

# ASCEND MEDIA ADVERTISING AGREEMENT

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



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

## Print Show Directory

<b>Covers</b>	
Three-Page Gatefold	___ \$30,000
Cover Tip*	___ \$25,000
Cover Corner Ad	___ \$15,000
Back Cover	___ \$14,050
Inside Back Cover	___ \$11,105

<b>Tabbed Dividers (one side)</b>	
General Information front	___ \$9,985
General Information back	___ \$9,985
Educational Sessions front	___ \$9,985
Educational Sessions back	___ \$9,985
Exhibitor Listings Tab 1 front	___ \$9,985
Exhibitor Listings Tab 1 back	___ \$9,985
Exhibitor Listings Tab 2 front	___ \$9,985
Exhibitor Listings Tab 2 back	___ \$9,985
Exhibit Hall Maps front	___ \$9,985
Exhibit Hall Maps back	___ \$9,985
Exhibitors by Product Category front	___ \$9,985
Exhibitors by Product Category back	___ \$9,985

**Two-Sided Bookmark** \_\_\_ \$11,550

<b>Premium Display Pages</b>	
Opposite IFC/Page 1	___ \$12,350
Opposite TOC	___ \$11,285
Opposite NMA Welcome	___ \$10,210
Opposite Chair Welcome	___ \$10,210
Other premium pages	___ \$10,210

<b>Standard Display Ads</b>	
Full Page Spread	___ \$15,880
Half Page Spread	___ \$11,635
Full Page	___ \$8,980
Two-Thirds Page	___ \$7,650
Half Page	___ \$6,985
Third Page	___ \$5,655
Quarter Page	___ \$4,855

**Product Category Ad** \_\_\_ \$1,000

\*Advertiser supplies printed Cover Tip.

## Mobile App

<b>Mobile App Sponsor</b>	
Exclusive Sponsorship	___ \$45,000
<b>Home Page Banner (five available)</b>	___ \$7,500
<b>Rotating Banners (10 available)</b>	___ \$5,500

## Online Show Directory

<b>Run-of-Site Display Ads</b>	
Leaderboard (10 available)	___ \$4,000
Full Tower (10 available)	___ \$3,000
Medium Rectangle (5 available)	___ \$2,500
Footer (5 available)	___ \$1,750

**Video Ad (three available)** \_\_\_ \$5,000

**Featured Exhibitors (16 available)** \_\_\_ \$1,500

## Print & Digital Packages

<b>Exhibit Hall Map Sponsorship</b>	
North Hall	___ \$25,000
Central Hall	___ \$25,000
South Hall 1	___ \$25,000
South Hall 2	___ \$25,000
South Hall 3	___ \$25,000

**Own the Category**  
(one available per category) \_\_\_ \$19,800

**Enhanced Listing** \_\_\_ \$1,800

**New Product Photo Enhancement** \_\_\_ \$1,000

## SIGN AND RETURN TO YOUR ACCOUNT MANAGER:

**Lauren Andrews**  
Company names A-C  
804-490-7734  
landrews@ascendmedia.com

**Tracy Mulligan**  
Company names D-H  
206-465-8346  
tmulligan@ascendmedia.com

**Kelly Alexis**  
Company names I-O  
703-909-2256  
kalexis@ascendmedia.com

**Suzee Dittberner**  
Company names P-Z  
913-344-1420  
sdittberner@ascendmedia.com



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

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

By signing this agreement, you are agreeing to Ascend Media's Terms and Conditions enclosed and attached to this Advertising Agreement

\_\_\_\_\_  
Ascend Media Account Manager Signature      Date

\_\_\_\_\_  
Advertiser/Sponsor/Agency Signature      Date

\_\_\_\_\_  
Ascend Media Account Printed Name

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

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

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.

# Print Mechanical Specifications

## Materials required for print products

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

## Document setup

- Use Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit [www.adobe.com](http://www.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 (Type 1 and Multiple Master Fonts 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.

## PRINT SHOW DIRECTORY Ad sizes and dimensions (width x height)

**Publication size:** 8.375" x 10.875" (trim)

**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)

### Cover Corner Triangle

Bottom: 3.25"

Right: 3.25"

Diagonal: 4.625"

Allow 0.125" bleed on all sides

Please allow 0.25" safety/live area on all sides

### Two-sided Bookmark

Advertiser provided insert. Additional specifications will be provided.

### Logos

Logos for Highlighted Listings should be submitted at 300 dpi at a minimum size of 2.25" x 1" in TIF, JPG or EPS format (vector EPS preferred).

### Photo Enhancement

Photos for the New Product Photo Enhancement should be submitted at 300 dpi at a minimum size of 2.25"x 1.25".

