

ASCEND MEDIA ADVERTISING AGREEMENT

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



April 7-10, 2022 | Nashville, TN

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

MEETING NEWS AND NAVIGATION PRODUCTS

Attendee Welcome Guide

Exclusive Sponsorship _____ \$25,000

Daily News

Standard Rates

Full Page _____ \$15,000
Full Page Pl (B/WV) _____ \$12,000
Junior Page _____ \$13,000
Half Page _____ \$10,900
Quarter Page _____ \$8,900

Premium Rates

Newsstand with a Full Page _____ \$24,075
Newsstand only _____ \$15,995
Cover Flap* with Full Page Ad _____ \$22,750
Cover Flap* (per day) _____ \$14,700
Inside Front Cover _____ \$22,500
Back Cover _____ \$22,500
Inside Back Cover _____ \$17,025
Front Page Banner with Full Page Ad _____ \$21,205
Front Page Banner only _____ \$13,125
Exhibit Hall Map Premium _____ \$20,350

Meeting News Central

ROS Banner Advertising (five available) _____ \$25,000
Advertorial/Native Ads _____ \$8,000
Industry Resources _____ \$6,500
Industry Programs _____ \$10,000
Podcast Channel _____ \$8,000

*Advertiser to supply printed Cover Flap.



Rates continued and signature required on page 2. →

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EMAIL PRODUCTS

ePreview

Video Banner Ad (one per issue)	_____ \$5,000
Leaderboard	_____ \$4,200
Premium Banner	_____ \$3,500

eDaily

Leaderboard	_____ \$9,975
Premium Banner (each)	_____ \$7,500
Video Banner Ad (one per issue)	_____ \$5,000

eHighlights #1

Video Banner Ad (one per issue)	_____ \$5,000
Leaderboard	_____ \$4,200
Premium Banner	_____ \$3,500

eHighlights #2

Video Banner Ad (one per issue)	_____ \$5,000
Leaderboard	_____ \$4,200
Premium Banner	_____ \$3,500

HOTEL ROOM MARKETING

Individual Hotel Room Drop

April 7	_____ \$12,750
April 8	_____ \$12,750
April 9	_____ \$12,750
April 10	_____ \$12,750

SHM Converge 2022 is planned as an in-person meeting in Nashville. If the meeting must be canceled or converted to virtual, SHM and Ascend Media will transition advertisers to options of equal value and exposure. 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.

Please write your initials next to selected ad sizes.

Payment is due upon receipt or no later than Monday, Feb. 21, 2022.

TOTAL AMOUNT: \$ _____

SIGN AND RETURN TO: Suzee Dittberner | Ascend Media | sdittberner@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
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



April 7-10, 2022 | Nashville, TN

All ads, inserts and promotional items require approval by SHM. 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. SHM 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 the materials contact listed below.

Item	Prototype Due	Ad Materials/ Printed Materials Due	Maximum Weight	Maximum Dimensions	Materials Contact
Meeting News Central	Feb. 23, 2022	March 9, 2022 <i>Deadline is ongoing, this date is for maximum exposure.</i>	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
ePreview #1	Feb. 15, 2022	March 1, 2022	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Newsstand Premium	Jan. 29, 2022	Feb. 12, 2022	n/a	n/a	Kate Hegarty khegarty@ascendmedia.com
Daily News	Feb. 11, 2022	Feb. 25, 2022	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Attendee Welcome Guide	Feb. 7, 2022	Feb. 21, 2022	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
eDaily	March 8, 2022	March 22, 2022	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
eHighlights #1	March 8, 2022	March 22, 2022	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
eHighlights #2	March 15, 2022	March 29, 2022	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Individual Hotel Room Drops	Feb. 15, 2022	March 1, 2022	2 oz.	8.5" x 11", flat	Kate Hegarty khegarty@ascendmedia.com

Doctors Bag Submission

- Inserts are considered to be one 8.5" x 11" printed piece, with a maximum weight of 2 oz. 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 (bottles, bars or packets); non-perishable food items; branded materials; other giveaway items; printed materials that are packaged or of odd shapes and/or sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces.
- Handling fees for shipments received by hotels may apply.
- 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.
- After your inserts are approved, ship them to be received by the materials deadline(s) above. Ascend Media will supply a shipping label with complete shipping information.
- Please do not ship any inserts to Ascend Media, or you may incur additional costs.
- The advertiser is responsible for sending the correct number of inserts.
- If materials are received by the printed deadline, Ascend Media will attempt to verify quantities received and notify advertisers of shortages.
- Ascend Media will not be responsible for shortages due to an incorrect number of inserts received.
- For Doctors Bags please submit an additional 3% to 5% overage to allow for potential increase in room blocks.
- For a non-paper insert/promotional item, please send three samples of the item for approval. The item received for approval must be identical to the item that will be distributed. The association will review bulk items on a case-by-case basis.

