

ASCEND MEDIA ADVERTISING AGREEMENT

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

AUA 2025
APRIL 26-29
Las Vegas
The Venetian Convention & Expo Center

	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	_____	\$17,525
Full Page PI (B/W)	_____	\$13,955
Junior Page	_____	\$15,310
Half Page	_____	\$12,440
Quarter Page	_____	\$6,915
Product & Services Showcase Ad	_____	\$665

Premium Rates

Full Page Spread	_____	\$26,140
Front Page Banner with Full Page Ad	_____	\$24,770
Front Page Banner only	_____	\$15,335
Exhibit Hall Map Premium	_____	\$23,785
Back Cover	_____	\$24,445
Inside Front Cover	_____	\$21,850
Inside Back Cover	_____	\$19,885
Newsstand only	_____	\$18,685
Newsstand with a Full Page	_____	\$28,120
Daily Schedule	_____	\$18,025

AUA Daily News Online

ROS All Positions (three available)	_____	\$20,000
ROS Leaderboard (two available)	_____	\$11,765
ROS Rectangle (two available)	_____	\$9,060
ROS Vertical (two available)	_____	\$4,710
High-Performance Ads	_____	\$5,200

Convention Center Map

Exclusive Sponsorship	_____	\$20,000
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Photo Gallery Sponsorship

Exclusive Sponsorship	_____	\$10,000
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EMAIL PRODUCTS

AUA Daily eNews

All issues unless noted otherwise

Leaderboard	_____	\$11,360
Premium Banner	_____	\$9,085
Traffic-Driving Content Ad	_____	\$9,085
Traffic-Driving Content Ad (per issue)	_____	\$4,120

AUA Daily News eHighlights #1

Traffic-Driving Content Ad	_____	\$4,120
Leaderboard	_____	\$3,915
Premium Banner	_____	\$2,940

AUA Daily News ePreview #1

Traffic-Driving Content Ad	_____	\$4,120
Leaderboard	_____	\$3,915
Premium Banner	_____	\$2,940

AUA Daily News ePreview #2

Traffic-Driving Content Ad	_____	\$4,120
Leaderboard	_____	\$3,915
Premium Banner	_____	\$2,940

AUA Daily News ePreview #3

Traffic-Driving Content Ad	_____	\$4,120
Leaderboard	_____	\$3,915
Premium Banner	_____	\$2,940

Exclusive Exhibitor Emails

Email (each)	_____	\$30,000
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ENGAGEMENT PACKAGES

Conference Essentials Package	_____	\$35,000
Branding Package	_____	\$24,420
Lead Generation Package	_____	\$28,160
Traffic Building Package	_____	\$24,875

HOTEL ROOM MARKETING

Doctors Bag Deliveries (per insert) _____ \$11,360

Doctors Bag Premium (per day) _____ \$14,195

Hotel Room Deliveries

April 25, 2025 (evening only)	_____	\$35,000
April 26, 2025	_____	\$35,000
April 27, 2025	_____	\$35,000
April 28, 2025 (morning only)	_____	\$35,000

AUA2025 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 Wednesday, March 12, 2025.

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

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

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

ascend.
media

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

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

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. 12, 2025	Feb. 26, 2025	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Convention Center Map	Feb. 14, 2025	Feb. 28, 2025	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily Newsstands	Feb. 24, 2025	March 10, 2025	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily News ePreview #2	Feb. 26, 2025	March 12, 2025	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Doctors Bag Insert	March 6, 2025	March 20, 2025	2 oz.	8.5" x 11", flat	Kate Hegarty khegarty@ascendmedia.com
Doctors Bag Premium	March 6, 2025	March 20, 2025	2 oz.	8.5" x 11", flat	Kate Hegarty khegarty@ascendmedia.com
AUA Daily News	March 7, 2025	March 21, 2025	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Conference Essentials Package	March 7, 2025	March 21, 2025	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Exclusive Exhibitor Emails	March 7, 2025	March 21, 2025	n/a	n/a	Kate Hegarty khegarty@ascendmedia.com
AUA Daily News ePreview #3	March 12, 2025	March 26, 2025	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily eNews	March 20, 2025	April 3, 2025	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Hotel Room Deliveries	March 21, 2025	April 17, 2025	2 oz.	8.5" x 11", flat	Kate Hegarty khegarty@ascendmedia.com
AUA Daily News eHighlights #1	April 7, 2025	April 21, 2025	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Photo Gallery Sponsorship	Ongoing	Ongoing	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
AUA Daily News Online	Ongoing	Ongoing	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com

Advertising Policies

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

Acceptable:

- AUA2025 (AUA followed by the year [no spaces])
- 2025 AUA Annual Meeting

Not Acceptable:

- AUA 2025 Annual Meeting
- AUA 2025
- AUA

PRINT AD SPECIFICATIONS


(WIDTH X HEIGHT)


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" 
--

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" 
--

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

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



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.

