

# ASCEND MEDIA ADVERTISING AGREEMENT

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



American Stroke Association  
**International Stroke Conference**  
March 17-19, 2021  
OnDemand through mid-April 2021

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

## BOOTH PACKAGES

Premium Plus	___ \$35,000
Premium	___ \$15,000
Enhanced	___ \$8,000
Entry-level	___ \$3,400

## MEETING NEWS AND NAVIGATION PRODUCTS

Navigation Video (Single Sponsorship)	___ \$15,000
<b>Meeting News Central (and Stroke Daily News)</b>	
Stroke Daily News Front Page Ad Package	___ \$9,750
LBS Page Ad Package	___ \$9,750
ISC News Ad Package	___ \$9,750
Exhibit Hall Ad Package	___ \$9,750
<b>Meeting News Central Advertorial Content</b>	
Learning Studios	___ \$10,000
Industry Resources	___ \$7,500
Industry Supported Content	___ \$5,000

## EMAIL PRODUCTS

Registration Email Package (Single Sponsorship)	___ \$10,000
<b>ePreview #1: Mid-February</b>	
Leaderboard	___ \$3,240
Premium Banner (each)	___ \$2,805
Video (limit one)	___ \$5,000
<b>ePreview #2: Late February</b>	
Leaderboard	___ \$3,240
Premium Banner (each)	___ \$2,805
Video (limit one)	___ \$5,000
<b>ePreview #3 Smart Start: Early March</b>	
Leaderboard	___ \$3,240
Premium Banner (each)	___ \$2,805
Video (limit one)	___ \$5,000
<b>eHighlights: Mid-March</b>	
Leaderboard	___ \$3,240
Premium Banner (each)	___ \$2,805
Video (limit one)	___ \$5,000
<b>Exclusive Exhibitor emails</b>	
Pre-ISC #1	___ \$15,000
Pre-ISC #2	___ \$15,000
Pre-ISC #3	___ \$15,000
During ISC: March 17, 2021	___ \$15,000
During ISC: March 18, 2021	___ \$15,000
During ISC: March 19, 2021	___ \$15,000
Post-ISC #1	___ \$15,000
Post-ISC #2	___ \$15,000
<b>Daily Highlights</b>	
March 17, 2021	___ \$12,000
March 18, 2021	___ \$12,000
March 19, 2021	___ \$12,000
<b>Platform Preview and Navigational Video eBlast</b>	___ \$8,000

## PERSONAL DELIVERIES

ISC 2021 Welcome Kits	___ \$10,000
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## SPONSORSHIPS

Abstracts on Download	___ \$36,000
Commercial Breaks: 15-second ad	___ \$5,000
Content Banner Ad: 10 seconds	___ \$6,000
Fireside Chat: 30 minutes, 500 attendees maximum	___ \$8,000
Learning Studio: Live Presentation w/live Q&A	___ \$20,000
Learning Studio: Simulive presentation (pre-recorded) with live Q&A	___ \$20,000
Learning Studio: Simulive presentation (pre-recorded) with chat	___ \$15,000
Mobile Meeting App: Exclusive	___ \$25,000
Mobile Meeting App: Enhanced Exhibitor Listing	___ \$5,000
Mobile Meeting App: Alert Notification	___ \$4,000
Mobile Meeting App: Virtual Conference Bag Inserts	___ \$2,500
Online Planner: Exclusive Banner Ad	___ \$7,000
Online Planner: Banner Ad	___ \$3,500
Poster Platform	___ \$10,000
Simulation Demo	___ \$10,000
Social Media Feed: Exclusive	___ \$25,000
Sponsored Entertainment Breaks	___ \$15,000
Tower Ad Banner	___ \$10,000

Please write your initials next to selected ad sizes. TOTAL AMOUNT: \$ \_\_\_\_\_

**TO PAY BY CREDIT CARD, PLEASE CONTACT YOUR ACCOUNT MANAGER BY PHONE OR EMAIL. CREDIT CARD PAYMENT IS QUICK, EASY AND SECURE.**

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 Printed Name

\_\_\_\_\_  
Advertiser/Sponsor/Agency Printed Name

\_\_\_\_\_  
Advertiser/Sponsor/Agency Company Name

### SIGN AND RETURN TO:

Cathleen Gorby  
Ascend Media  
cgorby@ascendmedia.com



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 POLICIES AND MATERIALS SUBMISSION PROCEDURES



American Stroke Association  
**International Stroke Conference**  
 March 17-19, 2021  
 OnDemand through mid-April 2021

All ads, inserts and promotional items require approval by the association. 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. AHA 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 Andrea Johnson: [ajohnson@ascendmedia.com](mailto:ajohnson@ascendmedia.com).

