

# ASCEND MEDIA ADVERTISING AGREEMENT

Page 1 of 2  
Subject to acceptance by Ascend Media, LLC. All advertising subject to American Heart Association/  
American Stroke Association approval.



**International Stroke  
Conference 2025**  
February 5-7, 2025 | Los Angeles, CA  
Los Angeles 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	_____	\$35,000
Enhanced Exhibitor Listing (each)	_____	\$5,000
Alert Notifications (each)	_____	\$3,500

### ASAtv

Title Sponsor	_____	\$250,000
Advertorial Video	_____	\$5,000
Commercial Break Upgrade	_____	\$2,500
Exhibitor Clip	_____	\$1,000

### Attendee Welcome Guide

Exclusive Opportunity	_____	\$12,075
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### Conference Bag Inserts

	_____	\$11,000
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### Conference Coverage Website

ROS All Positions	_____	\$10,000
ROS Leaderboard	_____	\$7,400
ROS Rectangle Ad	_____	\$5,700
ROS Vertical Ad	_____	\$3,000
High-Performance Ad/ ePreview Bundle	_____	\$6,500
Featured Exhibitors	_____	\$5,000

### ISC Stroke Daily News

Back Cover	_____	\$10,580
Map Sponsorship	_____	\$10,285
Inside Front Cover	_____	\$9,535
Inside Back Cover	_____	\$8,515
Full Page	_____	\$6,945
Full Page PI space	_____	\$5,550
Front Page Banner Ad	_____	\$6,695
Junior Page	_____	\$5,550
Junior Page PI space	_____	\$4,565
Half Page	_____	\$4,865
Quarter Page	_____	\$2,500

### Product & Services

Showcase Ad	_____	\$1,220
Enhanced Exhibitor Listing	_____	\$305

### Photo Gallery Sponsorship

Exclusive Opportunity	_____	\$5,000
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## Email Marketing

### eHighlights

Leaderboard (limit one)	_____	\$3,505
Premium Banner	_____	\$3,035 each
Traffic-Driving Content Ad	_____	\$4,025 each

### ePreview #1: Early January

Leaderboard (limit one)	_____	\$3,505
Premium Banner	_____	\$3,035 each
Traffic-Driving Content Ad	_____	\$4,025 each

### ePreview #2: Late January

Leaderboard (limit one)	_____	\$3,505
Premium Banner	_____	\$3,035 each
Traffic-Driving Content Ad	_____	\$4,025 each

### ePreview #3: Days before ISC25

Leaderboard (limit one)	_____	\$3,505
Premium Banner	_____	\$3,035 each
Traffic-Driving Content Ad	_____	\$4,025 each

### Exclusive Exhibitor Email

Pre-ISC25 (limit three)	_____	\$12,500 per day
During ISC25 (limit one per day during the event)	_____	\$12,500 per day
Post-ISC25 (limit two)	_____	\$12,500 per day

### Housing Confirmation Email Package

Exclusive Opportunity	_____	\$13,500
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### ISC Morning Agenda

Exclusive Daily Opportunity	_____	\$12,600 per day
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### Nursing Symposium ePreview

Leaderboard (limit one)	_____	\$3,505
Premium Banner	_____	\$3,035 each
Traffic-Driving Content Ad	_____	\$4,025 each

### Registration Email Package

Exclusive Opportunity	_____	\$13,500
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## Convention Center Sponsorships

*Additional production fees may apply*

### Abstracts on USB

Exclusive Opportunity	_____	\$38,000
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### ASAtv

Title Sponsor	_____	\$250,000
Advertorial Video	_____	\$5,000
Commercial Break Upgrade	_____	\$2,500
Exhibitor Clip	_____	\$1,000

### Backlit Kiosks

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

Exclusive Opportunity	_____	\$15,500
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### Charging Stations

Per station	_____	\$13,000
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### Column Wraps

Per set of two	_____	\$13,500
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### Conference Bag Inserts

	_____	\$11,000
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### Escalator Graphics

	_____	\$11,500
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### Game of Strokes

Exclusive Opportunity	_____	\$42,000
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### Game Yard

Exclusive Opportunity	_____	\$25,000
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### Hanging Ad Banners

