

# ASCEND MEDIA ADVERTISING AGREEMENT

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



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

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

Ad Unit (4C)	1x	3x	6x	11x
<b>STANDARD PLACEMENT RATES</b>				
Full Page	\$2,350	\$2,280	\$2,245	\$2,170
Half Page Horizontal	\$1,945	\$1,925	\$1,890	\$1,845
Half Page Vertical	\$1,945	\$1,925	\$1,890	\$1,845
Third Page Vertical	\$1,870	\$1,830	\$1,790	\$1,745
Quarter Page	\$1,130	\$1,095	\$1,070	\$1,045
Sixth Page	\$495	\$470	\$420	\$395
<b>PREMIUM PLACEMENT RATES</b>				
Four-Page Insert*	\$7,430	\$7,145	\$7,010	\$6,735
Two-Page Insert*	\$4,225	\$4,065	\$3,985	\$3,830
Cover Tip*	\$5,325	\$5,125	\$5,020	\$4,830
Back Cover	\$3,520	\$3,420	\$3,375	\$3,250
Inside Front Cover	\$3,165	\$3,075	\$3,035	\$2,925
Inside Back Cover	\$3,055	\$2,960	\$2,925	\$2,815
Opposite Table of Contents	\$2,935	\$2,855	\$2,805	\$2,710
Opposite President's Page	\$2,935	\$2,855	\$2,805	\$2,710

### Bulletin 2021 Display Ad Deadlines

Please check box next to month to secure your space.

- February  
Space: Dec. 23, 2020  
Materials: Jan. 4, 2021
- March  
Space: Jan. 25, 2021  
Materials: Feb. 1, 2021
- April  
Space: Feb. 22, 2021  
Materials: March 1, 2021
- May  
Space: March 22, 2021  
Materials: March 29, 2021
- June  
Space: April 19, 2021  
Materials: April, 26, 2021
- July  
Space: May 17, 2021  
Materials: May 24, 2021
- August  
Space: June 21, 2021  
Materials: June 28, 2021
- September  
Space: July 19, 2021  
Materials: July 26, 2021
- October  
Space: Aug. 23, 2021  
Materials: Aug. 30, 2021
- November  
Space: Sept. 20, 2021  
Materials: Sept. 27, 2021
- Dec. 2021/Jan. 2022  
Space: Oct. 21, 2021  
Materials: Oct. 28, 2021

AAO-HNS Member No. \_\_\_\_\_

\*Advertiser to provide printed materials.

Please write your initials next to selected ad sizes. TOTAL AMOUNT: \$ \_\_\_\_\_

**TO PAY BY CREDIT CARD, PLEASE CONTACT YOUR ACCOUNT MANAGER BY PHONE OR EMAIL.  
CREDIT CARD PAYMENT IS QUICK, EASY AND SECURE.**

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 Printed Name		_____ Advertiser/Sponsor/Agency Printed Name	
		_____ Advertiser/Sponsor/Agency Company Name	

**SIGN AND RETURN TO:**  
Suzee Dittberner  
Ascend Media  
sdittberner@ascendmedia.com



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.

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Company Name	_____	_____	_____	_____
Contact Name	_____	_____	_____	_____
Address	_____	_____	_____	_____
City, State Zip	_____	_____	_____	_____
Contact Phone	_____	_____	_____	_____
Contact Email	_____	_____	_____	_____

Ad Unit (B&W)	1x	3x	6x	11x
<b>STANDARD PLACEMENT RATES</b>				
Full Page	___ \$1,535	___ \$1,465	___ \$1,440	___ \$1,360
Half Page Horizontal	___ \$1,145	___ \$1,120	___ \$1,090	___ \$1,050
Half Page Vertical	___ \$1,145	___ \$1,120	___ \$1,090	___ \$1,050
Quarter Page	___ \$985	___ \$935	___ \$865	___ \$805

AAO-HNS Member No. \_\_\_\_\_

4C \_\_\_ \$435

## Bulletin 2021 Classified Ad Deadlines

Please check box next to month to secure your space.

- February  
Space: Jan. 11, 2021  
Materials: Jan. 15, 2021
- March  
Space: Feb. 8, 2021  
Materials: Feb. 12, 2021
- April  
Space: March 9, 2021  
Materials: March 12, 2021
- May  
Space: April 5, 2021  
Materials: April 9, 2021
- June  
Space: May 3, 2021  
Materials: May 7, 2021
- July  
Space: May 29, 2021  
Materials: June 4, 2021
- August  
Space: July 5, 2021  
Materials: July 9, 2021
- September  
Space: Aug. 2, 2021  
Materials: Aug. 6, 2021
- October  
Space: Sept. 6, 2021  
Materials: Sept. 10, 2021
- November  
Space: Oct. 4, 2021  
Materials: Oct. 8, 2021
- Dec. 2020/Jan. 2021  
Space: Nov. 4, 2021  
Materials: Nov. 10, 2021

Please write your initials next to selected ad sizes. TOTAL AMOUNT: \$ \_\_\_\_\_

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\_\_\_\_\_  
Ascend Media Account Manager Signature      Date

\_\_\_\_\_  
Advertiser/Sponsor/Agency Signature      Date

\_\_\_\_\_  
Ascend Media Account Printed Name

\_\_\_\_\_  
Advertiser/Sponsor/Agency Printed Name

\_\_\_\_\_  
Advertiser/Sponsor/Agency Company Name

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

eNewsletter Month	Leaderboard	Premium Banner (2 per month)	Footer
January	___\$925	___\$850	___\$800
February	___\$925	___\$850	___\$800
March	___\$925	___\$850	___\$800
April	___\$925	___\$850	___\$800
May	___\$925	___\$850	___\$800
June	___\$925	___\$850	___\$800
July	___\$925	___\$850	___\$800
August	___\$925	___\$850	___\$800
September	___\$925	___\$850	___\$800
October	___\$925	___\$850	___\$800
November	___\$925	___\$850	___\$800
December	___\$925	___\$850	___\$800

### Bulletin 2021 eNewsletter Ad Deadlines

Please check box next to month to secure your space.