Item	Prototype Due	Ad Materials/Printed Materials Due	Maximum Weight	Maximum Dimensions
Welcome Kit	Jan. 8, 2021	Jan. 15, 2021	2 oz.	8.5" x 11", flat
Meeting News Central	n/a	Jan. 18, 2021 <i>Deadline is ongoing. this date is for maximum exposure.</i>	n/a	n/a
ePreview #1	Jan. 4, 2021	Jan. 18, 2021	n/a	n/a
ePreview #2	Jan. 18, 2021	Feb. 1, 2021	n/a	n/a
ePreview #3 - Smart Start	Jan. 25, 2021	Feb. 8, 2021	n/a	n/a
Exclusive Exhibitor eBlasts - Pre-ISC	n/a	Feb. 1, 2021	n/a	n/a
Exclusive Exhibitor eBlasts - During ISC	n/a	Feb. 10, 2021		
Exclusive Exhibitor eBlasts - Post-ISC	n/a	Feb. 15, 2021		
Navigation Video #1	Jan. 29, 2021	Feb. 12, 2021	n/a	n/a
Daily	Feb. 5, 2021	Feb. 12, 2021	n/a	n/a
Daily Highlights	Feb. 9, 2021	Feb. 23, 2021		
eHighlights #1	Feb. 10, 2021	Feb. 24, 2021	n/a	n/a
Platform Preview and Navigational Video eBlast	Feb. 16, 2021	March 2, 2021	n/a	n/a

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.

**All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).**

The maximum insert size and weight are noted above. 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; non-perishable food items; branded materials; other giveaway items; printed materials that are packaged or of odd shapes and/or size; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces.

For a non-paper insert, please send two samples of the item for approval. The item submitted for approval must be identical to the item that will be distributed.

AHA will review bulk items on a case-by-case basis. Non-paper items should be sent to:

Attn: Kate Hegarty, c/o Ascend Media | 7171 W. 95th St., Suite 300 | Overland Park, KS 66212

After inserts are approved, Ascend Media will supply a shipping label with complete shipping information. The advertiser is asked to include a shipping label on the outside of each box shipped. Please do not ship to Ascend Media, or additional costs will apply. The advertiser is responsible for sending the correct number of inserts. Ascend Media will not be responsible for shortages. For Welcome Kit inserts, please submit an additional 3% to 5% overage to allow for potential increases in room blocks.

**Advertiser/sponsor logos:** All advertisers and sponsors receive a complimentary logo on an AHA sponsor recognition page within the platform. Logos should be submitted as high-resolution EPS files.

#### AHA rules and regulations for all advertising:

- AHA's name, insignia, heart and torch logo, logotype or other identifying marks may not be used.
- Coupons are not permitted.
- All **print** ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).
- For CME/symposia/education-related ads (print or digital) or inserts:
  - AHA disclaimer must be included: "This event is not part of the official International Stroke Conference 2021 as planned by the AHA Committee on International Stroke Conference Programming." And text must be a minimum of 10-point Helvetica (or similar font type).
  - Title, time and date appearing on the ad/insert must match the title, time and date listed on the AHA approved Satellite Event (SE) list. If information needs to be changed on the SE approved list, the advertiser must contact the AHA at [exhibits@heart.org](mailto:exhibits@heart.org).
  - Exhibitors or SE event holders may not advertise on joint pieces promoting separate events.

# ADVERTISING SPECIFICATIONS



American Stroke Association.

International Stroke Conference

March 17-19, 2021

OnDemand through mid-April 2021

## Materials required for print products

- All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).
- 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.

## 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.

## 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 proofs

Mail proofs to: Ascend Media LLC  
Attn: ISC21  
7171 W. 95th St., Suite 300  
Overland Park, KS 66212  
913-469-1110

## Advertiser/sponsor logos

All advertisers and sponsors receive a complimentary logo on an AHA sponsor recognition page within the platform. Logos should be submitted as high-resolution EPS files.

## Product logos

Logos for Highlighted Listings should be submitted at 300 dpi at a minimum size of 2.5" x 1" in TIF, JPG or EPS format (vector EPS preferred).

## How to participate in the ISC21 Welcome Kit

1. Reserve space in the Welcome Kit on or before the space deadline.
2. Supply a prototype of your insert for approval by AHA. Inserts may not weigh more than 2 oz. A copy of the insert must be pre-approved by AHA 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 your Ascend Media account manager or submit two copies by overnight service to Ascend Media LLC, 7171 W. 95th St., Suite 300, Overland Park, KS 66212.

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.

## Welcome Kit Important notes

- All advertising is subject to the approval of AHA.
- 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 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 Welcome Kit 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 2 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 Welcome Kit. 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. A minimum of four inserts from any combination of advertisers must be reserved for the Welcome Kit. Ad materials subject to AHA approval. See mechanical specifications for more information.
- A minimum of four inserts must be reserved for the ISC21 Welcome Kit to be delivered.

## Learning Studios

- Video: Will need to be hosted on YouTube or Vimeo.
- Please provide Ascend with:
  - Embed link
  - 100 word description
  - Company name

## Industry Resources

- Please provide:
  - PDF of your document (research, white paper, ebooks, webinar content or other downloadable files).
  - Document name that will be displayed on front page of Meeting News Central.
  - 100 word description

## Specifications for ePreviews, Daily Highlights, Navigational eBlasts, and eHighlights

- 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 AHA.
- 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.
- 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

- 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 allow:
  - Link codes in plain HTML format (HREF, not JavaScript).
  - Image codes in plain HTML format (IMG reference, not JavaScript).
  - We do sometimes allow enhanced HTML creative.
  - We DO NOT allow IAS tags on advertising in email deployments.
  - We DO NOT allow JavaScript tags of any kind in email deployments.
- 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.

