



SCIENTIFIC
SESSIONS
2015

Exhibits: November 8–10
Sessions: November 7–11
Resuscitation Science Symposium: November 7–8
Cardiovascular Nursing Symposium: November 10–11
Orlando, Florida
scientificsessions.org

Promotional Opportunities

Market directly to more than 17,000 highly qualified cardiovascular health care experts with print, digital, convention center and hotel advertising at Scientific Sessions.



Leading Discovery. Global Impact.

scientificsessions.org
scientificsessions.org

Scientific Sessions 2015 promotional opportunities



SCIENTIFIC **SESSIONS** 2015

PRICE RANGE SPACE DEADLINE

Give your business and your booth the visibility they deserve by supporting a sponsored project and/or advertising at Scientific Sessions 2015, the world's premier annual meeting for cardiovascular science. AHA promotional opportunities provide direct access to more than 17,000 cardiovascular experts from around the world, giving you:

The opportunity to share information and educate healthcare professionals about your offerings

Substantially increased exposure/impressions at the conference






Visibility on the exhibit floor, around the convention lobbies, in meeting rooms and even citywide

Increased booth traffic, leading to more conversations with your target audience and increased sales potential

Sponsorships and advertising are limited and available on a first-come, first-served basis. Reserve yours now.

SEE YOU IN ORLANDO!

For Promotional Opportunities, contact: **Cathleen Gorby** at 913-780-6923 or cgorby@ascendintegratedmedia.com
Scott Murphy at 214-706-1660 or scott.murphy@heart.org

-  Print Media
-  Digital Media
-  Convention Center
-  Booth Drivers
-  Hotels/Citywide

● Approved for USE Marketing

● Art of the Heart	\$75,000	Sept. 1, 2015
● Conference Bag Inserts	\$40,000	Oct. 2015
Convention Center Map	\$22,000	Sept. 18, 2015
● Daily Newspaper	\$20,000–\$40,000	Oct. 6, 2015
Final Program Book	\$10,000–\$60,000	Aug. 7, 2015
● Pre-Meeting Mailer	\$5,500	Aug. 28, 2015
● Preview	\$500–\$14,500	Aug. 7, 2015
Quick Start Guide	\$25,000	Aug. 2015
Science & Technology Hall Planner	\$500–\$13,200	Sept. 16, 2015
● Symposia Locator Map	\$3,450–\$7,900	Sept. 4, 2015
Hotel Dark Channel DVDs	\$3,500	Sept. 2015
● ePreviews & ePost	\$3,500–\$5,000	Jul.-Oct. 2015
● Mobile Meeting Guide App	\$5,000–\$75,000	Oct. 2015
Registration Package	\$75,000	May 2015
Ad Banners	\$30,000	Sept. 2015
Asphalt Art	\$25,000	Sept. 9, 2015
Cardiovascular Expert Theaters	\$50,000	Aug. 2015
Chalk Talk	\$15,000	Sept. 9, 2015
Communication Centers	\$50,000	Sept. 2015
● Escalator Decals	\$50,000	Sept. 2015
Flown Wall Projection	\$25,000	Sept. 9, 2015
Headshot Lounge	\$35,000	Oct. 2015
Housing Confirmation	\$55,000	Sept. 9, 2015
New & Improved Digital Signage	\$10,000	Sept. 9, 2015
● Rotating Kiosks	\$15,000	Sept. 2015
Science & Technology Hall Aisle Signs	\$100,000	Sept. 2015
Science & Technology Hall Park Benches	\$55,000	Sept. 9, 2015
Sitting Cubes	\$20,000–\$35,000	Sept. 9, 2015
Walking Challenge	\$100,000	Sept. 8, 2015
WIFI-Charging Lounges	\$80,000	Sept. 2015
Abstracts on Disc	\$175,000	Aug. 2015
Guidelines	\$55,000	Sept. 2015
Highlights App	\$55,000	Oct. 2015
● Posters MD	\$75,000	Oct. 2015
● Hotel Elevator Clings	\$80,000	Oct. 2, 2015
● Hotel Room Drop: Doctor's Bag	\$7,200–\$26,000	Sept. 21, 2015
Individual Hotel Room Drop	\$25,000–\$35,000	Oct. 16, 2015
● Key Cards	\$25,000–\$50,000	Aug. 20, 2015
Moving Billboards	\$15,000	Sept. 18, 2015
Shuttle Bus Banners/Headrests	\$75,000–\$100,000	Sept. 3, 2015
● Taxi Tops	\$75,000	Sept. 18, 2015
Wallscapes	\$60,000	Sept. 3, 2015



Complimentary marketing opportunities

- Complimentary online booth at **scientificsessions.org**
- Complimentary booth listing in the *Preview, Science & Technology Hall Planner* and *Exhibits-At-A-Glance*
- Complimentary Marketing Tool Kit available at **exhibitatsessions.org**

Mailing list

A low-cost option available to all exhibitors and certain Unofficial Satellite Event holders. Receive a complimentary Scientific Sessions 2014 final attendee list or purchase a Scientific Sessions 2015 pre-registration list. Ordering information can be found online at **exhibitatsessions.org**.