Essential Guide to AUA2025 Dimensions

(width x height)



Back Panel
Trim: 6" x 9"
Bleed: 6.25" x 9.25"
Safety/live area: 5.5" x 8.5"

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: AUA2025
401 SW Ward Rd, Suite 210
Lee's Summit, MO 64081-2400

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.

AD SPECIFICATIONS

(WIDTH X HEIGHT)

AUA 2025
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DOCTORS BAG/HOTEL ROOM DELIVERIES

How to participate in the Doctors Bag and Hotel Room Deliveries

1. Reserve space in the Doctors Bag/Hotel Room Deliveries 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.

5. 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 day's AUA Daily eNews. See page 8 for specifications.

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.
- If more than one item is planned for the Doctors Bag (i.e. a postcard and sample), the item must be sealed and presented for delivery as one item. The 4-oz weight is for the combined packaged item. Doctors Bag items submitted for inclusion that contain more than one item will be reviewed and assessed by both client and the Publisher to determine if additional costs will apply.
- Restrictions: Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the Doctors Bag. Prices are based on an 8.5" x 11" paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your account manager for more information. Ad materials subject to 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.

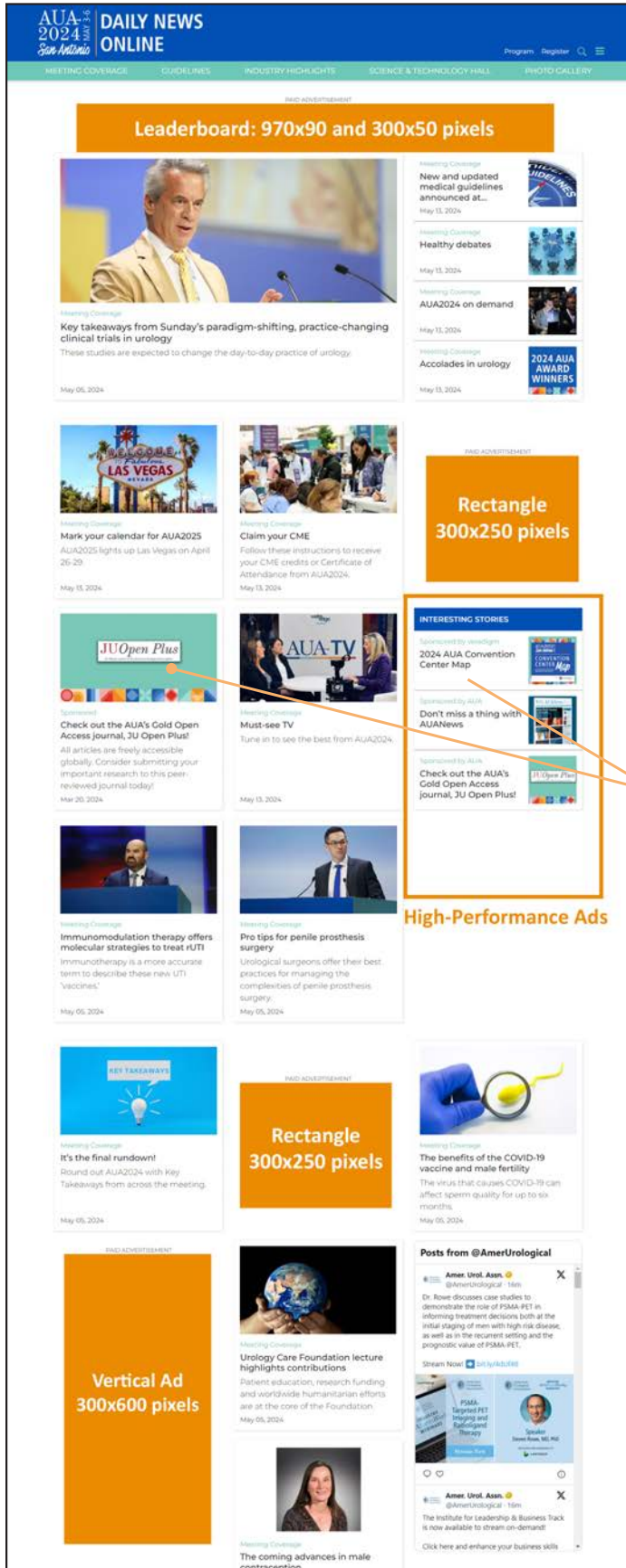
Hotel Room Deliveries: Important notes

- 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.
- Maximum weight of any item for delivery is 4 oz. If your sample exceeds the recommended 4 oz and is less than 6 oz, please contact us to evaluate options.
- If more than one item is planned for the Hotel Room Deliveries (i.e. a postcard and sample), the item must be sealed and presented for delivery as one item. The 4-oz weight is for the combined packaged item.
- All Hotel Room Deliveries that contain more than one item will be reviewed and assessed by both client and the Publisher to determine if additional costs will apply.