## Exclusive Exhibitor eBlast Recommendations:

- AHA approved header and footer will be included in all blasts along with appropriate disclaimers
- All blasts must be identified as PAID ADVERTISING in 10pt Helvetica or equivalent
- Graphic sizes may vary based on layout; maximum graphic size is 515x175 and headshots should be 68x84
- Please provide jpeg or png files for artwork and graphics; content should be provided as a word document
- Limit URL links to three. A total of five links can be arranged; but will impact metrics as not all email systems will accept an email with more than three links embedded.
- Ascend will design/layout each blast using an AHA approved template
- Please note that there will be a Double Click function embedded in all digital advertising when a reader is taken to a 3rd party website.

## Important notes

- Only exhibitors may advertise.
- All advertising is subject to AHA approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- All quantities are based on projected attendance.
- Please note that there will be a Double Click function embedded in all digital advertising when a reader is taken to a 3rd party website.
- All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).

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.

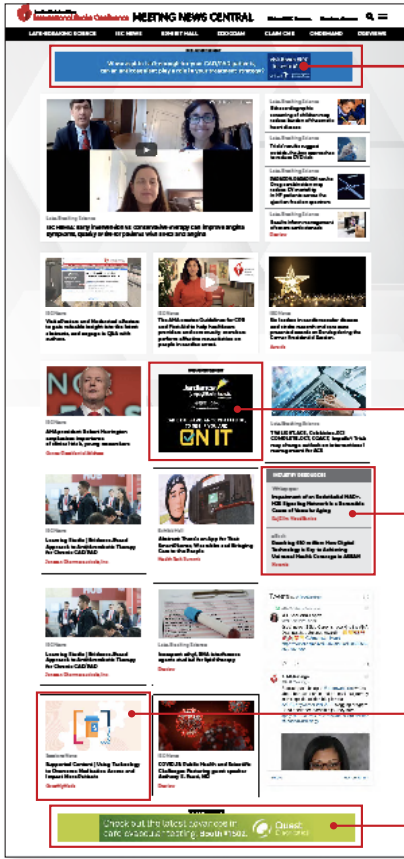
# AD SIZES AND DIMENSIONS (WIDTH X HEIGHT)



American Stroke Association  
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**Advertiser/sponsor logos:** All advertisers and sponsors receive a complimentary logo on an AHA sponsor recognition page within the platform. Logos should be submitted as high-resolution EPS files.

## MEETING NEWS CENTRAL and DAILY



**Leaderboard Ad**  
 970 x 90 and 300 x 50 pixels at 72 dpi

**Rectangle Ad**  
 300 x 250 pixels at 72 dpi

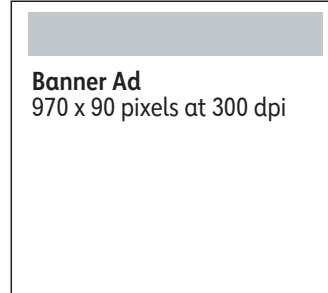
**Industry Resources**

- PDF of your document (research, white paper, ebooks, webinar content or other downloadable files).
- Document name that will be displayed on front page of Meeting News Central.
- 100 word description

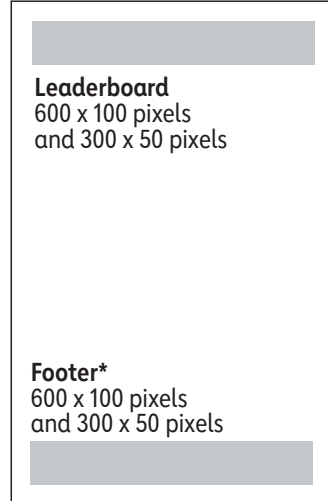
**Supported Content**  
 See assets and dimensions below

**Footer Ad**  
 970 x 90 and 300 x 50 pixels 72 dpi

## NAVIGATION VIDEO



## Daily Highlights



## SUPPORTED CONTENT

All Supported Content requires scientific review. Review can take up to 5 days.



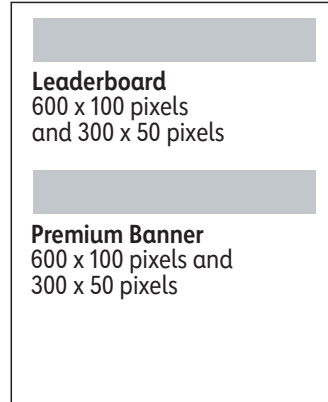
**Half Page Ad**  
 300 x 600 pixels at 72 dpi

**Hero Image**  
 At least 7" wide and 300 dpi

**Request more information form**  
 Please provide an email address where any 'requests for more information' will be sent.

**Headline, company name and 250 words**

## ePREVIEWS and eHIGHLIGHTS



Please note that there will be a Double Click function embedded in all digital advertising when a reader is taken to a 3rd party website.  
 All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).



## 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.