	_____	\$11,500- \$14,500
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### ISC25 Heads-Up Luncheon

Exclusive Opportunity	_____	\$35,000
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### ISC25 Posters

Exclusive Opportunity	_____	\$10,000
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### ISC25 Stroke In The Lab World Luncheon

Exclusive Opportunity	_____	\$35,000
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Rates continued and signature required on page 2. →

# ASCEND MEDIA ADVERTISING AGREEMENT

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## International Stroke

Conference 2025

February 5-7, 2025 | Los Angeles, CA  
Los Angeles Convention Center

### ISC25 Stroke In The Real World

#### Luncheon

Exclusive Opportunity \_\_\_\_\_ \$35,000

#### Lanyards

Exclusive Opportunity \_\_\_\_\_ \$50,000

#### Luggage and Coat Check

Exclusive Opportunity \_\_\_\_\_ \$12,500

#### Massage Lounge

Exclusive Opportunity \_\_\_\_\_ \$35,000

#### Nursing Symposium Coffee and Tea

##### Break

Exclusive Opportunity \_\_\_\_\_ \$8,500

#### Nursing Symposium Luncheon

Exclusive Opportunity \_\_\_\_\_ \$50,000

#### On-Site Digital Signage

30-second ad (limit five) \_\_\_\_\_ \$14,500

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

ASA tv Commercial Break

Upgrade \_\_\_\_\_ \$2,500

#### Planter Boxes

\_\_\_\_\_ \$17,500

#### Professional Headshot Lounge

Exclusive Opportunity \_\_\_\_\_ \$30,000

#### Puppy Snuggles

Exclusive Opportunity \_\_\_\_\_ \$35,000

#### Resource Hub

Exclusive Opportunity \_\_\_\_\_ \$17,500

#### Science & Technology Hall Aisle Signs

Exclusive Opportunity \_\_\_\_\_ \$25,000

#### Science & Technology Hall

##### Coffee and Tea Breaks

Exclusive (per day) \_\_\_\_\_ \$12,000

#### 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 and Floor Clings

Per Section \_\_\_\_\_ \$25,000

#### Wellness Challenge

Exclusive Opportunity \_\_\_\_\_ \$35,000

#### Wi-Fi Sponsorship

Exclusive Opportunity \_\_\_\_\_ \$25,000

### On-Site Education and Networking

#### Game of Strokes

Exclusive Opportunity \_\_\_\_\_ \$42,000

#### ISC25 Heads-Up Luncheon

Exclusive Opportunity \_\_\_\_\_ \$35,000

#### ISC25 Posters

Exclusive Opportunity \_\_\_\_\_ \$10,000

#### ISC25 Stroke In The Lab World Luncheon

Exclusive Opportunity \_\_\_\_\_ \$35,000

#### ISC25 Stroke In The Real World

##### Luncheon

Exclusive Opportunity \_\_\_\_\_ \$35,000

#### Learning Studios

Morning \_\_\_\_\_ \$18,000

Afternoon \_\_\_\_\_ \$18,000

Unopposed \_\_\_\_\_ \$25,000

#### Wellness Challenge

Exclusive Opportunity \_\_\_\_\_ \$35,000

### Nursing Symposium Marketing

#### Nursing Symposium Coffee and Tea

##### Break

Exclusive Opportunity \_\_\_\_\_ \$8,500

#### Nursing Symposium ePreview

Leaderboard (limit one) \_\_\_\_\_ \$3,505

Premium Banner \_\_\_\_\_ \$3,035

each

Traffic-Driving Content Ad \_\_\_\_\_ \$4,025

each

#### Nursing Symposium Luncheon

Exclusive Opportunity \_\_\_\_\_ \$50,000

### Booth Drivers

#### Abstracts on USB

Exclusive Opportunity \_\_\_\_\_ \$38,000

#### AHA Mobile Meeting Guide App

Single Sponsorship \_\_\_\_\_ \$35,000

Enhanced Exhibitor

Listing (each) \_\_\_\_\_ \$5,000

Alert Notifications (each) \_\_\_\_\_ \$3,500

#### Conference Bag Inserts

\_\_\_\_\_ \$11,000

### Hotel Room Marketing

#### Hotel Key Cards

Exclusive Opportunity \_\_\_\_\_ \$11,000

#### Individual Hotel Room Drops (per day)

In-Room Delivery \_\_\_\_\_ \$33,250

Outside Room Delivery \_\_\_\_\_ \$20,000

Please write your initials next to selected ad sizes.

