ASCEND MEDIA ADVERTISING AGREEMENT

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

American Heart Association.
EPI|Lifestyle
March 1-4, 2027 | Boston, Massachusetts

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

SPONSORSHIPS AND ADVERTISING

Branding Packages
- Branding Package #1 ____ $2,500
- Branding Package #2 ____ $10,000

Charging Tables
- Option #1 (four available) ____ $1,850
- Option #2 (two available) ____ $3,700

Conference Bag Inserts ____ $4,000 per insert

ePreview
- Leaderboard (limit one) ____ $3,250
- Premium Banner ____ $2,300

Exclusive Exhibitor Emails ____ $4,500 per day

Learning Studios
- Learning Studio ____ $17,500
- Learning Studio Recording ____ $8,000

Morning Networking Break ____ $7,500 per break

Networking & Refreshment Break ____ $7,500 per break

Poster Spotlight Reception ____ $9,000

Stacked Meter Cubes
- Per stack (four available) ____ $2,800

Please write your initials next to selected ad sizes.
Payment is due upon receipt or no later than Friday, Jan. 15 2027.

TOTAL AMOUNT: $ _____

SIGN AND RETURN TO: Criss John | Ascend Media | cjohn@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

Ascend Media Account Manager Printed Name _____

Advertiser/Sponsor/ Agency Signature _____ Date

Advertiser/Sponsor/Agency Printed Name _____

Advertiser/Sponsor/Agency Company Name _____

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

To pay by credit card, please contact your 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

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".

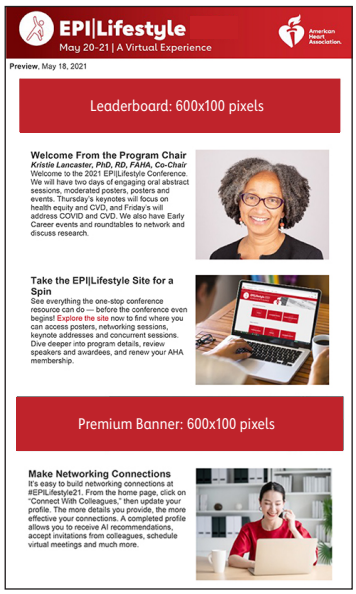
TERMS AND CONDITIONS

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.

Email Advertising Specifications



ePreview

Leaderboard: 600 x 100 pixels

Premium Banner: 600 x 100 pixels

- Leaderboard and banner ads must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted.)
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of the Academy. We can only provide ad metrics for ads that have an associated hyperlink.
- The maximum ad file size is 100kb–125kb.
- Animated GIF files are accepted, but not all email platforms support animation. If you wish to submit an animated ad, please include all critical information on the first slide. Only one URL is accepted per animated GIF; we do not allow separate URLs embedded in individual frames.
- We can only provide ad metrics for ads that have an associated hyperlink.
- We will provide a standard report for any ad upon request. Requests for custom reporting may incur an additional fee.
- US-only distribution is available for a $500 fee per ad for compliance reasons only. Please alert your Account Manager if you require US-only distribution.

Ascend Ad Tagging Policy for the ePreview

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



Exclusive Exhibitor Email

- Ascend is responsible for integrating your layout with the event header and footer code. Advertiser should not include the following elements
  - Designed headers or footers.
  - "Contact us," "Do not reply" statements, unsubscribe links, mail correspondence references and the like in a footer. These elements will be included by Ascend in the association's footer since the email is coming from the association.
- Subject lines are limited no more than 7 words.
- All images required should be supplied as 72dpi email-optimized JPG or PNG images
- All links within the email must be hosted externally by the advertiser.
- Final html file, including all graphics must be delivered to Ascend as a zip file to avoid possible file corruption. Should advertiser require changes to their html during the production or testing phase, there will be an additional $500 fee for each occurrence of re-programming and re-testing.
- Advertisers may include their own UTM tracking codes within their html file but Ascend is unable to test these tags. When email tests are sent to the advertiser, it will be their responsibility to test all internal tracking/tagging.
- While every attempt is made to ensure the accurate deployment of provided content, Ascend cannot be responsible for formatting or text inaccuracies that are caused by a specific browser or setting. This applies to both desktop and mobile deployments.

- Guidelines for provided code:
  - 650px width with 25px margins
  - Full width (650px) images for the initial head image, all other content requires 25px padding left/right for a content area of 600px
  - Code should only include:
    - Basic media query in <style> tags for responsive code only
    - Content starting and ending with <table> tags (no header/body tags as that is already part of our template.
  - For responsive content, we will allow basic Media Queries for show/hide and basic width handling
  - Code must be run through a validation tool, such as Litmus or EmailOnAcid to confirm responsiveness before submission.