cover	___ \$21,210
Inside Back Cover	___ \$19,305
Newsstand only	___ \$18,140
Newsstand with a Full Page	___ \$27,300
Daily Schedule	___ \$17,500

AUA Daily News Online

ROS Banner Advertising (five available)	___ \$25,000
Interesting Stories	___ \$6,500

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 each
Traffic-Driving Content Ad	___ \$4,000

AUA Daily News ePreview #2

Leaderboard	___ \$3,800
Premium Banner	___ \$2,850 each
Traffic-Driving Content Ad	___ \$4,000

AUA Daily News ePreview #3

Leaderboard	___ \$3,800
Premium Banner	___ \$2,850 each
Traffic-Driving Content Ad	___ \$4,000

AUA Daily eNews

Leaderboard (all issues)	___ \$11,025
Premium Banner (all issues)	___ \$8,820 each
Traffic-Driving Content Ad (one issue only)	___ \$2,805

AUA Daily News eHighlights #1

Leaderboard	___ \$3,800
Premium Banner	___ \$2,850 each
Traffic-Driving Content Ad	___ \$4,000

AUA Daily News eHighlights #2

Leaderboard	___ \$3,800
Premium Banner	___ \$2,850 each
Traffic-Driving Content Ad	___ \$4,000

Exclusive Exhibitor Emails

Email (each)	___ \$30,000
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Attendee Log-in Emails

	___ \$20,000
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ENGAGEMENT PACKAGES

Branding	_____	\$25,980
Traffic Building	_____	\$23,040
Lead Generation	_____	\$29,200

PERSONAL DELIVERY

Doctors Bag		
April 27 Insert (per insert)	_____	\$11,025
April 27 Insert Premium (per day)	_____	\$13,780

Individual Hotel Room Drop		
April 28	_____	\$35,000
April 29	_____	\$35,000
April 30	_____	\$35,000
May 1	_____	\$35,000

HOTEL ADVERTISING: HYATT REGENCY MCCORMICK PLACE

Coffee Sleeves in the Market	_____	\$5,500
Digital Lobby Displays		
Concierge screen	_____	\$8,000
Seating area screen	_____	\$4,500
Elevator Digital Screens	_____	\$10,000
Elevator Vestibule Floor Clings	_____	\$20,000
Front Desk Clings	_____	\$20,000
Front Drive Pillar Wraps	_____	\$9,000
Lobby Pillar Wraps	_____	\$20,000
McCormick Place Entrance	_____	\$20,000
Restaurant/Bar Pillar Wraps	_____	\$15,000
Window Clings	_____	\$15,000

HOTEL ADVERTISING: MARRIOTT MARQUIS CHICAGO

Guest Elevator Advertising on Level Two		
Two elevators, floors 1-4	_____	\$6,500
Five elevators, floors 1-19	_____	\$15,000
Five elevators, floors 20-39	_____	\$15,000
Lobby Level Escalator Clings	_____	\$10,000
Window Cling	_____	\$20,000

HOTEL ADVERTISING: HILTON CHICAGO

Front Entrance Branding		
Two revolving doors	_____	\$23,000
Two Columns	_____	\$11,500
Set of seven stationary doors (inside and outside available)	_____	\$9,000 each
Lobby Elevator Doors		
Five doors on the left or right bank (two available)	_____	\$15,500
Four doors on the back bank (one available)	_____	\$12,500
Shuttle Bus Doors		
Column	_____	\$12,000
Revolving door	_____	\$8,000
Set of stationary doors (inside and outside available)	_____	\$5,000 each

AUA2023 is planning for an in-person meeting with a number of virtual sessions offered for a remote audience. 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 14, 2023.

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 sequential liability clause is included in the contract, insertion order, purchase order, etc.