Payment is due upon receipt or no later than Monday, Dec. 23, 2024.

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.



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.

# ADVERTISING POLICIES AND MATERIALS SUBMISSION PROCEDURES



**International Stroke Conference 2025**  
February 5-7, 2025 | Los Angeles, CA  
Los Angeles 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. American Heart Association/American Stroke Association 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](mailto:khegarty@ascendmedia.com).

Item	Prototype Due	Ad Materials/Printed Materials Due	Maximum Weight	Maximum Dimensions
Hotel Key Cards	Nov. 18, 2024	Dec. 2, 2024	n/a	n/a
Exclusive Exhibitor Email: Pre-ISC	Nov. 20, 2024	Dec. 4, 2024	n/a	n/a
Exclusive Exhibitor Email: During ISC	Nov. 29, 2024	Dec. 13, 2024	n/a	n/a
ePreview #1: Early January	Nov. 29, 2024	Dec. 13, 2024	n/a	n/a
Conference Coverage Website	Varies	For exposure from first launch, we encourage materials be sent by Dec. 20, 2024	n/a	n/a
ePreview #2: Late January	Dec. 6, 2024	Dec. 20, 2024	n/a	n/a
Nursing Symposium ePreview	Dec. 16, 2024	Dec. 30, 2024	n/a	n/a
Attendee Welcome Guide	Dec. 31, 2024	Jan. 14, 2025	n/a	n/a
ePreview #3: Days before ISC	Dec. 31, 2024	Jan. 14, 2025	n/a	n/a
Exclusive Exhibitor Email: Post ISC	Dec. 31, 2024	Jan. 14, 2025	n/a	n/a
ISC Stroke Daily News	Dec. 31, 2024	Jan. 14, 2025	n/a	n/a
ISC Morning Agenda	Jan. 7, 2025	Jan. 21, 2025	n/a	n/a
eHighlights	Jan. 10, 2025	Jan. 24, 2025	n/a	n/a
Individual Hotel Room Drops	Jan. 10, 2025	Jan. 24, 2025	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.

American Heart Association/American Stroke Association 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](mailto: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 American Heart Association/American Stroke Association sponsor signage. Logos should be submitted as high-resolution EPS files.

## American Heart Association/American Stroke Association rules and regulations for all advertising:

- American Heart Association/American Stroke Association'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 American Heart Association/American Stroke Association 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 American Heart Association/American Stroke Association 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:
  - American Heart Association/American Stroke Association disclaimer must be included: "This event is not part of the official International Stroke Conference 2023 as planned by the American Heart Association/American Stroke Association 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 American Heart Association/American Stroke Association approved USE list. If information needs to be changed on the USE approved list, the advertiser must contact the American Heart Association/American Stroke Association at [exhibits@heart.org](mailto:exhibits@heart.org).
  - Exhibitors or USE event holders may not advertise on joint pieces promoting separate events.

Please refer to [exhibitatsessions.org](http://exhibitatsessions.org) for advertising guidelines and restrictions.

The American Heart Association/American Stroke Association, at any point, may choose not to approve marketing pieces at its own discretion.



## **American Heart Association/American Stroke Association rules and regulations for all advertising:**

- American Heart Association/American Stroke Association'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.):
  - American Heart Association/American Stroke Association 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 American Heart Association/American Stroke Association approved USE list.
  - If information needs to be changed on the USE approved list, the advertiser must contact the American Heart Association/American Stroke Association at [exhibits@heart.org](mailto:exhibits@heart.org).
  - Exhibitors or USE event holders may not advertise on joint pieces promoting separate events.

*Please refer to [exhibitsessions.org](http://exhibitsessions.org) for advertising guidelines and restrictions.  
American Heart Association/American Stroke Association 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 2025**  
February 5-7, 2025 | Los Angeles, CA  
Los Angeles 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)

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

### 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

To submit a proof contact Kate Hegarty at [khegarty@ascendmedia.com](mailto:khegarty@ascendmedia.com).

