

Ascend Integrated Media ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC
All advertising subject to STS approval.



**The Society
of Thoracic
Surgeons**

STS 54TH ANNUAL MEETING
FORT LAUDERDALE, FLORIDA
JANUARY 27-31, 2018

THE SOCIETY OF THORACIC SURGEONS 54TH ANNUAL MEETING

To be invoiced please complete the following information. To pay by credit card, please contact your account manager.

Advertiser: _____ Agency (if applicable): _____

Billing Information: Agency Advertiser

Contact Name: _____

Billing Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

Email: _____

Deadlines

STS Meeting Bulletin Preview

Space reservations/payment due:

Oct. 11, 2017

Materials due: Oct. 18, 2017

STS Event Landing Page

Space reservations/payment due:

Oct. 23, 2017

Materials due: Nov. 6, 2017

STS Meeting Bulletin ePreview

Space reservations/payment due:

Oct. 30, 2017

Materials due: Nov. 13, 2017

STS Meeting Bulletin Daily

Space reservations/payment due:

Dec. 8, 2017

Materials due: Dec. 15, 2017

STS Meeting Bulletin eDaily

Space reservations/payment due:

Dec. 22, 2017

Materials due: Jan. 5, 2018

Account Manager

Suzee Dittberner

Ascend Integrated Media LLC

6710 W 121st St., Suite 100

Overland Park, KS 66209

913-344-1420

sdittberner@ascendmedia.com

Remit payments to:

Ascend Integrated Media LLC

P.O. Box 870939

Kansas City, MO 64187-0939

Send insertion orders and/or agreements to:

Ascend Integrated Media LLC

ATTN: Suzee Dittberner

6710 W 121st St., Suite 100

Overland Park, KS 66209

913-344-1420

Fax: 913-945-1942

sdittberber@ascendmedia.com

www.ascendmedia.com

STS Meeting Bulletin Preview

Standard options

Full Page _____ \$7,900

Junior Page _____ \$6,310

1/2 Page _____ \$5,525

1/4 Page _____ \$3,160

Premium placements

Inside Front Cover _____ \$11,040

Inside Back Cover _____ \$9,865

Back Cover _____ \$12,630

STS Meeting Bulletin Daily

Standard options

Full Page _____ \$9,865

Junior Page _____ \$7,890

1/2 Page _____ \$6,905

1/4 Page _____ \$3,950

Products & Services Showcase Ad _____ \$750

Premium placements

Inside Front Cover _____ \$13,800

Inside Back Cover _____ \$12,330

Back Cover _____ \$15,785

Belly Flap _____ \$15,290

Map Premium _____ \$13,815

STS Event Landing Page

Leaderboard Ad _____ \$1,500

Tower Ad _____ \$700

STS Meeting Bulletin ePreview

Exclusive Leaderboard Ad _____ \$2,000

Exclusive Tower Ad _____ \$1,200

Rectangle Ad

(limited to one advertiser each) _____ \$960

STS Meeting Bulletin eDaily

Exclusive Leaderboard Ad _____ \$2,500

Exclusive Tower Ad _____ \$1,500

Rectangle Ad

(limited to one advertiser each) _____ \$1,200

Advertisers must be exhibitors at the STS 54th Annual Meeting.

Please write your initials next to selected opportunities. Total Amount \$ _____

Terms

- Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A signed copy of this agreement is binding.
- Advertising agency and/or client are liable should one or the other default. Cancellations are nonrefundable.
- All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline.
- Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

TO PAY BY CREDIT CARD, please contact your account manager by phone or e-mail.

Credit card payment is quick, easy and secure.

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title Date PO# (if necessary)

Ascend Integrated Media LLC • 6710 W 121st St., Suite 100 • Overland Park, KS 66209





Mechanical Specifications

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at www.swop.org or 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).

Document setup

- Use Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit 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 Integrated 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 Integrated 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 www.swop.org. Without an accurate SWOP-provided proof, Ascend Integrated Media cannot be held responsible for the outcome of color on press.

Submitting color proofs

Mail proofs to:
Ascend Integrated Media LLC
Attn: STS 2018
6710 W. 121st. St., Suite 100
Overland Park, KS 66209
913-469-1110

Important notes

- Advertisers must be exhibitors at the STS 54th Annual Meeting.
- All advertising is subject to STS approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- 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.
- A change-out fee applies to insertion of different ads per issue in dailies.

Specifications for eBlasts

- 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 1 URL is accepted per animated GIF—we do not allow separate URLs embedded in individual frames.

Please remit payments to:

Ascend Integrated Media LLC
P.O. Box 870939
Kansas City, MO 64187-0939

Preview and Daily ad sizes and dimensions

(width x height)

Publication size: 10-7/8" x 15" (finished size)

Safety/Live Area: All text and graphics not intended to bleed. (1/2" from trim)

| | | |
|--|---|---|
| Covers and Full Page Bleed 11-1/8" x 15-1/4" Trim 10-7/8" x 15" Safety/Live Area 10-3/8" x 14-1/2" | Map Premium Banner Ad 10-1/4" x 2" (no bleed) | Products & Services Showcase Ad 2-3/8" x 3-1/8" |
| 1/2 Page Vertical 5" x 14" | 1/2 Page Horizontal 10-1/4" x 7" | 1/4 Page 5" x 7" |
| Junior Page 7-1/2" x 10" | *Contact Ascend Integrated Media for belly flap specifications. | |

eMedia ad sizes and dimensions

(width x height)

ePreview • eDaily • Event Landing Page

| | |
|---|---|
| Leaderboard Ad 728 x 90 pixels and 300 x 50 Pixels Full Tower Ad 160 x 600 pixels Rectangle Ads 300 x 100 pixels | Leaderboard Ad 728 x 90 pixels and 300 x 50 Pixels Full Tower Ad 160 x 600 pixels |
| eBlast ads | Landing Page ads |