Send to: Kate Hegarty | Ascend Media
401 SW Ward Rd, Suite 210
Lee's Summit, MO 64083

*Please include the following information with the insert/promotional item for approval:

- Name of Advertiser/Exhibiting Company
- Insert/Promotional Item Title
- Planned Insertion Date

PRINT AD SPECIFICATIONS

(WIDTH X HEIGHT)






April 7-10, 2022 | Nashville, TN




Daily News Ad Dimensions (width x height)

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

Safety/Live Area: All text and graphics not intended to bleed. (.5" from trim)

Full Page Spread Bleed 22" x 15.25" Trim 21.75" x 15" Safety/Live Area 21.25" x 14.5" (Allow .5" gutter in center with no text or logos)	Covers and Full Page Bleed 11.125" x 15.25" Trim 10.875" x 15" Safety/Live Area 10.375" x 14.5"
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Half Page Horizontal 10.25" x 7" 	Half Page Vertical 5" x 14" 	Junior Page 7.5" x 10" 
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Products & Services Showcase Ad 2.375" x 3.125" 	Front Page Banner & Map Premium Banner 10.25" x 2" 	Quarter Page 5" x 7" 
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Map Premium includes: Full Page ad, Banner ad, and Logo

Newsstand Dimensions (width x height)

Available ad space (for advertisers):

Front panel: 18.75" x 19.5"

NOTE: Please include 1" bleed around all artwork.



Attendee Welcome Guide Dimensions (width x height)

Back Panel	Bleed: 7.25" x 7.25" Trim: 7" x 7" Safety/Live Area: 6.5" x 6.5"
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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/acropdfx.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.

Submitting digital files

You will receive an email address for file submission approximately six weeks prior to the materials deadline. If you have questions before this time, please contact your Ascend Media representative.

Printed 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 printed proofs

Mail proofs to: Ascend Media LLC
Attn: SHM 2022
401 SW Ward Rd, Suite 210
Lee's Summit, MO 64083

Important notes

- Only exhibitors may advertise.
- All advertising is subject to SHM approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- All quantities are based on projected attendance.
- All quantities are based on projected attendance and room blocks.

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 SPECIFICATIONS

(WIDTH X HEIGHT)



April 7-10, 2022 | Nashville, TN

Meeting News Central



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

Meeting News Central Advertorial Content

Paid Advertising Content

Hero Image
At least 7" wide
and 300 dpi

**Headline,
company
name and
250 words**

Vertical Ad
300 x 600 pixels
at 72 dpi



Mockup of Paid Advertising Content
Article Page

Leaderboard Ad
970 x 90 (desktop) and
300 x 50 (mobile) pixels
at 72 dpi

Rectangle Ad
300 x 250 pixels
at 72 dpi

Industry Resources

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

Front Page Video

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

Meeting News Central Specifications

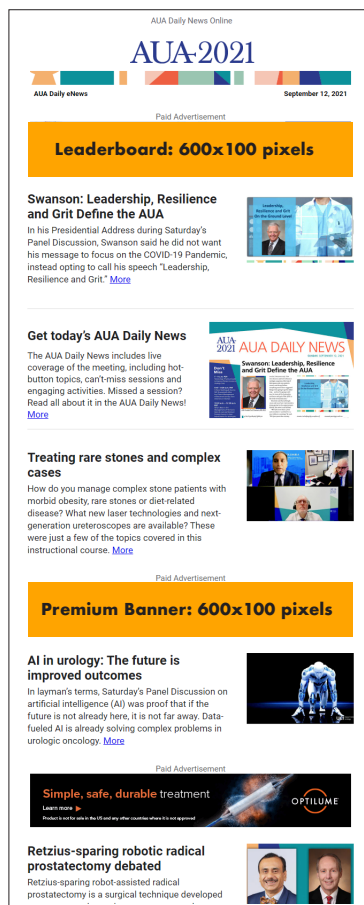
- Leaderboard, rectangle and vertical ad must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted.)
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of SHM.
- The maximum ad file size is 100kb–125kb.
- All third-party vendor supplied tags are subject to approval and must be accompanied by actual GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.

Ascend Ad Tagging Policy

- We do allow specific types of ad tags.
- For the privacy of our clients' members, we DO NOT allow tracking pixels or tracking mechanisms that expose any personal identifying information or that would attempt to extract personal identifying information in either email deployments or landing pages or other Websites.
- For email deployments we do not allow any ad tags. We can only accommodate static JPEG/PNG or animated GIF and a click through URL.
- 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.



ePreview, eDaily and eHighlights



Specifications

- 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 SHM.
- 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

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

Email Videos

- Provide URL for the video hosted on YouTube, Logo and 25 word description.
- Video can be up to one minute long