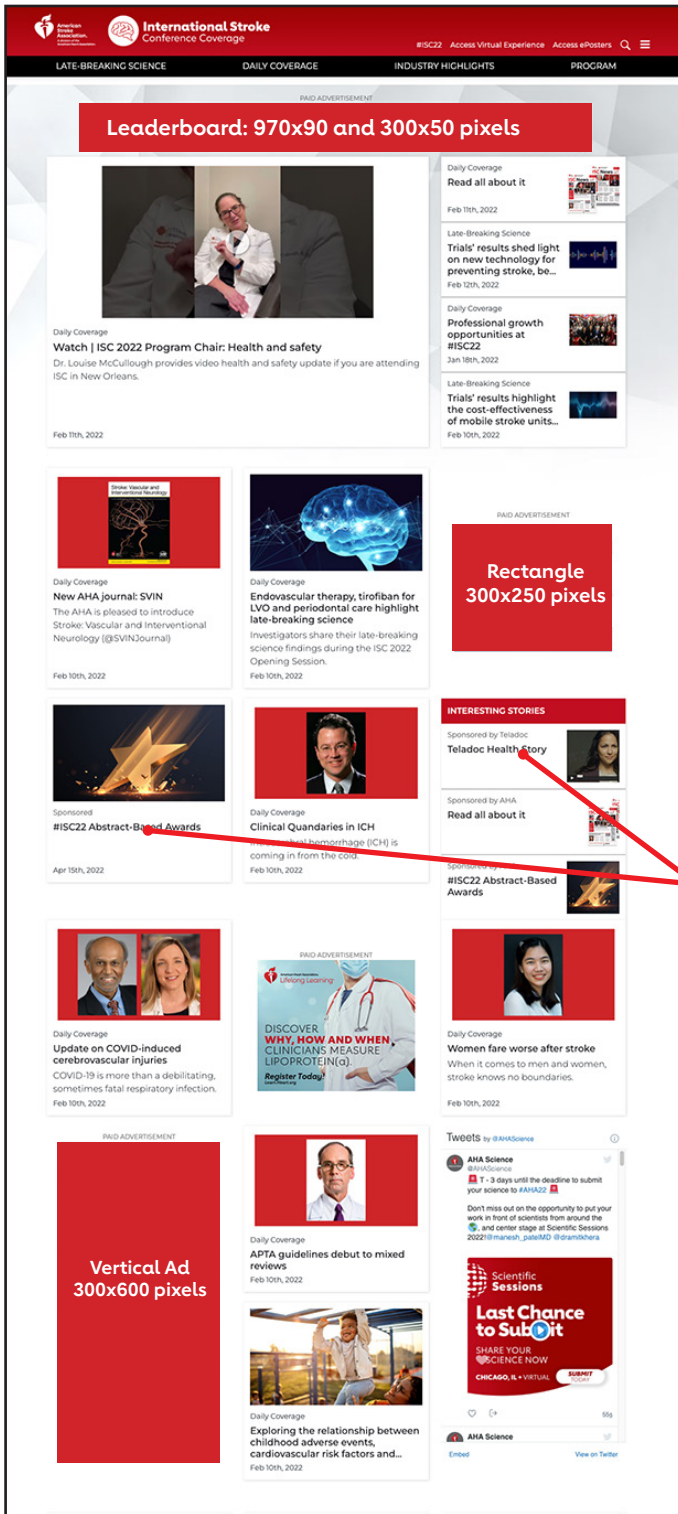
### Important notes

- Only exhibitors may advertise.
- All advertising is subject to American Heart Association/American Stroke Association 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.



## Conference Coverage Website Specifications



## ROS Advertising

Leaderboard: 970x90 and 300x50 pixels

Rectangle: 300x250 pixels

Vertical Ad: 300x600 pixels

- 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 the American Heart Association.
- The maximum ad file size is 100kb-125kb.

## Ascend Ad Tagging Policy for ROS Advertising

- 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.