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



Daily News Online Specifications



ROS Advertising

Leaderboard: 970x90 and 300x50 pixels

Rectangle: 300x250 pixels

Vertical Ad: 300x600 pixels

Ad 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.

Ascend Ad Tagging Policy for ROS Advertising

- For the privacy of AUA'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 a standard report for any ad upon request. Requests for custom reporting may incur an additional fee.
- Advertisers may request that ad tags change for existing creative for our daily projects. There is a fee of \$150 per change.

High-Performance Ads

Hero Image/thumbnail image
Horizontal, minimum 300 dpi

Headline:
Up to 75 characters

Teaser:
Up to 250 characters

Body copy:
Up to 1,000 words

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



Requirements for Industry Highlights Channel article on Daily News Online

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 250 characters

Body copy:

Up to 1,000 words

Included within the article:

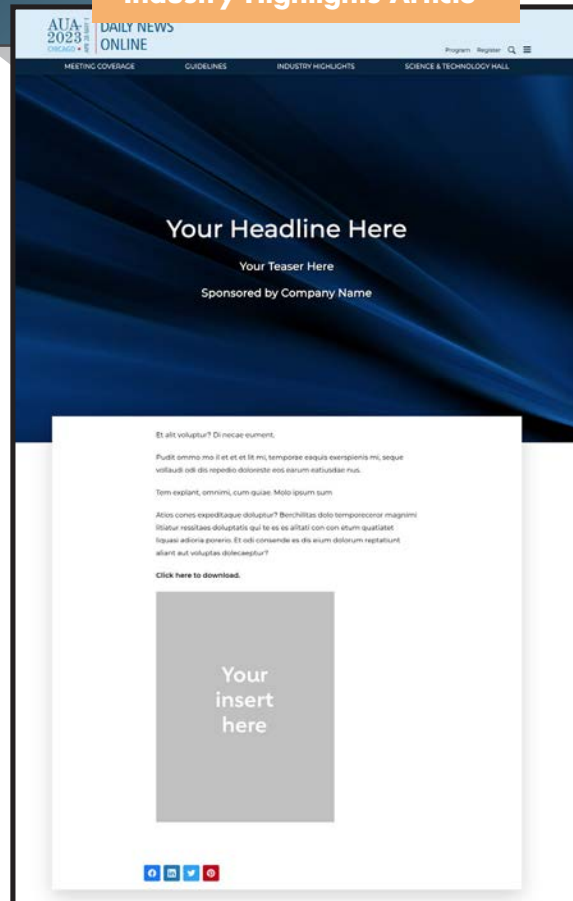
Hyperlink to complete PDF of Insert from Dr. Bag/Hotel Room Deliveries

Optional:

Header Background Image (behind the headline)

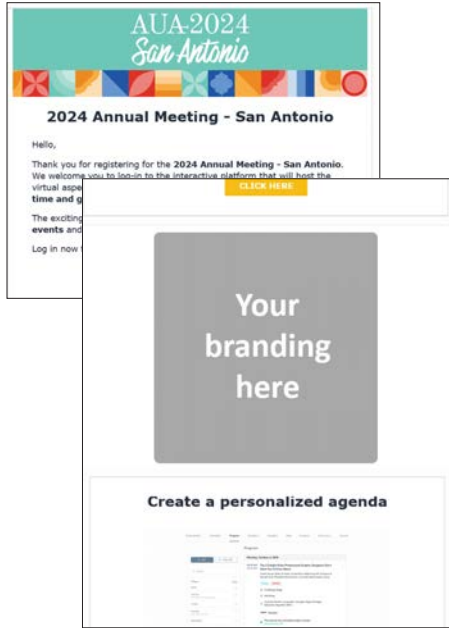
- Color photo or image. No text, logos or people in the photo.
- Must be able to accommodate white type.
- Horizontal, minimum 300 dpi.
- If not provided, Ascend will select a basic background.

Industry Highlights Article

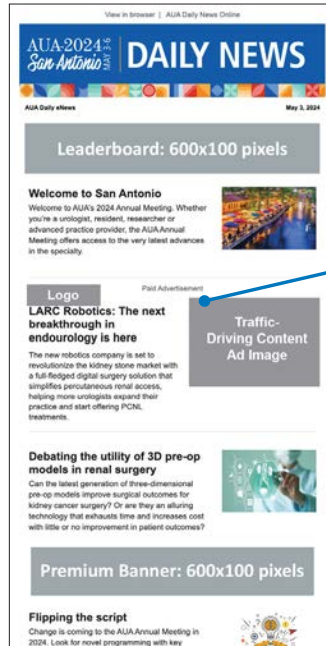


Online Session Emails

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

Ad 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 AUA Daily News ePreview, eNews, and Daily Highlights

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 Email Requirements



- 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.
- 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
- 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, 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.