

ASCEND MEDIA ADVERTISING AGREEMENT

Page 1 of 2

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



International Stroke Conference 2023

February 8–10, 2023 | Dallas, TX + Virtual
Kay Bailey Hutchison 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

AHA Mobile Meeting Guide App

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

ASAtv

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
Commercial Break Upgrade	_____	\$2,000
Exhibitor Clips (per 30-second clip)	_____	\$750

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

Conference Coverage Website

ROS Banner Advertising (four available)	_____	\$15,000
Interesting Stories	_____	\$6,500
Featured Exhibitors	_____	\$5,000

Attendee Welcome Guide

Exclusive Opportunity	_____	\$11,500
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Conference Bag Inserts

_____	\$10,500
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Email Marketing

Housing Confirmation Email Package

Exclusive Opportunity	_____	\$10,000
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Registration Email Package

Exclusive Opportunity	_____	\$13,000
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Exclusive Exhibitor Email

Pre-ISC23 (limit three)	_____	\$12,500 per day
During ISC23 (limit one per day during the event)	_____	\$12,500 per day
Post-ISC23 (limit two)	_____	\$12,500 per day

ePreview #1: Early January

Leaderboard (limit one)	_____	\$3,340
Premium Banner (each; limit three)	_____	\$2,890
Traffic-Driving Content Ad	_____	\$3,835

ePreview #2: Late January

Leaderboard (limit one)	_____	\$3,340
Premium Banner (each; limit three)	_____	\$2,890
Traffic-Driving Content Ad	_____	\$3,835

ePreview #3: Days before ISC23

Leaderboard (limit one)	_____	\$3,340
Premium Banner (each; limit three)	_____	\$2,890
Traffic-Driving Content Ad	_____	\$3,835

Nursing Symposium ePreview

Leaderboard (limit one)	_____	\$3,340
Premium Banner (each; limit three)	_____	\$2,890
Traffic-Driving Content Ad	_____	\$3,835

Virtual Meeting Platform Log-In Credential Email

Exclusive Opportunity	_____	\$5,000 per day
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ISC Daily Highlights

Exclusive Daily Opportunity	_____	\$12,000 per day
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eHighlights

Leaderboard (limit one)	_____	\$3,340
Premium Banner (each; limit three)	_____	\$2,890
Traffic-Driving Content Ad	_____	\$3,835

Convention Center Sponsorships

Abstracts on USB

Exclusive Opportunity	_____	\$36,000
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Ad Banners

_____	\$6,500–\$13,500
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ASAtv

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
Commercial Break Upgrade	_____	\$2,000
Exhibitor Clips (per 30-second clip)	_____	\$750

Charging Lounge

Exclusive Opportunity	_____	\$15,500
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Column Wraps

