

ASCEND MEDIA ADVERTISING AGREEMENT

Page 1 of 2

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



International Stroke Conference 2022

February 9-11, 2022 | New Orleans, Louisiana + Virtual
Ernest N. Morial Convention Center

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

Meeting News and Navigation

ISC Stroke Daily News

Back Cover	_____ \$10,580
Map Sponsorship	_____ \$9,985
Inside Front Cover	_____ \$9,255
Inside Back Cover	_____ \$8,265
Full Page	_____ \$6,745
Full Page PI space	_____ \$5,390
Front Page Banner Ad	_____ \$6,500
Junior Page	_____ \$5,390
Junior Page PI space	_____ \$4,430
Half Page	_____ \$4,725
Quarter Page	_____ \$2,425
Product & Services Showcase Ad	_____ \$1,185
Enhanced Exhibitor Listing	_____ \$295
Newsstand Premium Sponsorship	_____ \$9,475

AHA Mobile Meeting Guide App

Single Sponsorship	_____ \$25,000
Conference Bag Inserts	_____ \$10,500
Enhanced Exhibitor Listing	_____ \$5,000 each
Alert Notifications	_____ \$3,500 each

Attendee Welcome Guide

Exclusive Opportunity	_____ \$11,500
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Conference Coverage Website

ROS Banner Advertising (four available)	_____ \$15,000
Advertorial Content	
Learning Studios	_____ \$10,000
Industry Supported Content	_____ \$6,500
Front Page Video (one available)	_____ \$5,000
Video upgrade to ePreview or eHighlights	_____ \$1,000
Industry Resources	_____ \$5,000

Podcast Channel	_____ \$5,000 each
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AHA TV

Daily Title Sponsor (exclusive all days)	_____ \$40,000
Daily Title Sponsor (per day)	_____ \$20,000
Advertorial Videos (per two- to three-minute advertorial)	_____ \$5,000
Exhibitor Clips (per 30-second clip)	_____ \$750

Email Products

ePreview #1: Mid-January

Leaderboard (limit one)	_____ \$3,340
Premium Banner (each; limit three)	_____ \$2,890
Video banner upgrade from Conference Coverage Website	_____ \$1,000

ePreview #2: Late January

Leaderboard (limit one)	_____ \$3,340
Premium Banner (each; limit three)	_____ \$2,890
Video banner upgrade from Conference Coverage Website	_____ \$1,000

ePreview #3: Early February

Leaderboard (limit one)	_____ \$3,340
Premium Banner (each; limit three)	_____ \$2,890
Video banner upgrade from Conference Coverage Website	_____ \$1,000

Exclusive Exhibitor Email

Pre-ISC22 (limit three)	_____ \$15,000 per day
During ISC22 (limit one per day during the event)	_____ \$15,000 per day
Post-Sessions (limit two)	_____ \$15,000 per day

Daily Highlights Email

Exclusive Daily Opportunity	_____ \$12,000 per day
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Log-In Email

Exclusive Opportunity	_____ \$5,000
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eHighlights

Leaderboard (limit one)	_____ \$3,340
Premium Banner (each; limit three)	_____ \$2,890
Video banner upgrade from Conference Coverage Website	_____ \$1,000

Hotel Room Marketing

Hotel Key Cards

Exclusive Opportunity	_____ \$10,500
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Individual Hotel Room Drop: In-Room Delivery

Feb. 8	_____ \$33,250
Feb. 9	_____ \$33,250
Feb. 10	_____ \$33,250
Feb. 11	_____ \$33,250

Individual Hotel Room Drop: Outside Room Delivery

Feb. 8	_____ \$20,000
Feb. 9	_____ \$20,000
Feb. 10	_____ \$20,000
Feb. 11	_____ \$20,000

Booth Drivers

Simulation Demonstration

In-person with option to live stream	_____ \$15,000
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AHA Mobile Meeting Guide App

Single Sponsorship	_____ \$25,000
Conference Bag Inserts	_____ \$10,500
Enhanced Exhibitor Listing	_____ \$5,000 each
Alert Notifications	_____ \$3,500 each

Job Board Posting

30 days	_____ \$1,200
60 days	_____ \$1,800

Charging Lockers

Per locker (10 available)	_____ \$7,000
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Conference Bag Inserts

Per insert	_____ \$10,500
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Please write your initials next to selected ad sizes.

