

# ASCEND MEDIA ADVERTISING AGREEMENT

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



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

## IMEX NEWS ONLINE

ROS Advertising (five available)	___ \$10,000
Featured Exhibitors	___ \$7,500
Custom Lead-Generation Page	___ \$5,000
Sponsored Content Ads (four available)	___ \$5,000

## IMEX NAVIGATION GUIDE

Full Page	___ \$6,875
Inside Back Cover	___ \$9,610
Inside Front Cover	___ \$10,270
Back Cover	___ \$10,450
Map Premium Sponsorship <i>Includes a Full Page ad</i>	___ \$12,875

IMEX America 2023 is planned as an in-person meeting in Las Vegas. If the meeting must be canceled or converted to virtual, IMEX 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 Monday, Sept. 4, 2023.

TOTAL AMOUNT: \$ \_\_\_\_\_

**SIGN AND RETURN TO:** Suzee Dittberner | Ascend Media | [sdittberner@ascendmedia.com](mailto:sdittberner@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.



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.

# PRINT AD SPECIFICATIONS

(WIDTH X HEIGHT)

## IMEX Navigation Guide Ad Dimensions

Publication size (finished size):

8.375" x 10.875"

212.725 x 276.225mm

Safety/Live Area: All text and graphics not intended to bleed. (.5"/12.7mm from trim)

<b>Covers and Full Pages</b> Bleed: 8.625" x 11.125" 219.075 x 282.575 mm Trim: 8.375" x 10.875" 212.725 x 276.225mm Safety: 7.875" x 10.375" 219.075 x 263.525 mm	<b>Map Banner</b> Trim: 14.75" x 1" 374.65 x 25.4mm  (allow .5"/12.7mm gutter in the center with no text or logos)
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**Map Premium Sponsorship includes a Full Page ad**

### Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at [swop.org](http://swop.org) or [adobe.com/designcenter/acrobat/articles/acr6pdfx.html](http://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](http://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.

### 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](http://swop.org). Without an accurate SWOP-provided proof, Ascend Media cannot be held responsible for the outcome of color on press

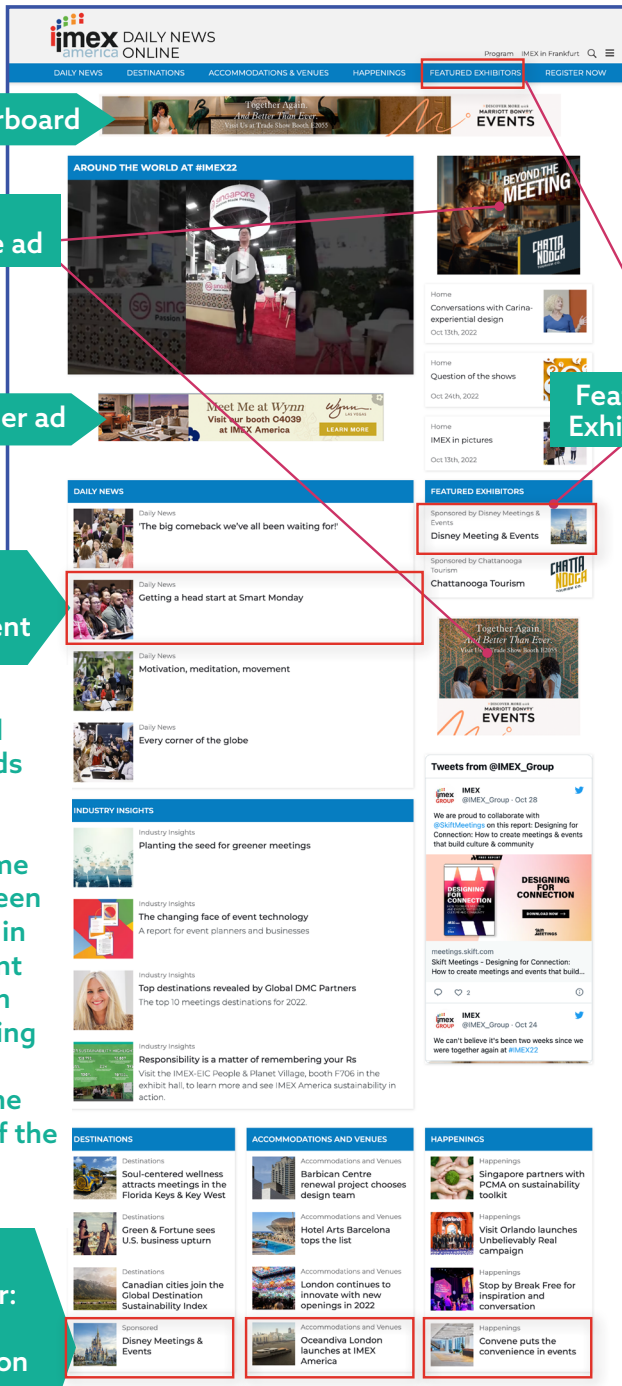
### Submitting recommended printed proofs

Mail proofs to: Ascend Media LLC  
Attn: IMEX America 2023  
401 SW Ward Rd, Suite 210  
Lee's Summit, MO 64081-2400

### Important notes

- Only exhibitors may advertise.
- All advertising is subject to IMEX America approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- All quantities are based on projected attendance.

# DIGITAL AD SPECIFICATIONS (WIDTH X HEIGHT)



ROS Leaderboard

ROS Rectangle ad

ROS Banner ad

Daily News Sponsored Content

Sponsored Content ads are locked in position on the home page (as seen here), and in a prominent position on the matching channel page for the duration of the purchase.