- AHA must approve all mailers prior to the mailing list being released.
- Exhibitors are strongly encouraged to not print such pieces prior to AHA approval.
- Mailing lists are available for one-time use prior to Scientific Sessions only and strictly for the promotion of your presence at Scientific Sessions.



For more information regarding opportunities on this page, please contact the AHA Exhibits Team at 214-706-1425 or exhibits@heart.org.

print

USE
Marketing
Approved**2014 STATISTICS
FOR ONLINE DAILY**Over **900** unique users
9,467 page views
7,294 unique page views**DURING & AFTER MEETING**

American Heart Association daily newspaper

DISTRIBUTION

This award-winning newspaper is printed overnight and delivered to the convention center and key hotels each morning. Additional exposure is available with online and mobile versions. Five issues circulate to between 7,000- 12,000 healthcare professionals each day.

CONTENT

- ▶ Latest science and news from Scientific Sessions 2015
- ▶ Current information in the cardiovascular industry
- ▶ Information about AHA, its products and services

DEADLINES**Ad space:** Oct. 6, 2015**Materials due:** Oct. 13, 2015

▲ BANNER ON CENTER MAP SPREAD



▲ JUNIOR ADS

ADVERTISING INFORMATION

Back cover (Saturday-Wednesday issues)	\$25,000 per issue
Junior ad (runs in Saturday-Wednesday issues)	\$20,000
Additional junior ad space for PI (in conjunction with junior ad purchase only, runs in Saturday-Wednesday issues)	\$10,000
Banner ad on center spread with Science & Technology Hall map (runs in Sunday-Tuesday issues)	\$40,000

DURING MEETING

Final Program

DISTRIBUTION

Distributed to all conference attendees

CONTENT

- ▶ Official source for the detailed Scientific Sessions program schedule, facility maps and other important information
- ▶ *Final Program* is also accessible online, providing an additional 12 months of exposure.
- ▶ Advertisers have the opportunity to enhance their ad online by integrating Flash-technology artwork, drawing more attention and appealing to online visitors.
- ▶ **OPTIONAL:** Supporters may link ads to corporate or product websites.

2014 STATISTICS
FOR ONLINE
FINAL PROGRAM

6,036 unique views
453,074 page views



DEADLINES

Space: Aug. 7, 2015

Materials due: Aug. 13, 2015

ADVERTISING INFORMATION

Front of book	\$25,000
Back of book (front and back)	\$60,000
Website linking feature	\$2,500



DURING MEETING

Conference bag inserts

DISTRIBUTION

Distributed to all conference attendees at the convention center

DEADLINES

Materials due: Oct. 16, 2015

ADVERTISING INFORMATION

\$40,000 per insert (LIMIT FIVE)

CONFIRM YOUR PREFERRED
OPPORTUNITY TODAY.

Contact **Cathleen Gorby**
at 913-780-6923 or cgorby@ascendintegratedmedia.com
or **Scott Murphy**
Manager, Corporate Relations
AHA National Center
scott.murphy@heart.org
214-706-1660

digital

BEFORE AND DURING MEETING

Registration Package

DISTRIBUTION

- ▶ Online banner ad visible during six-month registration process
- ▶ Corporate logo recognition on registration confirmation email
- ▶ Product or corporate logo recognition on screen savers on registration computers
- ▶ Corporate logo on voucher distributed with name badge to all professional attendees

ADVERTISING INFORMATION

Exclusive opportunity: **\$75,000**



REGISTRATION – ONSITE COMPUTERS ▲

DEADLINES

Materials due: May 20, 2015 for full exposure during the registration process

BEFORE AND DURING MEETING

Mobile Meeting Guide App

USE
Marketing
Approved

DISTRIBUTION

All apps will be available for download at **scientificsessions.org** before, during and after Scientific Sessions. Supporters receive:

- ▶ Corporate logo recognition on **scientificsessions.org**
- ▶ Corporate logo recognition on opening app screen
- ▶ Corporate or product banner ad at top of main menu page
- ▶ Corporate recognition on all marketing pieces
- ▶ One complimentary alert each day