Payment is due upon receipt or no later than Monday, Dec. 27, 2021.

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 the Total Amount indicated on this Advertising Agreement, and to Ascend Media's Terms and Conditions attached to this Advertising Agreement.

Ascend Media Account Manager Signature Date

Ascend Media Account Printed Name

Advertiser/Sponsor/Agency Signature Date

Advertiser/Sponsor/Agency Signature

Advertiser/Sponsor/Agency Signature

SIGN AND RETURN TO:
Cathleen Gorby
Ascend Media LLC
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.

ASCEND MEDIA ADVERTISING AGREEMENT

Page 2 of 2

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International Stroke Conference 2022

February 9-11, 2022 | New Orleans, Louisiana + Virtual
Ernest N. Morial Convention Center

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

Convention Center

Wellness Challenge	_____	\$30,000
Exclusive Opportunity	_____	
Abstracts on Download	_____	\$36,000
Exclusive Opportunity	_____	
Game of Strokes	_____	\$40,000
Exclusive Opportunity	_____	
ISC22 ePosters	_____	\$10,000
Exclusive Opportunity	_____	
Learning Studios	_____	\$18,000
Morning	_____	\$18,000
Afternoon	_____	\$25,000
Unopposed	_____	\$5,000
Live streaming add-on	_____	
Simulation Demonstration	_____	\$15,000
In-person with option to live stream	_____	
Window Clings	_____	\$25,000
Lobby B2 & Atrium	_____	\$17,000
(includes all six glass panels)	_____	
Lobby D & Atrium	_____	
(includes all four glass panels)	_____	
Ad Banners	_____	\$6,500-\$13,500
Atrium Cafe Railing Cling	_____	\$35,000
Exclusive Opportunity	_____	
Communication Center	_____	\$13,000
Exclusive Opportunity	_____	
Escalator Runner/ Floor Decal Graphics	_____	\$21,000
Fireside Chat	_____	\$8,000 each
Hand Sanitizing Stations	_____	\$3,500
Per set of two (available)	_____	\$25,000
Exclusive	_____	
Health Check Stations	_____	\$7,500
Per set of two stations	_____	

ISC Nursing Symposium Coffee Break	_____	\$5,000
Exclusive Opportunity	_____	
Lighted Kiosks	_____	\$9,500
Per kiosk (eight available)	_____	
Puppy Snuggles	_____	\$35,000
Exclusive Opportunity	_____	
Science & Technology Hall Aisle Signs	_____	\$25,000
Exclusive Opportunity	_____	
Science & Technology Hall Coffee Breaks	_____	\$10,000 per day
Exclusive Opportunity	_____	
Science & Technology Hall Park Benches	_____	\$20,000
Exclusive Opportunity	_____	
Digital Signage/Virtual Commercial Breaks	_____	\$14,500
30-second ad (limit five)	_____	\$8,000
15-second ad (limit five)	_____	
AHA TV	_____	\$40,000
Daily Title Sponsor (exclusive all days)	_____	\$20,000
Daily Title Sponsor (per day)	_____	\$5,000
Advertorial Videos (per two- to three-minute advertorial)	_____	\$750
Exhibitor Clips (per 30-second clip)	_____	
Charging Lockers	_____	\$7,000
Per locker (10 available)	_____	
Social Media Gallery and Lounge	_____	\$20,000
Social Media Wall and Lounge	_____	\$4,000 each
(Exclusive Sponsorship Opportunity)	_____	
Tweetorial	_____	
Conference Bag Inserts	_____	\$10,500
Per insert	_____	