ADVERTISING POLICIES AND MATERIALS SUBMISSION PROCEDURES

AUA 2023

CHICAGO ★ APR 28-MAY 1

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 ePreview #1	Feb. 8, 2023	Feb. 22, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily News ePreview #2	Feb. 22, 2023	March 8, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily Newsstands	Feb. 24, 2023	March 10, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Mystery Diagnosis	Feb. 24, 2023	March 10, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily News	March 7, 2023	March 21, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily News ePreview #3	March 8, 2023	March 22, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Doctors Bag Insert	March 13, 2023	March 27, 2023	2 oz.	8.5" x 11", flat	Kate Hegarty khegarty@ascendmedia.com
Doctors Bag Premium	March 13, 2023	March 27, 2023	2 oz.	8.5" x 11", flat	Kate Hegarty khegarty@ascendmedia.com
Attendee Welcome Guide	March 14, 2023	March 28, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Hotel Advertising	March 15, 2023	March 22, 2023	n/a	n/a	Kate Hegarty khegarty@ascendmedia.com
Attendee Log-in Emails	March 16, 2023	March 30, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Exclusive Exhibitor Emails	March 17, 2023	March 31, 2023	n/a	n/a	Kate Hegarty khegarty@ascendmedia.com
AUA Daily eNews	March 23, 2023	April 6, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily News eHighlights #1	April 3, 2023	April 17, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily News eHighlights #2	April 10, 2023	April 24, 2023	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Hotel Individual Room Drop	April 5, 2023	April 25, 2023	2 oz.	8.5" x 11", flat	Kate Hegarty khegarty@ascendmedia.com
AUA Daily News Online	Ongoing	Ongoing	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com

PRINT AD SPECIFICATIONS

(WIDTH X HEIGHT)

AUA 2023


CHICAGO ★ APR 28-MAY 1


Daily Ad Dimensions (width x height)


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


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


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"
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Half Page Horizontal 8.5" x 6" 
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Half Page Vertical 4" x 12.25" 

Junior Page 6" x 8.5" 
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Products & Services Showcase Ad 1.875" x 2.625" 
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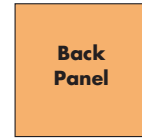
Front Page Banner & Map Premium Banner 8.5" x 1.625" 

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

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"

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.

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 2023
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.

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.



AD SPECIFICATIONS

(WIDTH X HEIGHT)

AUA 2023

CHICAGO ★ APR 28-MAY 1

DOCTORS BAG/INDIVIDUAL ROOM DROP

How to participate in the Doctors Bag and Individual Room Drop

1. Reserve space in the Doctors Bag/Individual Room Drop on or before the space deadline.
2. Supply a prototype of your insert for approval by AUA. Inserts may not weigh more than 2 oz. A copy of the insert must be pre-approved by AUA 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 Aimee Preator at apreator@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.



Doctors Bags: Important notes

- All advertising is subject to the approval of AUA.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Doctors Bag Inserts.
- An insert is considered one 8.5" x 11" printed piece, maximum weight of 2 oz. Insert should be flat with no protruding items attached. Any insert that does not fit these specifications will be considered a "bulk item" and is subject to an additional fee. A bulk item may be described as any item that does not fit the aforementioned specifications but cannot exceed 4 oz. This includes, but is not limited to, items such as: product samples; pens; notepads; non-perishable food items; branded materials such as lanyards, water bottles or other giveaway items; printed materials that are packaged or of odd shapes and sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces. "Bulk item" is defined at the discretion of the publisher.
- Restrictions: Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the Doctors Bag. Prices are based on an 8.5" x 11" paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your account manager for more information. Ad materials subject to AUA approval. See mechanical specifications for more information.
- A minimum of six 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.