Per group of two or three,
depending on location _____ \$11,000-
\$15,000

Communication Center

Exclusive Opportunity _____ \$15,000

Conference Bag Inserts _____ \$10,500

Digital Signage/Commercial Break

30-second ad (limit five) _____ \$14,500
15-second ad (limit five) _____ \$8,000

Escalator Graphics _____ \$25,000-
\$32,000

Hand Sanitizing Stations

Per set of two
(eight available) _____ \$3,500
Exclusive _____ \$25,000

ISC23 ePosters

Exclusive Opportunity _____ \$10,000

ISC Innovation Zone _____ \$4,000

ISC Nursing Symposium Coffee and Tea Break

Exclusive Opportunity _____ \$8,000

Game of Strokes

Exclusive Opportunity _____ \$40,000

Lanyards

Exclusive Opportunity _____ \$50,000

Lighted Kiosks

Per kiosk (five available) _____ \$9,500

Luggage and Coat Check

Exclusive Opportunity _____ \$12,500

Massage Lounge

Exclusive Opportunity _____ \$30,000

Professional Headshot Lounge

Per kiosk (eight available) _____ \$25,000

Puppy Snuggles

Exclusive Opportunity _____ \$35,000

Railing Clings

Exclusive Opportunity _____ \$35,000

Science & Technology Hall Aisle Signs

Exclusive Opportunity _____ \$25,000

Science & Technology Hall Coffee and Tea Breaks

Exclusive Opportunity _____ \$10,000
per day

Science & Technology Hall Park Benches

Exclusive Opportunity _____ \$20,000

Science & Technology Hall Restaurant Sponsorship

Exclusive Opportunity _____ \$20,000

Stacked Meter Cubes _____ \$11,500
each

Stair Clings

Exclusive Opportunity _____ \$25,000

Wi-Fi Sponsorship

Exclusive Opportunity _____ \$25,000

Window Clings

Per package _____ \$21,500

Yoga

Exclusive Opportunity _____ \$25,000

On-Site Education and Networking

Game of Strokes

Exclusive Opportunity _____ \$40,000

ISC23 ePosters

Exclusive Opportunity _____ \$10,000

Learning Studios

Morning _____ \$18,000
Afternoon _____ \$18,000
Unopposed _____ \$25,000

Nursing Symposium Marketing

ISC Nursing Symposium Coffee and Tea Break

Exclusive Opportunity _____ \$8,000

Nursing Symposium ePreview

Leaderboard (limit one) _____ \$3,340
Premium Banner
(each; limit three) _____ \$2,890
Native Ad _____ \$3,835

Booth Drivers

Abstracts on USB

Exclusive Opportunity _____ \$36,000

AHA Mobile Meeting Guide App

Single Sponsorship _____ \$25,000
Conference Bag Insert _____ \$10,500

Enhanced Exhibitor listing _____ \$5,000

Alert Notification _____ \$3,500

Conference Bag Inserts _____ \$10,500

Virtual Platform Marketing

Abstracts on USB

Exclusive Opportunity _____ \$36,000

AHA Mobile Meeting Guide App

Single Sponsorship _____ \$25,000
Conference Bag Insert _____ \$10,500
Enhanced Exhibitor listing _____ \$5,000
Alert Notification _____ \$3,500

ASAtv

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
Commercial Break
Upgrade _____ \$2,000
Exhibitor Clips
(per 30-second clip) _____ \$750

ISC23 ePosters

Exclusive Opportunity _____ \$10,000

Digital Signage/Commercial Break

30-second ad (limit five) _____ \$14,500
15-second ad (limit five) _____ \$8,000

Learning Studios

Morning _____ \$18,000
Afternoon _____ \$18,000
Unopposed _____ \$25,000

Tower Ad Banner

Per Banner (eight available) _____ \$10,000

Job Board Posting

15-second ad (limit five) _____ \$8,000

Hotel Room Marketing

Hotel Key Cards

Exclusive Opportunity _____ \$10,500

Individual Hotel Room Drops

In-Room Delivery _____ \$33,250
Outside Room Delivery _____ \$20,000

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International Stroke Conference 2023

February 8-10, 2023 | Dallas, TX + Virtual
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Hotel Advertising: Omni Dallas Hotel

Column Wraps on Third Floor Walkway to Convention Center

Exclusive Opportunity _____ \$15,000

Convention Center Entry Clings

Exclusive Opportunity _____ \$15,000

Elevator Clings

Six lobby elevators _____ \$10,000

Four lobby elevators _____ \$8,000

Ten Level Two elevators _____ \$6,000

Ten Level Three elevators _____ \$6,000

Lobby Escalator Package

Exclusive Opportunity _____ \$20,000

Skybridge Escalator

Exclusive Opportunity _____ \$12,000

Level Two Escalator

Exclusive Opportunity _____ \$12,000

Lobby Floor Decals

Exclusive Opportunity _____ \$6,500

Skybridge Window Clings

Exclusive Opportunity _____ \$30,000

Level Two and Level Three Window Clings

Level Two Window Clings _____ \$9,000

Level Three Window Clings _____ \$8,000

Window Clings Leading to Skybridge

Exclusive Opportunity _____ \$9,000

Hotel Advertising: Hyatt Regency Dallas

Coffee Cups and Sleeves

Exclusive Opportunity _____ \$5,000

Lobby Elevator Clings

Exclusive Opportunity _____ \$30,000

Lobby Escalator

Exclusive Opportunity _____ \$20,000

Citywide Advertising

Efrog Shuttles

Exclusive Opportunity _____ \$25,000

Please write your initials next to selected ad sizes.