Virtual Platform Marketing

Wellness Challenge	_____	\$30,000
Exclusive Opportunity	_____	
Abstracts on Download	_____	\$36,000
Exclusive Opportunity	_____	
AHA Mobile Meeting Guide App	_____	\$25,000
Single Sponsorship	_____	\$10,500
Conference Bag Inserts	_____	\$5,000 each
Enhanced Exhibitor Listing	_____	\$3,500 each
Alert Notifications	_____	
Content Ad Banner	_____	\$6,000
Each (eight available)	_____	
Digital Signage/Virtual Commercial Breaks	_____	\$14,500
30-second ad (limit five)	_____	\$8,000
15-second ad (limit five)	_____	
Tower Ad Banner	_____	\$10,000
Each (eight available)	_____	
Job Board Posting	_____	\$1,200
30 days	_____	\$1,800
60 days	_____	
AHA TV	_____	\$40,000
Daily Title Sponsor (exclusive all days)	_____	\$20,000
Daily Title Sponsor (per day)	_____	\$5,000
Advertorial Videos (per two- to three-minute advertorial)	_____	\$750
Exhibitor Clips (per 30-second clip)	_____	
Social Media Gallery and Lounge	_____	\$20,000
Social Media Wall and Lounge	_____	\$4,000 each
(Exclusive Sponsorship Opportunity)	_____	
Tweetorial	_____	

Please write your initials next to selected ad sizes.

Payment is due upon receipt or no later than Monday, Dec. 27, 2021.

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 the Total Amount indicated on this Advertising Agreement, and to Ascend Media's Terms and Conditions attached to this Advertising Agreement.

Ascend Media Account Manager Signature Date

Ascend Media Account Printed Name

Advertiser/Sponsor/Agency Signature Date

Advertiser/Sponsor/Agency Signature

Advertiser/Sponsor/Agency Signature

SIGN AND RETURN TO:
Cathleen Gorby
Ascend Media LLC
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 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
6. Effective January 1, 2022 a 1% fee will be assessed for payments made with credit card. No fee is assessed for payment by check or electronic payments via ACH or Wire. Banking information will be provided upon request.

ADVERTISING POLICIES AND MATERIALS SUBMISSION PROCEDURES



International Stroke Conference 2022

February 9-11, 2022 | New Orleans, Louisiana + Virtual Ernest N. Morial Convention Center

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/ASA 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 Kate Hegarty: khegarty@ascendmedia.com.

Item	Prototype Due	Ad Materials/Printed Materials Due	Maximum Weight	Maximum Dimensions
Exclusive Exhibitor Email pre-ISC22	Nov. 29, 2021	Dec. 13, 2021	n/a	n/a
Exclusive Exhibitor Email during ISC22	Nov. 29, 2021	Dec. 13, 2021	n/a	n/a
ePreview #1	Dec. 1, 2021	Dec. 15, 2021	n/a	n/a
Newsstand Premium Sponsorship	Dec. 1, 2021	Dec. 15, 2021	n/a	n/a
Hotel Key Cards	Dec. 22, 2021	Jan. 5, 2022	n/a	n/a
Ads on Article Pages	Dec. 22, 2021	Jan. 5, 2022	n/a	n/a
Podcast Channel on the Conference Coverage Website	Dec. 22, 2021	Jan. 5, 2022	n/a	n/a
ePreview #2	Dec. 23, 2021	Jan. 6, 2022	n/a	n/a
Exclusive Exhibitor Email post ISC22	Dec. 27, 2021	Jan. 10, 2022	n/a	n/a
Conference Coverage Website	Dec. 29, 2021	Jan. 12, 2022	n/a	n/a
<i>Deadlines are ongoing. Dates above are noted for maximum exposure.</i>				
ISC Stroke Daily News	Dec. 29, 2021	Jan. 12, 2022	n/a	n/a
Attendee Welcome Guide	Dec. 29, 2021	Jan. 12, 2022	n/a	n/a
ePreview #3	Jan. 3, 2022	Jan. 17, 2022	n/a	n/a
ISC Daily Highlights	Jan. 3, 2022	Jan. 17, 2022	n/a	n/a
Log-In Email	Jan. 3, 2022	Jan. 17, 2022	n/a	n/a
Individual Hotel Room Drops	Jan. 10, 2022	Jan. 24, 2022	2 oz.	8.5" x 11", flat
eHighlights	Jan. 14, 2022	Jan. 29, 2022	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.

Handling fees for shipments received by hotels may apply.

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/ASA will review bulk items on a case-by-case basis. To provide a sample of non-paper items reach out to Kate Hegarty: khegarty@ascendmedia.com

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 Doctors Bags and Individual Hotel Room Drop opportunities, 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 AHA/ASA sponsor signage. Logos should be submitted as high-resolution EPS files.