Individual Room Drop: Important notes

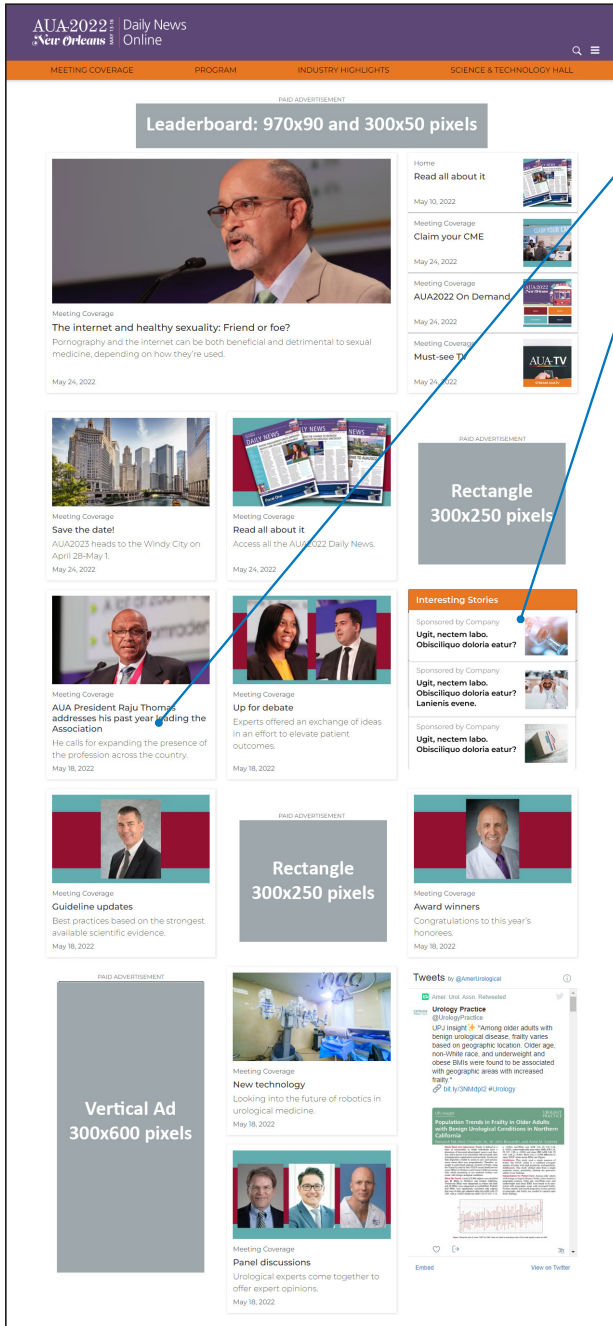
- All advertising is subject to the approval of AUA.
- Inserts will be shipped directly to the hotels handling distribution.
- Quantities per hotel will be provided once event housing has closed.
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided.
- Handling fees for shipments received by hotels may apply.



An Industry Highlights channel will be published on AUA Daily News Online, which will include a schedule of Industry Programs. All AUA Doctors Bag supporters will have an "article" related to their insert within this channel labeled paid advertising content. A link to the Industry Highlights page will be included in each days' AUA Daily eNews.

See page 8 for specifications.

Daily News Online Specifications



Interesting Stories

Hero Image

Horizontal, minimum 300 dpi

Company name

Headline:

Up to 75 characters

Teaser:

40-250 characters

Body copy:

Up to 1,000 words

Optional elements may include:

Video: embed link from a video hosted on YouTube

White papers/other documents: PDF

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



ROS Advertising

- 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.

Ascend Ad Tagging Policy for Websites

- 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
 - HTML5
 - 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

Industry Highlights Channel

AUA-2023 Daily News Online
New Orleans MAY 13-16

MEETING COVERAGE PROGRAM INDUSTRY HIGHLIGHTS SCIENCE & TECHNOLOGY HALL

Industry Highlights Channel

Symposia Schedule
Use this comprehensive guide of planned symposia to plan your morning and evening schedules.
Oct 20th, 2022

Real World Perspectives on the Under-diagnosis of Heart Failure in the US
Sponsored by Roche Diagnostics
Discussing the underdiagnosis of Heart Failure and its impact on patients in the real world setting
Oct 28th, 2022

Early Rhythm Control for Improving Outcomes in AF
Sponsored by Sanofi
Changing Views on Rhythm Control: Is Earlier Better for Improving Outcomes in AF Patients?
Oct 28th, 2022

Conversations in Cholesterol Efflux: How Can We Harness...
Sponsored by CSL Behring
Experts explore the potential role of cholesterol efflux in protection against recurrent events after AMI
Oct 28th, 2022

Modern Wearable Defibrillation
Sponsored by Kestra Medical Technologies
Introducing the ASSURE WCD
Oct 27th, 2022

Making the Call: Improving Heart Failure Outcomes with Inhibitors
Sponsored by AstraZeneca
A Peer-to-Peer and Patient Conversation on the Multiple Outcomes with SGLT2 Inhibitors
Oct 27th, 2022

Discover the importance of cholesterol efflux at bo...
Sponsored by CSL Behring
A strong association exists between low cholesterol efflux and recurrent cardiovascular events
Oct 27th, 2022

AUA-2023 Daily News Online
MEETING COVERAGE PROGRAM INDUSTRY HIGHLIGHTS SCIENCE & TECHNOLOGY HALL

AUA-2023 Daily News Online
New Orleans MAY 13-16

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Requirements for Industry Highlights Channel article on Daily News Online

Company name

Hero/Background Image (behind headline)

Horizontal, minimum 300 dpi, will work with white text, and has no words or logos in the image.