Payment is due upon receipt or no later than Monday, Dec. 26, 2022.

TOTAL AMOUNT: \$ _____

SIGN AND RETURN TO: Cathleen Gorby | Ascend Media | cgorby@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 64083

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



International Stroke Conference 2023

February 8–10, 2023 | Dallas, TX + Virtual
Kay Bailey Hutchison 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
Hotel Key Cards	Nov. 18, 2022	Dec. 2, 2022	n/a	n/a
Exclusive Exhibitor Email: Pre-ISC23	Nov. 25, 2022	Dec. 9, 2022	n/a	n/a
Newsstand Premium Sponsorship	Nov. 28, 2022	Dec. 12, 2022	n/a	n/a
Exclusive Exhibitor Email: During ISC23	Dec. 2, 2022	Dec. 16, 2022	n/a	n/a
Hotel Advertising	Dec. 2, 2022	Dec. 16, 2022	n/a	n/a
ePreview #1: Early January	Dec. 2, 2022	Dec. 16, 2022	n/a	n/a
Conference Coverage Website	Dec. 2, 2022	Dec. 16, 2022	n/a	n/a
<i>Deadlines are ongoing. Dates above are noted for maximum exposure.</i>				
ePreview #2: Late January	Dec. 22, 2022	Jan. 5, 2023	n/a	n/a
Nursing Symposium ePreview	Dec. 22, 2022	Jan. 5, 2023	n/a	n/a
Attendee Welcome Guide	Dec. 27, 2022	Jan. 10, 2023	n/a	n/a
ePreview #3: Days before ISC23	Dec. 28, 2022	Jan. 11, 2023	n/a	n/a
Virtual Meeting Platform Log-In Credential Email	Dec. 30, 2022	Jan. 13, 2023	n/a	n/a
Exclusive Exhibitor Email: Post ISC23	Dec. 30, 2022	Jan. 13, 2023	n/a	n/a
ISC Stroke Daily News	Dec. 30, 2022	Jan. 13, 2023	n/a	n/a
ISC Daily Highlights	Jan. 4, 2023	Jan. 18, 2023	n/a	n/a
eHighlights	Jan. 6, 2023	Jan. 20, 2023	n/a	n/a
Individual Hotel Room Drops	Jan. 11, 2023	Jan. 25, 2023	2 oz.	8.5" x 11", flat

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 2023 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.

AHA at any point may choose not to approve marketing pieces at its own discretion.



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.
- 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 all CME/symposia/education-related promotion (print or digital ads, doctors bags, signage, fliers, inserts, etc.):
 - AHA/ASA disclaimer must be included: "This event is not part of the official International Stroke Conference 2023 as planned by the International Stroke Conference Program Committee." For print and digital ads, fliers, inserts, etc., text must be a minimum of 10-point Helvetica (or similar font type). For signage and larger advertising, font size must be clearly legible.
 - 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.

*Please refer to exhibitsessions.org for advertising guidelines and restrictions.
AHA/ASA at any point may choose not to approve marketing pieces at its own discretion.*

PRINT AD DIMENSIONS AND SPECIFICATIONS

(WIDTH X HEIGHT)



International Stroke Conference 2023

February 8–10, 2023 | Dallas, TX + Virtual
Kay Bailey Hutchison Convention Center

ISC STROKE DAILY NEWS

Publication size: 9.5" x 13.25" (finished size)

Trim: Final page dimensions.

