

# ASCEND MEDIA ADVERTISING AGREEMENT

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



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

### Essential Guide to SHM Converge

Exclusive Sponsorship \_\_\_\_\_ \$12,750

### eDaily

Leaderboard \_\_\_\_\_ \$7,480  
 Premium Banner \_\_\_\_\_ \$5,625  
 Traffic-Driving Content Ad \_\_\_\_\_ \$5,625  
 Traffic-Driving Content Ad (per issue) \_\_\_\_\_ \$2,970

### eHighlights and Award Winners

Leaderboard \_\_\_\_\_ \$3,150  
 Premium Banner \_\_\_\_\_ \$2,625  
 Traffic-Driving Content Ad \_\_\_\_\_ \$3,750

### ePreview

Leaderboard \_\_\_\_\_ \$3,150  
 Premium Banner \_\_\_\_\_ \$2,625  
 Traffic-Driving Content Ad \_\_\_\_\_ \$3,750  
 High-Performance Ad/ePreview Bundle \_\_\_\_\_ \$5,000

### Exclusive Exhibitor Email

\_\_\_\_\_ \$15,000

### Meeting News Central

ROS All Positions (two available) \_\_\_\_\_ \$12,750  
 ROS Leaderboard (two available) \_\_\_\_\_ \$7,500  
 ROS Rectangle Ad (two available) \_\_\_\_\_ \$5,775  
 ROS Vertical Ad (two available) \_\_\_\_\_ \$3,000  
 High-Performance Ad/ePreview Bundle \_\_\_\_\_ \$5,000

SHM Converge 2025 is planned as an in-person meeting in Las Vegas, NV. 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, March 10, 2025.

TOTAL AMOUNT: \$ \_\_\_\_\_

**SIGN AND RETURN TO:** Maureen Mauer | Ascend Media | mmauer@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



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
ePreview	Feb. 19, 2025	March 4, 2025	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Essential Guide to SHM Converge	Feb. 21, 2025	March 7, 2025	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
eDaily	March 18, 2025	April 1, 2025	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Exclusive Exhibitor Email	March 18, 2025	April 1, 2025	2 oz.	8.5" x 11", flat	Kate Hegarty khegarty@ascendmedia.com
eHighlights and Award Winners	April 1, 2025	April 15, 2025	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com
Meeting News Central	Ongoing	Ongoing	n/a	n/a	Andrea Johnson ajohnson@ascendmedia.com

# PRINT AD SPECIFICATIONS

(WIDTH X HEIGHT)

## Essential Guide to SHM Converge Dimensions

### Back Panel

(width x height)

Trim: 6" x 9"

Bleed: 6.25" x 9.25"

Safety/live area: 5.5" x 8.5"

### 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.

### 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](http://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

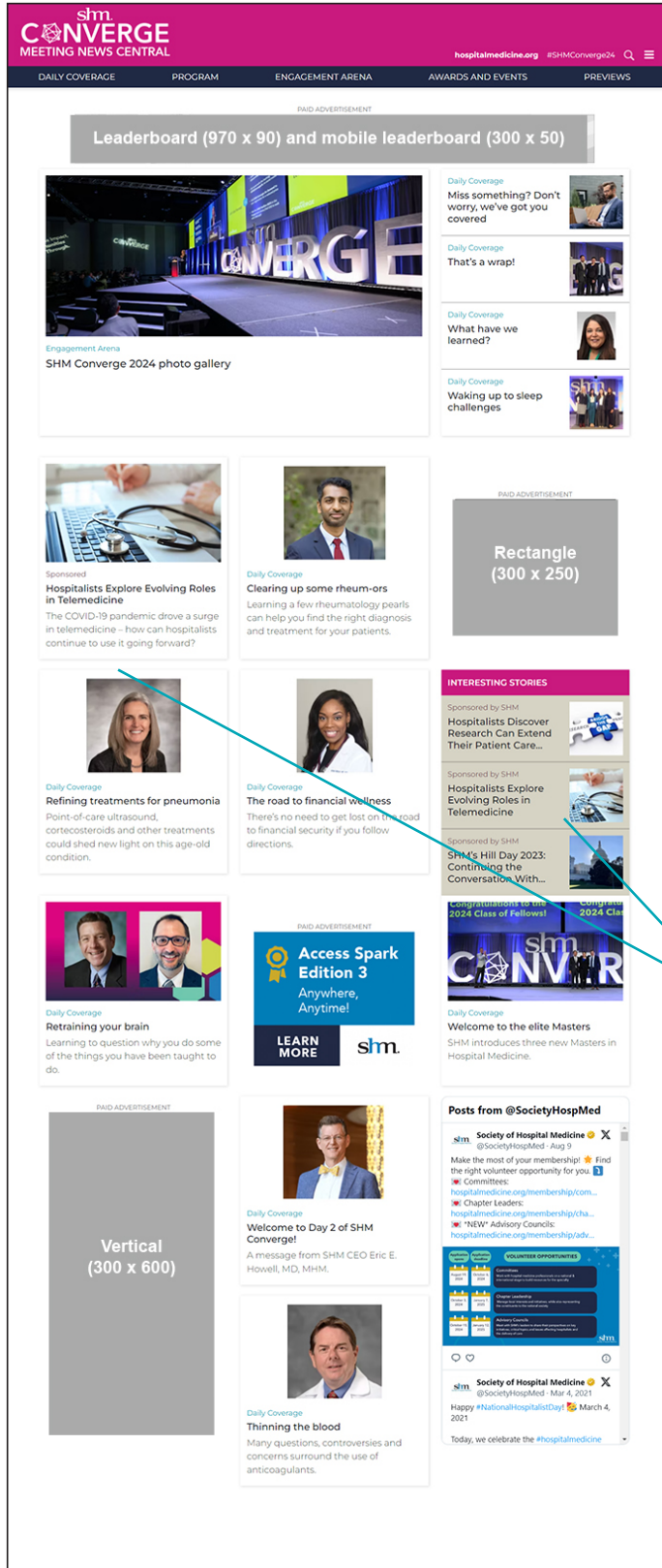
Mail proofs to: Ascend Media LLC  
Attn: SHM 2025  
401 SW Ward Rd, Suite 210  
Lee's Summit, MO 64081-2400