## High-Performance Ads

### Hero Image

Horizontal, minimum 300 dpi

### Company name

### Headline:

Up to 75 characters

### Teaser:

40-250 characters

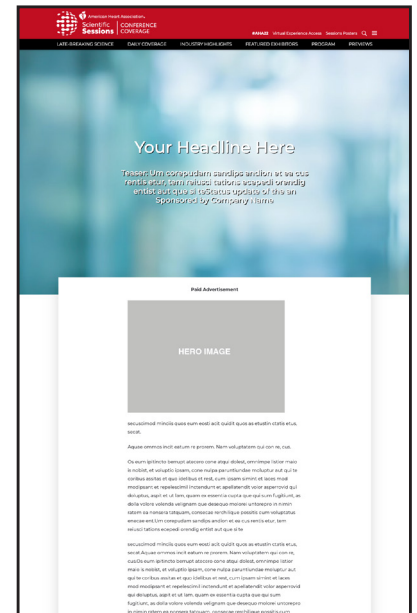
### Body copy:

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.



## Photo Gallery

**Leaderboard:** 970x90 and 300x50 pixels

**Rectangle:** 300x250 pixels

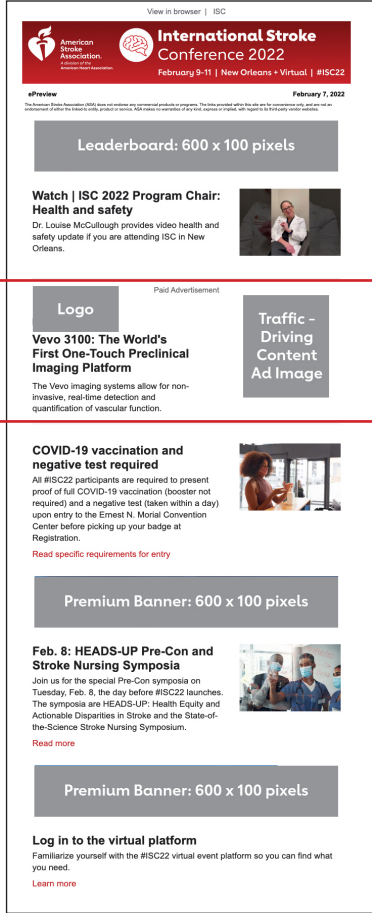
**Five Images/Photos:** 1500 x 1000 pixels, 300 dpi, JPEG/PNG

# DIGITAL AD DIMENSIONS AND SPECIFICATIONS (CONTINUED)

(WIDTH X HEIGHT)



**International Stroke Conference 2025**  
February 5-7, 2025 | Los Angeles, CA  
Los Angeles Convention Center



## Ad Dimensions for ePreviews, Morning Agenda, and eHighlights

**Leaderboard**  
600 x 100 pixels

**Premium Banner**  
600 x 100 pixels

### Traffic-Driving Content Ad

- Up to 1,000 word article (can include URL links)
- 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, Morning Agenda emails and eHighlights

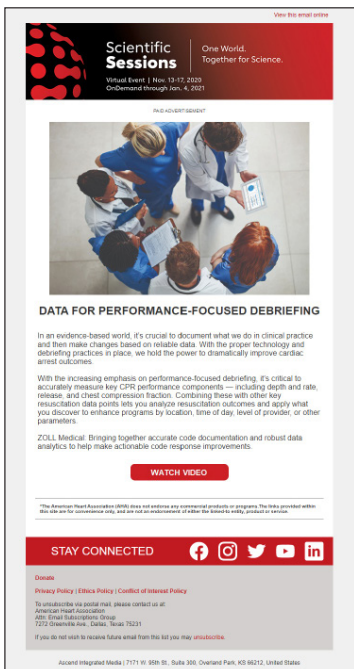
- Leaderboard and banner ads must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted.)
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of the American Heart Association/American Stroke Association. 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 ePreviews, Morning Agenda and eHighlights

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

## Exclusive Exhibitor Email Requirements

- Ascend is responsible for integrating your layout with the event header and footer code. Advertiser should **not** include the following elements
  - Designed headers or footers.
- Subject lines are limited no more than 7 words.
- All images required should be supplied as 72dpi email-optimized JPG or PNG images
- All links within the email must be hosted externally by the advertiser.
- Final html file, including all graphics must be delivered to Ascend as a zip file to avoid possible file corruption
- Advertisers may include their own UTM tracking codes within their html file but Ascend is unable to test these tags. When email tests are sent to the advertiser, it will be their responsibility to test all internal tracking/tagging.
- While every attempt is made to ensure the accurate deployment of provided content, Ascend cannot be responsible for formatting or text inaccuracies that are caused by a specific browser or setting. This applies to both desktop and mobile deployments.
- **Guidelines for provided code:**
  - 650px width with 25px margins
  - Full width (650px) images for the initial head image, all other content requires 25px padding left/right for a content area of 600px
  - Code should only include:
    - Basic media query in <style> tags for responsive code only
    - Content starting and ending with <table> tags (no header/body tags as that is already part of our template.
  - For responsive, we will allow basic Media Queries for show/hide and basic width handling
  - Code must be run through a validation tool, such as Litmus or EmailOnAcid to confirm responsiveness before submission.