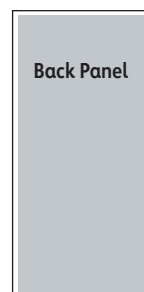
Bleed: Size required for an ad to bleed off the edges of a page. (0.125" past trim)

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

Covers and Full Page Bleed 9.75" x 13.5" Trim 9.5" x 13.25" Safety/Live Area 9" x 12.75"	Half Page Horizontal 8.5" x 6"	Half Page Vertical 4" x 12.25"
Junior Page 6.25" x 8.25"	Quarter Page 4" x 6"	Products & Services Showcase Ad 1.875" x 2.625"
Map Banner Ad 8.5" x 1.625"		

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

ATTENDEE WELCOME GUIDE



Bleed
3.875" x 8.75"

Trim
3.6875" x 8.5"

Safety/Live Area
3.4375" x 8"

Front Cover Logo

High resolution,
transparent background

Format: EPS or AI

- 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).

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.

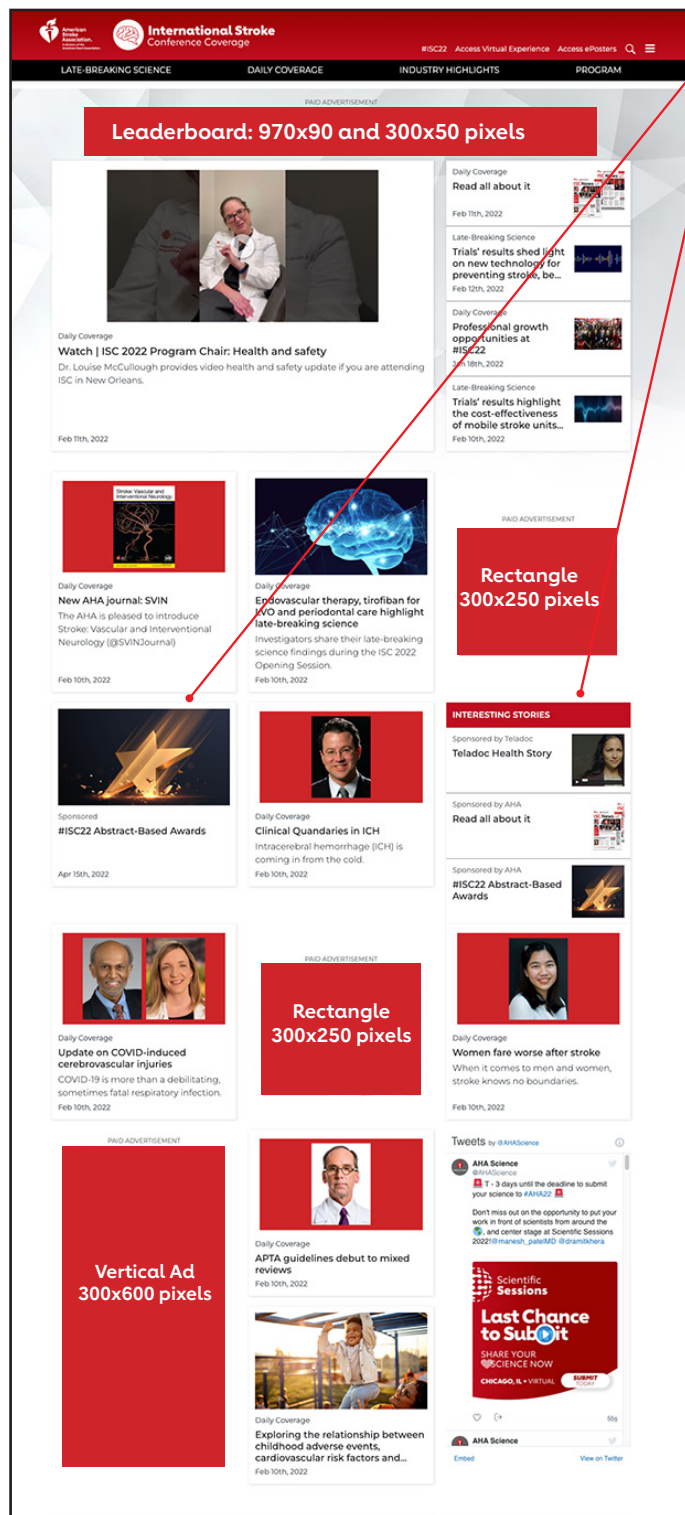
Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is 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 2023
February 8–10, 2023 | Dallas, TX + Virtual
Kay Bailey Hutchison Convention Center