CONTENT

- ▶ Instant access to educational sessions, faculty, abstracts, event information, exhibitors, hotels, schedule planning and mapping functionality to help locate a room or exhibit booth
- ▶ Audio live streaming, ability to upload photos directly to social media sites
- ▶ Web-based and downloadable apps for all smartphone platforms and web-enabled **devices**

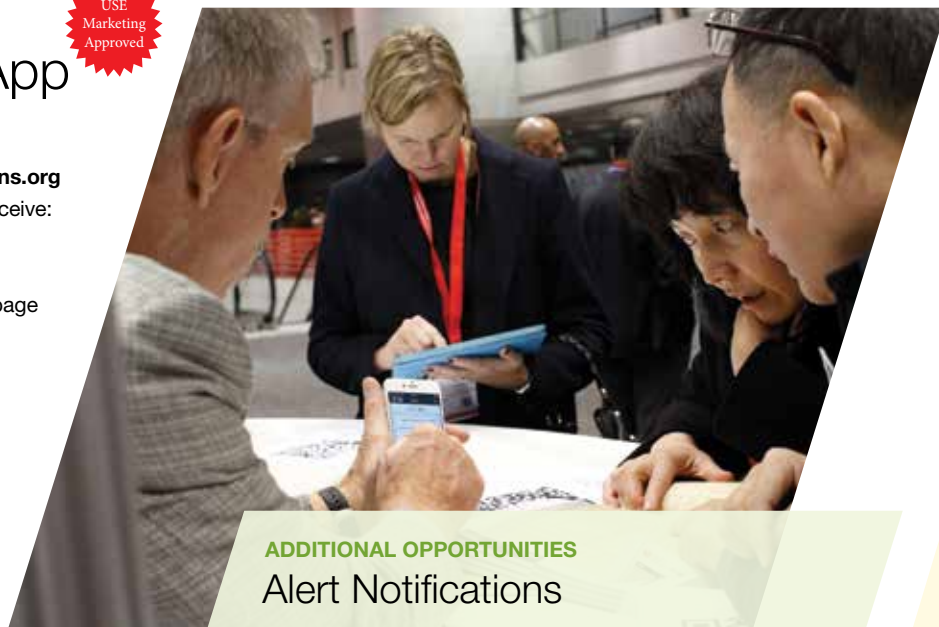
ADVERTISING INFORMATION

\$75,000

DEADLINES

Materials due: Sept. 24, 2015

7,484
downloads
in 2014



ADDITIONAL OPPORTUNITIES

Alert Notifications

Similar to a text message but it goes through the app itself. Real-time Marketing for promotion of your booth activity or company. App users will receive new announcements during the conference (120 MAX CHARACTERS IN LENGTH INCLUDING SPACES).

\$5,000 each
(LIMIT ONE PER DAY)

Enhanced Exhibitor Listing

With the Enhanced Exhibitors Listing exhibitors can have company or product name highlighted in exhibitor listing in app plus upload up to five PDF documents in exhibitor tab. In addition, this offering comes with 1 push alert.

\$7,500 each

convention center

BEFORE MEETING

Flown Wall Projection

- Flown wall projection is a very effective way to get your message in front of attendees. Exact location to be determined. Projections can rotate with up to three slides and will appear for the duration of the meeting.

\$25,000

DEADLINES

Materials due:

Sept. 9, 2015



DURING MEETING

Chalk Talk

- Chalk board walls are self-standing walls covered with a textured, slate gray face substrate that is eco-friendly for indoor use. Attendees and exhibitors can provide inspirational and social messaging creating a spontaneous and creative experience at Scientific Sessions.

May be placed in the exhibit booth or central high-traffic location to be determined.

\$15,000
for 3 panel board shown

DEADLINES

Materials due:

Sept. 9, 2015



DURING MEETING

Asphalt Art

- Asphalt Art is a foil-based printing substrate that can be used for large format graphics and floor signage. Graphics can be applied to cement, asphalt, concrete, and other untreated floor surfaces. It can be used both indoors and out, and it's durable enough to withstand both pedestrian and vehicle traffic for up to one year. Ideal locations include:

- Tradeshow Floors
- Outdoor Entranceways
- Parking Lot Signage
- Walkways
- Street Event Graphics

DEADLINES

Materials due: Sept. 9, 2015

\$25,000 includes
75 art pieces
up to 1sq ft. each



Contact a medical media account manager:

Bridget Blaney (companies A – D)
773-259-2825
Fax: 913-945-1942
bblaney@ascendintegratedmedia.com

Cathleen Gorby (companies E – L)
913-780-6923
Fax: 913-945-1942
cgorby@ascendintegratedmedia.com

Maureen Mauer (companies M – Z)
913-780-6633
Fax: 913-945-1942
mmauer@ascendintegratedmedia.com

convention center

DURING MEETING

Science and Technology Hall Park Benches

- Grab the attention of professional attendees as they walk through the American Heart Association Scientific Sessions Science and Technology Hall!