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

## Submitting color proofs

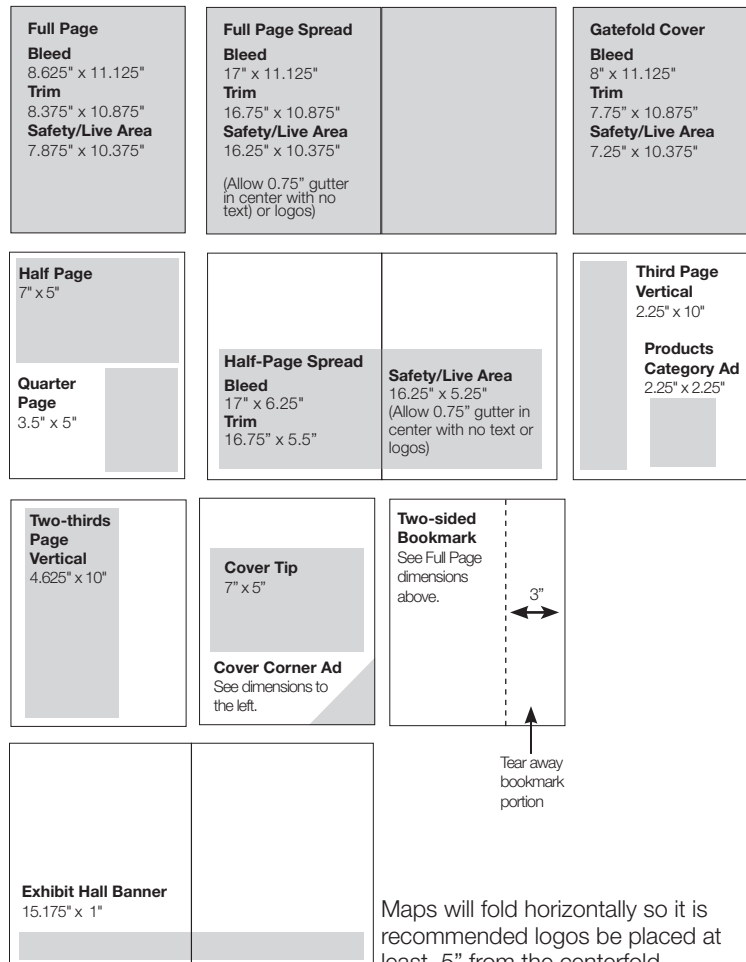
### Mail proofs to:

Ascend Media LLC  
Attn: MINExpo INTERNATIONAL® 2020  
7171 W. 95th St., Suite 300  
Overland Park, KS 66212  
913-469-1110

## Important notes

- All advertising is subject to NMA approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- All signed agreements are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.

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 Mechanical Specifications

## Enhanced Exhibitor Listing Specifications for the Online Show Directory and Mobile App

- Logos for highlighted listings must be a JPG or PNG at 300 dpi, and submitted at actual size. 2.25" width x 1" height. File size to be 1MB or less.
- Video files must be submitted as YouTube or Vimeo links.
- Marketing PDFs must be in low-resolution PDF format with all fonts embedded. File size to be 20MB or less per file.
- Photos must be JPG or PNG format at 300 dpi, and submitted at actual size. 600 pixels maximum width; 400 pixels maximum height. File size to be 2MB or less per image.

## Specifications For Online Show Directory

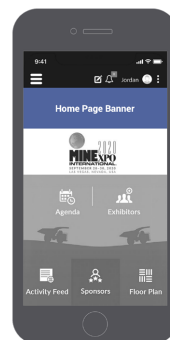
- Leaderboard, medium rectangle, footer and tower ads must be in PNG, GIF or JPG format at 72 dpi, RGB and submitted at actual size.
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL are subject to the approval of the association.
- The maximum ad file size is 100kb – 125kb.
- All third-party vendor-supplied tags are subject to approval and must be accompanied by actual PNG, GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.
- Home Page Video Ads should be submitted in one of the following formats: MP4 or M4V format, or self-hosted on YouTube (provide a link to the YouTube video).
- Photos for the New Product Photo Enhancement should be submitted at 300 dpi at a minimum size of 2.25"x 1.25".

## Specifications for Mobile App

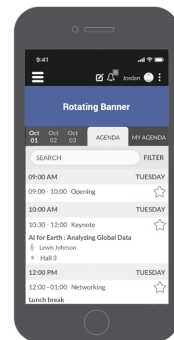
- Banner ads must be in PNG or JPG format, RGB and submitted at actual size.
- Maximum ad file size is 100kb – 125kb.
- No animated or looping ads allowed.