- February  
Space: Jan. 11, 2021  
Materials: Jan. 18, 2021
- March  
Space: Feb. 11, 2021  
Materials: Feb. 18, 2021
- April  
Space: March 11, 2021  
Materials: March 18, 2021
- May  
Space: April 12, 2021  
Materials: April 19, 2021
- June  
Space: May 11, 2021  
Materials: May 18, 2021
- July  
Space: June 11, 2021  
Materials: June 18, 2021
- August  
Space: July 12, 2021  
Materials: July 19, 2021
- September  
Space: Aug. 11, 2021  
Materials: Aug. 18, 2021
- October  
Space: Sept. 10, 2021  
Materials: Sept. 17, 2021
- November  
Space: Oct. 11, 2021  
Materials: Oct. 18, 2021
- Dec. 2021/Jan. 2022  
Space: Nov. 10, 2021  
Materials: Nov. 17, 2021

AAO-HNS Member No. \_\_\_\_\_

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

Bulletin Online Month	Leaderboard	Tower	Premium Banner (2 per month)
January	___\$780	___\$560	___\$450
February	___\$780	___\$560	___\$450
March	___\$780	___\$560	___\$450
April	___\$780	___\$560	___\$450
May	___\$780	___\$560	___\$450
June	___\$780	___\$560	___\$450
July	___\$780	___\$560	___\$450
August	___\$780	___\$560	___\$450
September	___\$780	___\$560	___\$450
October	___\$780	___\$560	___\$450
November	___\$780	___\$560	___\$450
December	___\$780	___\$560	___\$450

## Bulletin 2021 Online Ad Deadlines

Please check box next to month to secure your space.

- January  
Space/Materials: Dec. 16, 2020
- February  
Space/Materials: Jan. 18, 2021
- March  
Space/Materials: Feb. 17, 2021
- April  
Space/Materials: March 18, 2021
- May  
Space/Materials: April 20, 2021
- June  
Space/Materials: May 19, 2021
- July  
Space/Materials: June 18, 2021
- August  
Space/Materials: July 19, 2021
- September  
Space/Materials: Aug. 17, 2021
- October  
Space/Materials: Sept. 20, 2021
- November  
Space/Materials: Oct. 18, 2021
- December  
Space/Materials: Nov. 19, 2021

AAO-HNS Member No. \_\_\_\_\_

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\_\_\_\_\_  
Ascend Media Account Manager Signature      Date

\_\_\_\_\_  
Advertiser/Sponsor/Agency Signature      Date

\_\_\_\_\_  
Ascend Media Account Printed Name

\_\_\_\_\_  
Advertiser/Sponsor/Agency Printed Name

\_\_\_\_\_  
Advertiser/Sponsor/Agency Company Name

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**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 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](http://www.swop.org). Without an accurate SWOP-provided proof, Ascend Media cannot be held responsible for the outcome of color on press.

**Specifications for landing and content pages**

- Leaderboard and tower ads must 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 2021 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 2021 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: 8.375" x 10.875" (trim)

Trim: Final page dimensions.

Bleed: Size required for an ad to bleed off the edges of a page. (0.125" past trim)

Safety/Live Area: All text and graphics not intended to bleed. (0.25" from trim)

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

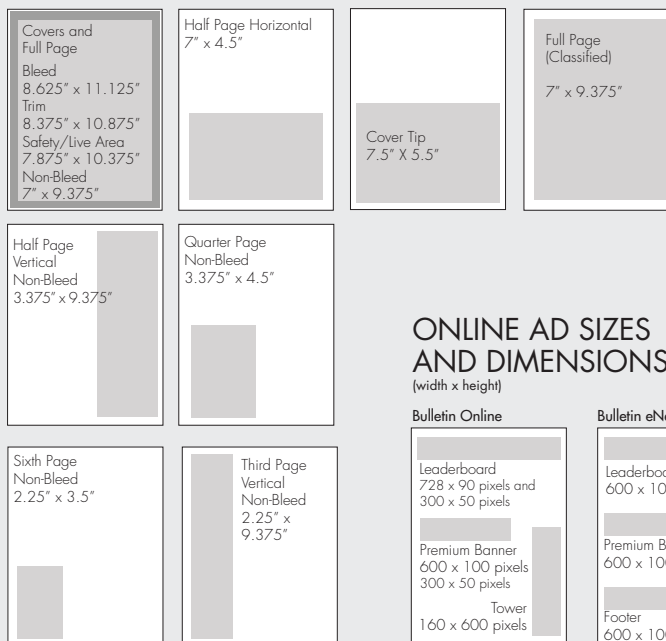
Additional marketing opportunities: cover tips, belly bands, and inserts are accepted. Contact your account manager for details.

All rates are net.

Cancellations are non refundable.

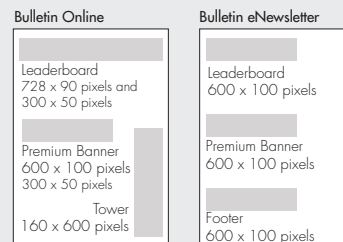
Contact your account manager to reserve your preferred placement:

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



**ONLINE AD SIZES AND DIMENSIONS**

(width x height)



## 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.