Sponsored Content Ads for:

- Destinations
- Accommodation and Venues
- Happenings

## Run-of-Site Display Ads

Leaderboard and rectangle ads rotate through the front page, four channel pages and all article pages. Banner ads rotate through the front page and four channel pages.

**Leaderboard** : 970 x 90 and 300 x 50 pixels

**Rectangle**: 300 x 250 pixels

**Banner**: 600 x 100 and 300 x 50 pixels

### ROS Advertising

- Leaderboard, Rectangle, and Premium Banner must be in GIF or JPEG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted.)
- To link to a video from the rectangle ad, provide a link to YouTube or Vimeo.
- To embed the video on the site, provide an embed link from Vimeo. Video must still be sized to 300 x 250 pixels.
- URL must be submitted along with creative material. Both the ad and the URL for linking are subject to the approval of IMEX.
- The maximum ad file size is 100kb-125kb.

### Ad Tagging Policy

- 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.

## Sponsored Content Ad

- **Hero Image**: Horizontal, minimum 300 dpi
- **Company name**
- **Headline**: Up to 75 characters
- **Teaser**: 40-250 characters
- **Body copy**: Up to 1,000 words

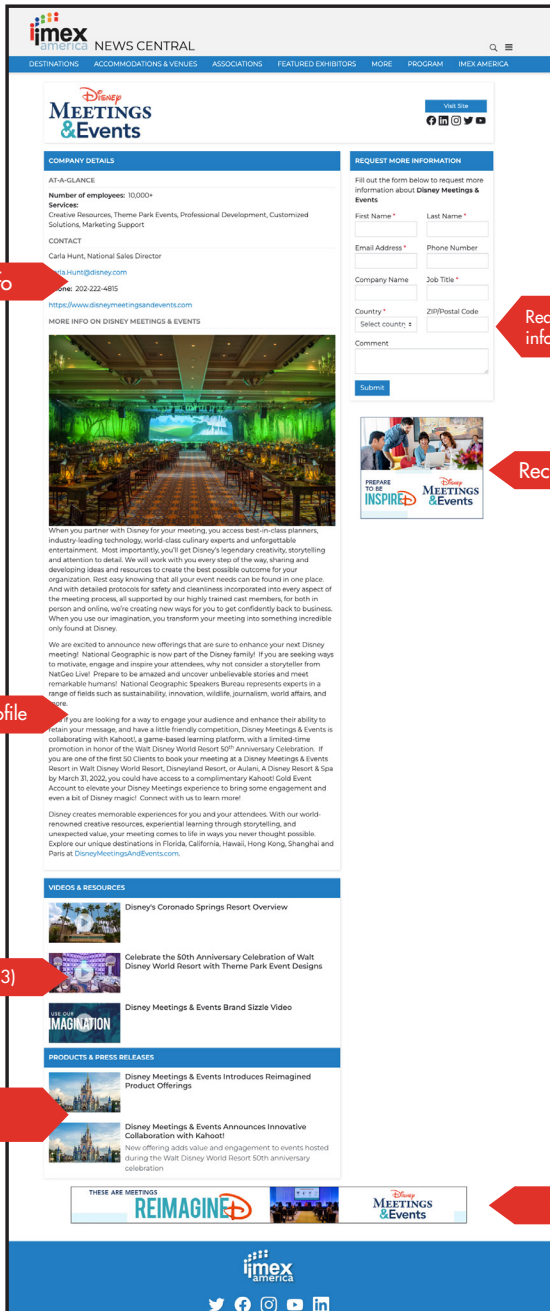
Article can contain video content by providing a link to the video hosted on YouTube or Vimeo.

## Featured Exhibitors

- Logo: Hi-Res JPEG or PNG.
- See next page for Custom lead-gen page specifications.

A \$150 fee will apply for each ad changeout requested.

## Custom lead-gen page



### Specifications:

#### Logo

- Hi-Res JPEG, PNG or EPS.

#### Company profile

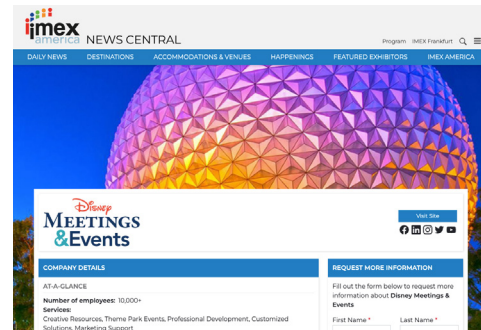
- 250-500 words

#### Company photo

- 300 dpi, four-colour, horizontal.

#### Background Image

- 1415 x 820 background image
- Click thru URL for image to link to



#### Company contact Info

- Name, mailing address, phone number, and website
- Social media links

#### Video(s)

- Up to three
- Self-hosted on YouTube (provide link to YouTube video)

#### Press releases

- Up to three
- One image submitted with each article
  - 300 dpi, four-colour, horizontal

#### Request for information section

- Provide contact email

#### Rectangle

- 300 x 250 pixels
- GIF or JPG format at 72 dpi, RGB and submitted at actual size.
- Submit ad click-through URL along with creative material.
- Link your affiliate ads at no additional charge. (Ads must stay the same for the duration of the show.)

#### Footer

- 970 x 90 and 300 x 50 pixels
- GIF or JPEG format at 72 dpi, RGB and submitted at actual size.
- Submit ad click-through URL along with creative material.
- Link your affiliate ads at no additional charge. (Ads must stay the same for the duration of the show.)