600 x 240 pixels



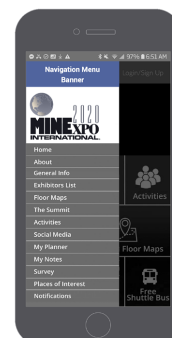
656 x 261 pixels



656 x 261 pixels



700 x 100 pixels



480 x 120 pixels

# MINExpo® INTERNATIONAL 2020

## Advertising Policies and Materials Submission Procedures

All ads, inserts and promotional items require approval by NMA. Please allow five business days for approval. NMA is not liable for any expenses that may be incurred if changes must be made.

Submit a copy of your ad 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 [MINExpo2020@ascendmedia.com](mailto:MINExpo2020@ascendmedia.com)

Item	Prototype Due	Ad materials/Promotional or Insert Materials Due
New Product Photo Upgrade	N/A	July 7, 2020
Exhibit Hall Sponsorship	July 2, 2020	July 17, 2020
Enhanced Exhibitor Listing	July 2, 2020	July 17, 2020
Mobile App Sponsor	July 2, 2020	July 17, 2020
Online Show Directory	July 2, 2020	July 17, 2020
Own the Category	July 2, 2020	July 17, 2020
Print Show Directory	July 13, 2020	July 27, 2020
Mobile App	Aug. 5, 2020	Aug. 19, 2020

**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.*

**Please make note of these important advertising policies:**

- If the show name appears in advertisement, it must be printed as: MINExpo INTERNATIONAL® 2020, MINExpo INTERNATIONAL®, MINExpo® or MINExpo® 2020.
- If using the MINExpo INTERNATIONAL® 2020 logo in advertisement, it must be the official logo from NMA.
- All ads (print, online and mobile) must represent the exhibiting company. An exhibitor may not primarily promote brands or subsidiaries in their advertising materials.



## ADVERTISING TERMS AND CONDITIONS

This agreement is between Ascend Integrated Media, LLC (dba Ascend Media) and the Advertiser/Sponsor and its Agency as listed on the attached "Advertising Agreement - Insertion Order".

### TERMS AND CONDITIONS

1. Insertion orders, advertisements and space reservations are subject to materials approval and the provisions of the current rate card.
2. Cancellations are non-refundable.
3. Requested ad positions are not guaranteed unless the Advertiser/Sponsor or its Agency purchases a "special position" at an additional cost.
4. Advertiser/Sponsor and/or Agency will not be allowed to revise materials which are not received by Ascend Media's published "materials due" date.
5. Advertiser/Sponsor agrees that Ascend Media's liability (if any) on account of omissions or errors in purchased products and/or services shall in no event exceed the amount of charges for the products and/or services which were omitted or in which the error occurred, and such liability shall be discharged by (abatement of the charges) or (an advertising allowance) commensurate with the error for the particular products and/or services in which the omission or error occurred, but in no event exceeding the contract price of the particular products and/or services in which the omission or error occurred. No adjustment is applicable to any free products and/or services.
6. Ascend Media is not liable for any costs or real or consequential damages resulting from the failure to produce purchased products and/or services.
7. Ascend Media is not liable for any delays in delivery or for non-delivery of purchased products and/or services due to factors beyond the control of Ascend Media.
8. No conditions other than those set forth herein will be binding on Ascend Media unless specified in writing by Ascend Media. Ascend Media will not be bound by conditions printed or appearing on insertion orders, purchase orders, or similar documents when such conditions conflict with any provision contained herein.
9. A \$500 late fee may be charged for materials received after the materials due deadline.

### PAYMENT AND COMMISSIONS POLICY

1. Event products are invoiced upon reservation, and payment is due upon receipt or no later than 45 days prior to the event start date. Non-event products are invoiced upon publication, and payment is due thirty (30) days from the invoice date.
2. Orders for space are accepted subject to Ascend Media's credit requirements. Space reservations or insertion orders for an Advertiser/Sponsor whose account is more than sixty (60) days past due may be refused. Advertisers/Sponsors with delinquent accounts lose their place in any waiting list for consideration of preferred positions.
3. Any outstanding invoice balance over thirty (30) days past due will be assessed 3% interest per month to the extent permitted by law.
4. If Ascend Media takes an Advertiser's/Sponsor's account to collection, the Advertiser/Sponsor agrees to pay all costs associated with the collection, including paying Ascend Media's attorney fees and all court costs, if it is determined by a court of competent jurisdiction that the Advertiser/Sponsor is at fault.
5. Ascend Media reserves the right to hold the Advertiser/Sponsor and/or its Agency jointly and severally liable for such monies as are due and payable to Ascend Media for advertising or sponsorships which the Advertiser/Sponsor or its Agency ordered and which advertising/sponsorship was produced, even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.