### 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.

# Meeting News Central Specifications



## ROS Advertising

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

**Rectangle:** 300x250 pixels

**Vertical Ad:** 300x600 pixels

## Ad Specifications

- 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 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 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/thumbnailed image**  
Horizontal, minimum 300 dpi

**Headline:**  
Up to 75 characters

**Teaser:**  
Up to 250 characters

**Body copy:**  
Up to 1,000 words

**Header Background Image (behind the headline)**

- Color photo or image. No text, logos or people in the photo.
- Must be able to accommodate white type.
- Horizontal, minimum 300 dpi.
- If not provided, Ascend will select a basic background.

**Optional elements may include:**

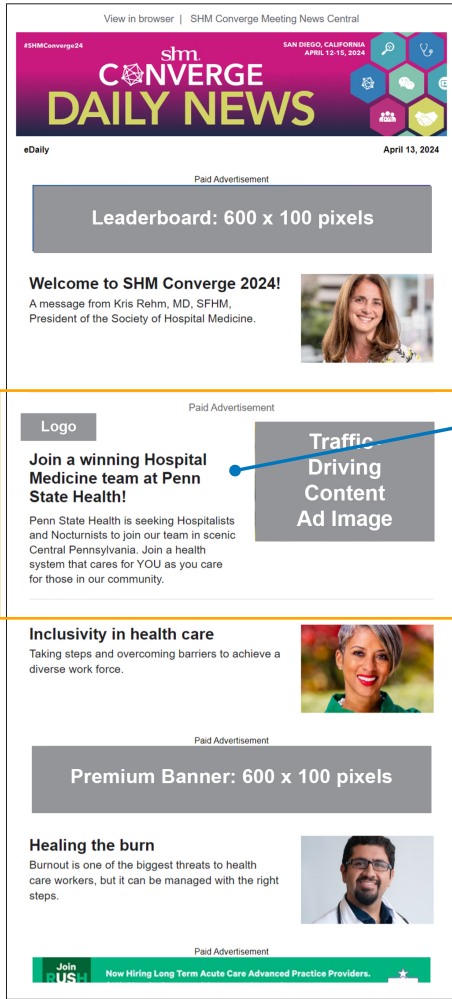
- Video: embed link from a video hosted on YouTube
- Hyperlinks



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

# DIGITAL AD SPECIFICATIONS

(WIDTH X HEIGHT)



## ePreview, eDaily and eHighlights and Award Winners

### Ad Dimensions

#### Leaderboard

600 x 100 pixels

#### Premium Banner

600 x 100 pixels

#### Traffic-Driving Content Ad

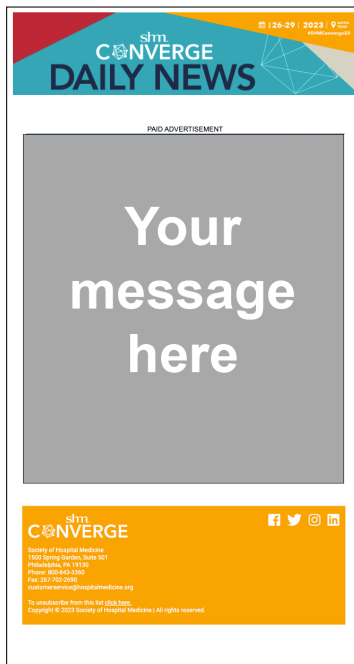
- Up to 1,000-word article (can include URL links)
- Company name to be included in headline or teaser
- Headline: Up to 75 characters
- Teaser: 40-250 characters
- Thumbnail image: Horizontal and high resolution
- Logo: High resolution JPEG or PNG

## Specifications for ePreviews, eDaily 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 SHM. 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.
- We can only provide ad metrics for ads that have an associated hyperlink.

## Ascend Ad Tagging Policy for ePreview, eDaily, 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.