Conference Coverage Website Specifications



Interesting Stories

Hero Image

Horizontal, minimum 300 dpi

Company name (will be included in headline)

Headline:

Up to 75 characters

Teaser:

40–250 characters

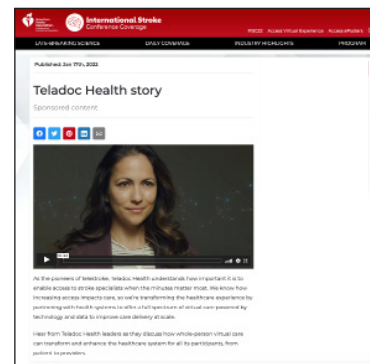
Body copy:

Up to 1,000 words

Optional elements may include:

- Video: embed link from a video hosted on YouTube
- White papers/other documents: PDF

Advertisers may request to change content during the event cycle. There is a \$150 dollar fee per change out.



ROS Advertising

- 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.

Ascend 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.
- Advertisers may request that ad tags change for existing creative for our daily projects. There is a fee of \$150 per change.

Requirements for Industry Highlights Channel article on Conference Coverage Website (Exclusive Exhibitor Email Advertisers only)

- **Hero Image:**
At least 7" wide and 300 dpi
- **Headline:**
No more than 8–10 words
- **Teaser:**
No more than 15 words
- **Body copy:**
250 words

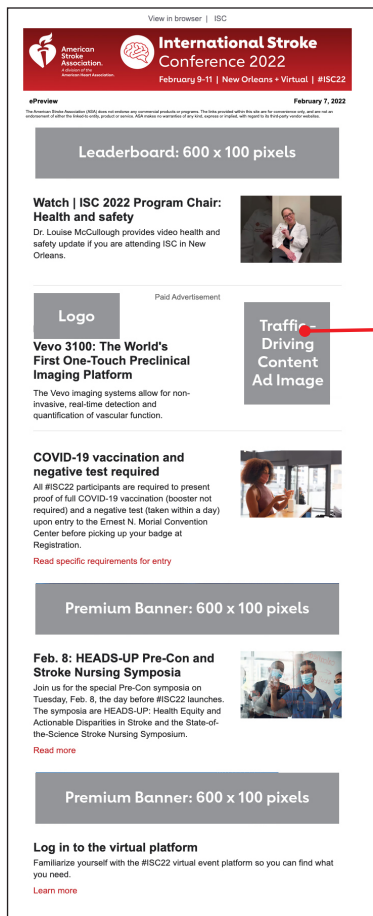
DIGITAL AD DIMENSIONS AND SPECIFICATIONS (CONTINUED)

(WIDTH X HEIGHT)



International Stroke Conference 2023

February 8-10, 2023 | Dallas, TX + Virtual
Kay Bailey Hutchison Convention Center



ePreview, eHighlights and Daily Highlights Ad Dimensions

Leaderboard

600 x 100 pixels

Premium Banner

600 x 100 pixels

Traffic-Driving Content Ad

- Up to 1,000-word article
- 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

Specifications for ePreviews, Daily Highlights, eHighlights, and Log-In Credential Email

- 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. 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.

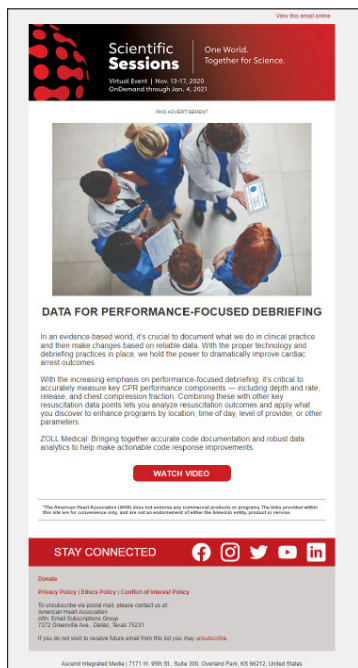
Ascend Ad Tagging Policy for emails

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

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

- **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