

ASCEND MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC
All advertising subject to AAO-HNS approval.



AAO-HNS 2019 Bulletin Display Ads

Please fill out this form to place an order and TO BE INVOICED according to the Terms below:

Advertiser: _____

Agency (if applicable): _____

Billing Information: Agency Advertiser

Contact Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Bulletin 2019 Display Ad Deadlines

Please check box next to month to secure space

February

Space: Dec. 26, 2018
Materials: Jan. 4, 2019

March

Space: Jan. 22, 2019
Materials: Jan. 29, 2019

April

Space: Feb. 22, 2019
Materials: March 1, 2019

May

Space: March 22, 2019
Materials: March 29, 2019

June

Space: April 24, 2019
Materials: May 1, 2019

July

Space: May 16, 2019
Materials: May 23, 2019

August

Space: June 20, 2019
Materials: June 27, 2019

September

Space: July 18, 2019
Materials: July 25, 2019

October

Space: Aug. 15, 2019
Materials: Aug. 22, 2019

November

Space: Sept. 19, 2019
Materials: Sept. 26, 2019

Dec. 2019/Jan. 2020

Space: Oct. 29, 2019
Materials: Nov. 5, 2019

Ad Unit (4C)	1x	3x	6x	11x
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STANDARD PLACEMENT RATES

Full Page	___ \$2,280	___ \$2,215	___ \$2,180	___ \$2,105
Half Page Horizontal	___ \$1,890	___ \$1,870	___ \$1,835	___ \$1,790
Half Page Vertical	___ \$1,890	___ \$1,870	___ \$1,835	___ \$1,790
Third Page Vertical	___ \$1,815	___ \$1,775	___ \$1,740	___ \$1,695
Quarter Page	___ \$1,095	___ \$1,065	___ \$1,040	___ \$1,015
Sixth Page	___ \$480	___ \$455	___ \$410	___ \$385

PREMIUM PLACEMENT RATES

Back Cover	___ \$3,420	___ \$3,320	___ \$3,275	___ \$3,155
Inside Front Cover	___ \$3,075	___ \$2,985	___ \$2,945	___ \$2,840
Inside Back Cover	___ \$2,965	___ \$2,875	___ \$2,840	___ \$2,735
Opp Table of Contents	___ \$2,850	___ \$2,770	___ \$2,725	___ \$2,630
Opp President's page	___ \$2,850	___ \$2,770	___ \$2,725	___ \$2,630
Cover Tip	___ \$5,171	___ \$4,975	___ \$4,875	___ \$4,690
Two-Page Insert	___ \$4,100	___ \$3,945	___ \$3,870	___ \$3,720
Four-Page Insert	___ \$7,215	___ \$6,935	___ \$6,805	___ \$6,540

Bundles

Silver	___ \$12,500
Gold	___ \$19,500
Platinum	___ \$29,500

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 email.
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) _____

Account Manager
Suzee Dittberner
913-344-1420
sdittberner@ascendmedia.com

Please remit payments to:
Ascend Integrated Media LLC
P.O. Box 870939
Kansas City, MO 64187



ASCEND MEDIA ADVERTISING AGREEMENT

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AAO-HNS Bulletin Classified Ads

Please fill out this form to place an order and TO BE INVOICED according to the Terms below:

Advertiser: _____

Agency (if applicable): _____

Billing Information: Agency Advertiser

Contact Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Bulletin 2019

Classified Ad Deadlines

Please check box next to month to secure space

February

Space: Jan. 16, 2019
Materials: Jan. 22, 2019

March

Space: Feb. 8, 2019
Materials: Feb. 14, 2019

April

Space: March 13, 2019
Materials: March 19, 2019

May

Space: April 10, 2019
Materials: April 16, 2019

June

Space: May 13, 2019
Materials: May 17, 2019

July

Space: June 5, 2019
Materials: June 11, 2019

August

Space: July 10, 2019
Materials: July 16, 2019

September

Space: Aug. 6, 2019
Materials: Aug. 12, 2019

October

Space: Sept. 4, 2019
Materials: Sept. 10, 2019

November

Space: Oct. 8, 2019
Materials: Oct. 14, 2019

Dec. 2019/Jan. 2020

Space: Nov. 15, 2019
Materials: Nov. 21, 2019

Ad Unit (B&W)	1x	3x	6x	11x
Full Page	___ \$1,490	___ \$1,425	___ \$1,400	___ \$1,320
Half Page Horizontal	___ \$1,110	___ \$1,090	___ \$1,060	___ \$1,020
Half Page Vertical	___ \$1,110	___ \$1,090	___ \$1,060	___ \$1,020
Quarter Page	___ \$955	___ \$910	___ \$840	___ \$780

Please write your initials next to selected ad sizes & color.