AHA/ASA rules and regulations for all advertising:

- AHA/ASA'S name, insignia, heart and torch logo, logotype or other identifying marks may not be used.
- For booth promo pieces, booth numbers must be printed on the piece.
- Coupons are not permitted.
- Any link from an AHA/ASA website or email to an external website must abide by a two-click rule. This means that the first link goes to a "jump page" that explains the relationship between AHA/ASA and the other party. Ascend will create this jump page. To see example ask account manager for details.
- 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/ASA disclaimer must be included: "This event is not part of the official International Stroke Conference 2022 as planned by the AHA/ASA Committee on International Stroke Conference Program." 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/ASA approved USE list. If information needs to be changed on the USE approved list, the advertiser must contact the AHA/ASA at exhibits@heart.org.
 - Exhibitors or USE event holders may not advertise on joint pieces promoting separate events.
- Any link from an AHA/ASA website or email to an external website must abide by a two-click rule. This means that the first link goes to a "jump page" that explains the relationship between AHA/ASA and the other party. Ascend will create this jump page. To see example ask account manager for details.

PRINT AD DIMENSIONS AND SPECIFICATIONS

(WIDTH X HEIGHT)



International Stroke Conference 2022

February 9-11, 2022 | New Orleans, Louisiana + Virtual
Ernest N. Morial Convention Center

ISC STROKE DAILY NEWS

Publication size: 10.875" x 15" (finished size)

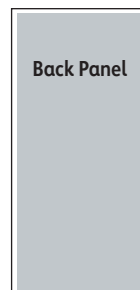
Trim: Final page dimensions.

Bleed: Size required for an ad to bleed off the edges of a page. (0.125" past trim)

Safety/Live Area: All text and graphics not intended to bleed. (0.25" from trim)

Covers and Full Page Bleed: 11.125" x 15.25" Trim: 10.875" x 15" Safety/Live Area: 10.375" x 14.5"	Half Page Horizontal 10.25" x 7" 	Half Page Vertical 5" x 14"
Junior Page 7.5" x 10" 	Quarter Page 5" x 7" 	Products & Services Showcase Ad 2.375" x 3.125"
Front Page Banner 10.25" x 2" 		

ATTENDEE WELCOME GUIDE



Bleed
3.875" x 8.75"

Trim
3.6875" x 8.5"

Safety/Live Area
3.4375" x 8"

- 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.
- 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).
- All advertisers and sponsors receive a complimentary logo on AHA/ASA sponsor signage. Logos should be submitted as high-resolution EPS files.

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.

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 proofs

To submit a proof contact Kate Hegarty at khegarty@ascendmedia.com.

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 and room blocks.
- Handling fees for shipments received by hotels may apply.
- A change-out fee applies to insertion of different ads per issue in dailies.

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.

DIGITAL AD DIMENSIONS AND SPECIFICATIONS

(WIDTH X HEIGHT)



International Stroke Conference 2022

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Conference Coverage Website ROS Banner Ad Dimensions



Mockup of AHA Meeting News Central Front Page and Channel Pages. For ad positions only.

Advertorial Content Industry Content

Hero Image
At least 7" wide and 300 dpi

Vertical 300 x 600
300 x 600 pixels at 72 dpi

Headline, company name and 250 words



Mockup of Industry Content Article Page

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 AHA Meeting News Central.
- 100 word description

Front Page Video

- Video will need to be hosted on YouTube. Advertiser will provide the YouTube URL or embed code.
- 100 word description

Industry Programs

- Video will need to be hosted on Youtube. Advertiser will provide the YouTube URL or embed code.
- Company Name
- 100 word description

Podcast

- Ask account manager for details.

Conference Coverage Website Ads

- 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 AHA.
- The maximum ad file size is 100kb-125kb.
- **For the Conference Coverage Website we can only accommodate static ads with a click-thru URL. We cannot accept third-party tags or HTML5 files on the Conference Coverage Website.**
- Any link from the AHA/ASA website to an external website must abide by a two-click rule. This means that the first link goes to a "jump page" that explains the relationship between AHA/ASA and the other party. Ascend will create this jump page. To see example ask account manager for details.