# DIGITAL AD DIMENSIONS AND SPECIFICATIONS (WIDTH X HEIGHT)



**International Stroke**

Conference 2025

February 5-7, 2025 | Los Angeles, CA  
Los Angeles Convention Center

## Industry Highlights Channel

The screenshot shows a grid of sponsored articles. Each article includes a sponsor name, a headline, a brief description, and a date. The articles are:
 

- Symposia Schedule & Locator Guide** (Sponsored by AHA22): A comprehensive guide for planning morning and evening schedules for #AHA22.
- How can LEQVIO® (inclisiran) help certain patients?** (Sponsored by Novartis)
- Please join us for a Learning Studio at AHA** (Sponsored by Cytokinetics)
- Managing Obesity as a Modifiable CVD Risk Factor...** (Sponsored by Novo Nordisk)
- Bristol Myers Squibb** (Sponsored by Bristol Myers Squibb)
- Heart Failure Resources On Demand: Continue...** (Sponsored by Novartis)
- Real World Perspectives on the Under-diagnosis of Heart Failure in the US** (Sponsored by Roche Diagnostics): Discussing the underdiagnosis of heart failure and its impact on patients in the real world setting.
- Early Rhythm Control for Improving Outcomes in AF** (Sponsored by Sanofi): Changing Views on Rhythm Control: Is Earlier Better for Improving Outcomes in AF Patients?
- Making the Call: Improving Heart Failure Outcomes with SGLT2 Inhibitors** (Sponsored by AstraZeneca): A Peer-to-Peer and Patient Consulting Conversation on the Multidimensional Outcomes with SGLT2 Inhibitors.
- Conversations in Cholesterol Efflux: How Can We Harness...** (Sponsored by CSL Behring): Experts explore the potential role of cholesterol efflux in protection against recurrent events after AMI.
- Modern Wearable Defibrillation** (Sponsored by Kestra Medical Technologies): Introducing the ASSURE WCD.
- Discover the important cholesterol efflux at b...** (Sponsored by CSL Behring): A strong association exists between low cholesterol efflux and recurrent cardiovascular events.

## Requirements for Industry Highlights Channel article on Conference Coverage Website

**Company name**

**Thumbnail image**

Thumbnail Image on the channel page will be the first page of the PDF of your insert.

**Headline:**

Up to 75 characters

**Teaser:**

40-250 characters

**Body copy:**

Up to 1,000 words

**Included within the article:**

Hyperlink to PDF of Insert from Dr. Bag/Individual Room Drop

**Optional:**

**Background Image (behind headline)**

Horizontal, minimum 300 dpi, will work with white text, and has no words or logos in the image. If not provided, Ascend will provide a generic background.

## Industry Highlights Article

The screenshot shows a template for an industry highlights article. It features a dark blue background with a white headline area. The text on the page includes:
 

- Your Headline Here**
- Your Teaser Here**
- Sponsored by Company Name**
- A large grey placeholder box at the bottom with the text **Your insert here**.



**National Center**  
7272 Greenville Ave.  
Dallas, TX 75231

**Customer Service**  
1-800-AHA-USA-1  
1-800-242-8721

### About Us

About the AHA/ASA  
Annual Report  
AHA Financial Information  
International Programs  
Latest Heart and Stroke News  
AHA/ASA Media Newsroom  
Careers

### Get Involved

> Donate Now  
> Make a Memorial Gift  
> Ways to Give  
> Advocate  
> Volunteer  
> Go Red For Women  
> ShopHeart  
> ShopCPR

### Our Sites

> American Heart Association  
> American Stroke Association  
> CPR & ECC  
> Professional Heart Health  
> More Sites