4C ___ \$425

Total Amount: \$ _____ AAO Member No. _____

Account Manager

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sdittberner@ascendmedia.com

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ASCEND MEDIA ADVERTISING AGREEMENT

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AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY

AAO-HNS 2019 *Bulletin* Email Advertising

Please fill out this form to place an order and TO BE INVOICED according to the Terms below:

Advertiser: _____

Agency (if applicable): _____

Billing Information: Agency Advertiser

Contact Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

AAO-HNS *Bulletin* Email

Banner Ad

_____ \$875 per month

___ Jan. ___ Feb. ___ Mar. ___ Apr. ___ May ___ June
___ July ___ Aug. ___ Sept. ___ Oct. ___ Nov. ___ Dec.

Please write your initials next to selected ad sizes & color.

Total Amount: \$ _____ AAO Member No. _____

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TO PAY BY CREDIT CARD, please contact your sales representative by phone or email.
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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 • 7171 West 95th St., Suite 300 • Overland Park, KS 66212

Bulletin 2019

Email Ad Deadlines

Please check box next to month to secure space

February

Space: Jan. 11, 2019

Materials: Jan. 18, 2019

March

Space: Feb. 11, 2019

Materials: Feb. 18, 2019

April

Space: March 11, 2019

Materials: March 18, 2019

May

Space: April 11, 2019

Materials: April 18, 2019

June

Space: May 10, 2019

Materials: May 17, 2019

July

Space: June 11, 2019

Materials: June 18, 2019

August

Space: July 11, 2019

Materials: July 18, 2019

September

Space: Aug. 12, 2019

Materials: Aug. 19, 2019

October

Space: Sept. 11, 2019

Materials: Sept. 18, 2019

November

Space: Oct. 11, 2019

Materials: Oct. 18, 2019

December

Space: Nov. 13, 2019

Materials: Nov. 20, 2019

Account Manager

Suzee Dittberner

913-344-1420

sdittberner@ascendmedia.com

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Kansas City, MO 64187



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**AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY**

AAO-HNS 2019 *Bulletin* Online Advertising

Please fill out this form to place an order and TO BE INVOICED according to the Terms below:

Advertiser: _____

Agency (if applicable): _____

Billing Information: Agency Advertiser

Contact Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

AAO-HNS *Bulletin* Online

Leaderboard

Tower

____ \$740 per month	____ \$530 per month
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Jan. Feb. Mar. Apr. May June
 July Aug. Sept. Oct. Nov. Dec.

Please write your initials next to selected ad sizes & color.

Total Amount: \$ _____ AAO Member No. _____

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

Bulletin 2019

Online Ad Deadlines

Please check box next to month to secure space

January

Space/Materials: Dec. 14, 2018

February

Space/Materials: Jan. 18, 2019

March

Space/Materials: Feb. 19, 2019

April

Space/Materials: March 18, 2019

May

Space/Materials: April 18, 2019

June

Space/Materials: May 20, 2019

July

Space/Materials: June 18, 2019

August

Space/Materials: July 18, 2019

September

Space/Materials: Aug. 16, 2019

October

Space/Materials: Sept. 18, 2019

November

Space/Materials: Oct. 18, 2019


December

Space/Materials: Nov. 18, 2019

Account Manager

Suzee Dittberner
913-344-1420
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Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at www.swop.org or <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).
- Only one ad per PDF document. (Submit full-page spreads as a single page.)
- URL for linking online version of display ad.

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 sales representative.

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.

Specifications for landing and content pages

- Leaderboard and tower ads must be in GIF, JPG or SWF format at 72 dpi, RGB and submitted at actual size.
- For linked ads, 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 AAO-HNS.
- 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.
- Animated GIF files are accepted, but not all 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.

Important notes

- All advertising is subject to AAO-HNS approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Members receive a 20% discount on advertising.
- For advertising referencing your Annual Meeting booth:
 - Symposia and satellite events must include the following statement: "This event is not part of the official AAO-HNSF 2019 Annual Meeting & OTO Experience."
 - If a giveaway is mentioned in the prototype, please also include what the giveaway item is and how the company plans to distribute the items.
 - All printed materials must include the following meeting language: "See us at the AAO-HNSF 2019 Annual Meeting & OTO Experience booth #XXX."
 - Contact your Ascend Media Account Manager for additional required language referencing your Annual Meeting booth.

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, the publisher is not responsible for lost or damaged advertising materials after publication.

PRINT AD SIZES AND DIMENSIONS

(width x height)

Publication size: 8-3/8" x 10-7/8" (trim)

Trim: Final page dimensions.

Bleed: Size required for an ad to bleed off the edges of a page. (1/8" past trim)

Safety/Live Area: All text and graphics not intended to bleed. (1/4" from trim)

Full-Page Spread ads should be submitted as single-page files.

Additional marketing opportunities: cover tips, belly bands, and inserts are accepted. Contact your account manager for details.

All rates are net.

Cancellations are non refundable.

ONLINE AD SIZES AND DIMENSIONS

(width x height)

Contact your account manager to reserve your preferred placement:

Suzee Dittberner
913-344-1420
sdittberner@ascendmedia.com