Any link from an AHA/ASA website or email to an external website must abide by a two-click rule. This means that the first link goes to a "jump page" that explains the relationship between AHA/ASA and the other party.

Ascend will create this jump page. To see example ask account manager for details.

- 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.
- All advertisers and sponsors receive a complimentary logo on AHA/ASA sponsor signage. Logos should be submitted as high-resolution EPS files.

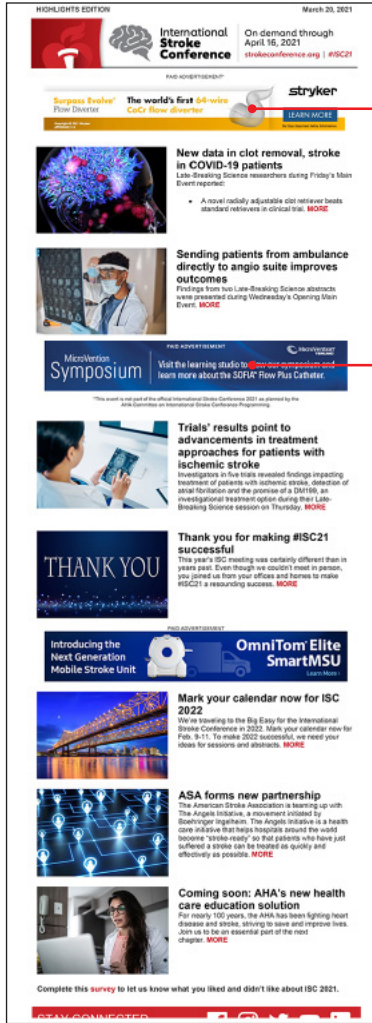
DIGITAL AD DIMENSIONS AND SPECIFICATIONS (CONTINUED)

(WIDTH X HEIGHT)



International Stroke Conference 2022

February 9-11, 2022 | New Orleans, Louisiana + Virtual
Ernest N. Morial Convention Center



Leaderboard
600 x 100

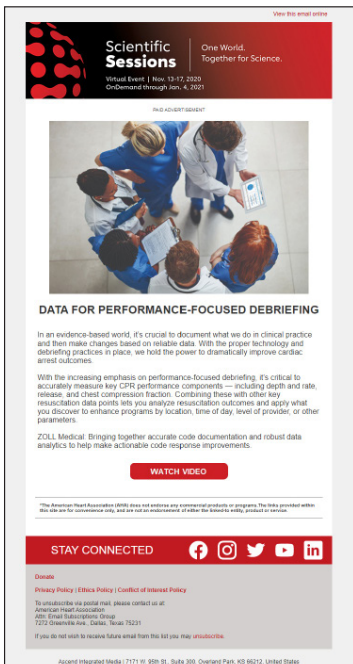
Premium Banner
600 x 100

Specifications for ePreviews, Daily Highlights 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.
- 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.
- Any link from the AHA/ASA email to an external website must abide by a two-click rule. This means that the first link goes to a "jump page" that explains the relationship between AHA/ASA and the other party. Ascend will create this jump page. To see example ask account manager for details.

Any link from an AHA/ASA website or email to an external website must abide by a two-click rule. This means that the first link goes to a "jump page" that explains the relationship between AHA/ASA and the other party.

Ascend will create this jump page. To see example ask account manager for details.



Exclusive Exhibitor Email Recommendations

- 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 provided code:
 - o 650px width with 25px margins
 - o Full width (650px) images for the initial head image, all other content requires 25px padding left/right for a content area of 600px
 - o Code should only include:
 - o Basic media query in <style> tags for responsive code only
 - o Content starting and ending with <table> tags (no header/body tags as that is already part of our template.
 - o For responsive, we will allow basic Media Queries for show/hide and basic width handling
 - o Code must be run through a validation tool, such as Litmus or EmailOnAcid to confirm responsiveness before sub
 - o Any link to an external website must abide by a two-click rule. This means that the first link goes to a "jump page" that explains the relationship between AHA/ASA and the other party. Ascend will create this jump page. To see example ask account manager for details.

• **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.**

• **All advertisers and sponsors receive a complimentary logo on AHA sponsor signage. Logos should be submitted as high-resolution EPS files.**

Mockup of Exclusive Exhibitor Email