

# 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

## 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



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	___ \$14,000
Gold	___ \$21,000

### 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) \_\_\_\_\_

# 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

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

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



## Terms

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**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) \_\_\_\_\_

# 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

\_\_\_\_ \$900 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. \_\_\_\_\_

### Terms

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TO PAY BY CREDIT CARD, please contact your sales representative 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) \_\_\_\_\_

### 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

Please remit payments to:

Ascend Integrated Media LLC

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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

\_\_\_ \$760 per month

### Tower

\_\_\_ \$545 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. \_\_\_\_\_

### Terms

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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)  
\_\_\_\_\_  
\_\_\_\_\_

### 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  
sdittberner@ascendmedia.com

Please remit payments to:

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

## 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 <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](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 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](http://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.*

<b>Covers and Full Page</b> <b>Bleed</b> 8-5/8" x 11-1/8" <b>Trim</b> 8-3/8" x 10-7/8" <b>Safety/Live Area</b> 7-7/8" x 10-3/8" <b>Non-Bleed</b> 7" x 9-3/8"	<b>1/2 Page Horizontal</b> 7" x 4-1/2"	<b>Cover tip</b> 7-1/2" X 5-1/2"	<b>Full Page (Classified)</b> 7" x 9-3/8"
<b>1/2 Page Vertical Non-Bleed</b> 3-3/8" x 9-3/8"	<b>1/4 Page Non-Bleed</b> 3-3/8" x 4-1/2"		
<b>1/6 Page Non-Bleed</b> 2-1/4" x 3-1/2"	<b>1/3 Page Vertical Non-Bleed</b> 2-1/4" x 9-3/8"		

## ONLINE AD SIZES AND DIMENSIONS

(width x height)

<b>Leaderboard</b> 728 x 90 pixels and 300 x 50 pixels (mobile)	<b>Email Banner Ad</b> 600 x 100 pixels
<b>Tower</b> 160 x 600 pixels	

Contact your account manager to reserve your preferred placement:

**Suzee Dittberner**  
 913-344-1420  
[sdittberner@ascendmedia.com](mailto:sdittberner@ascendmedia.com)



## 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.