Thumbnail image

Thumbnail Image on the channel page can either be the background image or the insert.

Headline:

Up to 75 characters

Teaser:

40-250 characters

Body copy:

Up to 1,000 words

Included within the article:

Hyperlink to PDF of Insert from Dr. Bag/Individual Room Drop

Industry Highlights Article

AUA-2023 Daily News Online
New Orleans MAY 13-16

MEETING COVERAGE PROGRAM INDUSTRY HIGHLIGHTS SCIENCE & TECHNOLOGY HALL

Your Headline Here

Your Teaser Here

Sponsored by Company Name

Et sit voluptat? Ut necesse eumant.

Duist ammo ma il et et. In mi, tempore equis exemplis mi, sequo velis. Et illi, expedit dolendum non, eorum et lunatit nam.

tem equant, ornata, cum quare. Molo ipsum cum.

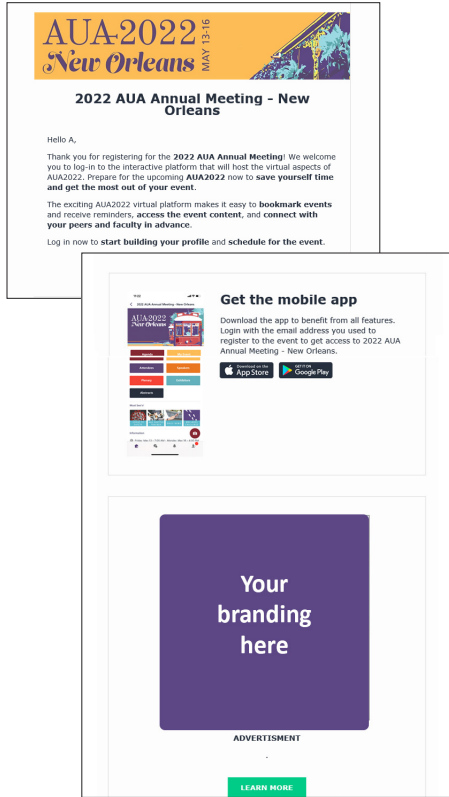
Nam conet expedit tunc doluptu? In schillas dolo temporecum magnam? Inisur realites doluptatit qui te se se altari can can etiam qualesit. Inisur altoria coneto. Et odii consete es dlo elum dolorem reparaunt. aliam aut voluptas doluptatit?

Click here to download.

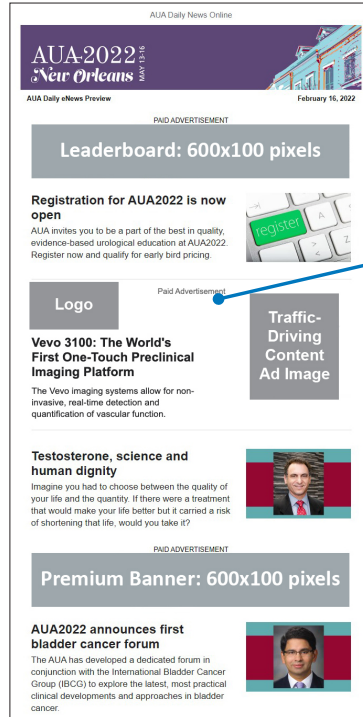
Your insert here

Attendee Log-In Emails

Dimensions: 600x600 pixels



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



Ad Dimensions

Leaderboard

600 x 100 pixels

Premium Banner

600 x 100 pixels

Traffic-Driving Content Ad

- Up to 1,000-word article (can include URL links)
- Company name to be included in headline or teaser
- Headline: Up to 75 characters
- Teaser: 40-250 characters
- Thumbnail image: Horizontal and high resolution
- Logo: High resolution JPEG or PNG

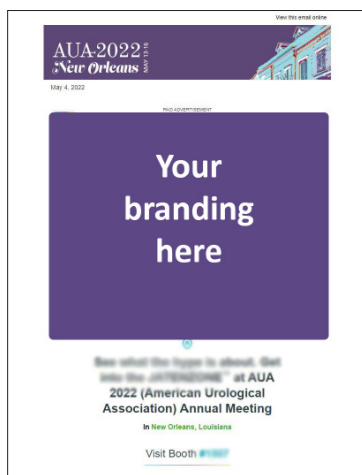
Specifications

- 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 for Emails

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