\$55,000
includes 10 park benches with single graphic panel on bench and floor graphic.

DEADLINES

Materials due:
Sept. 9, 2015



DURING MEETING

Sitting Cubes

- Located in registration and other high traffic areas throughout the convention center, sitting cubes are sturdy, creative, stylish and portable. Customize these multi-purpose stools with your company's corporate or product branding.

Dimensions: 11.8" x 11.8" x 13.4"

\$20,000
for 100 chairs
\$35,000
for 200 chairs



**CONFIRM YOUR
PREFERRED
OPPORTUNITY
TODAY.**

DEADLINES

Materials due:
Sept. 9, 2015

DURING MEETING

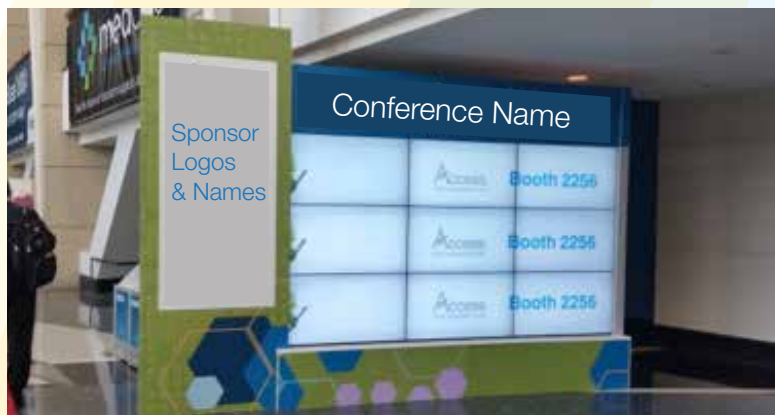
New and Improved Digital Signage

- Quickly grab attendees attention with your company, product or industry event information by advertising on AHA's new and improved digital signage. Includes both video and sound, each unit has multiple screens and will be strategically located throughout the Convention Center to maximize exposure and visibility.

\$10,000
per 30 sec ad

DEADLINES

Materials due:
Sept. 9, 2015



All rates are net. Cancellations are nonrefundable.

Walking Challenge

DISTRIBUTION

- ▶ Prominent visibility on the Walking Challenge leaderboard, flat panel digital media screens
- ▶ 30-second corporate or product full motion video or stationary ad on seven to ten plasma monitors, positioned in high-traffic areas of the convention center
- ▶ 4-color corporate or product graphic incorporated into the Walking Challenge Booth, where all participants will come to pick up an activity tracker
- ▶ Corporate recognition on the registration webpage, opening screen of app, and in email
- ▶ Attendees will be asked to register for the Walking Challenge online, download an app, and then pick up their activity tracker onsite at the convention center.

ADVERTISING INFORMATION

\$100,000 single sponsor

DEADLINES

Space: Sept. 8, 2015

Materials Due: Sept. 8, 2015



Headshot Lounge

DISTRIBUTION

- ▶ Corporate Recognition on onsite signage throughout the convention center and on Headshot Booth promotions.
- ▶ Corporate logo will appear on the hanging banner within the booth.
- ▶ Corporate or Product logo and sponsorship message will be included on Headshot photo distribution email to each attendee.

ADVERTISING INFORMATION

\$35,000

DEADLINES

Materials due: Sept. 24, 2015

Ad banners

DISTRIBUTION

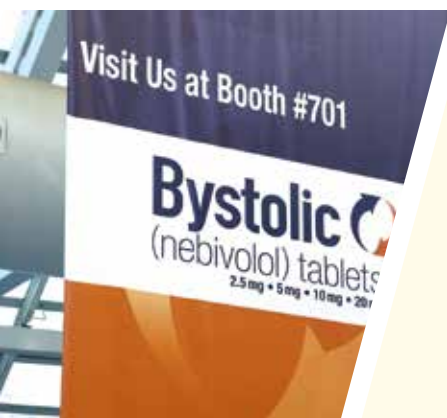
- ▶ Available in multiple, high-visibility locations throughout the convention center
- ▶ Contributor may select location

ADVERTISING INFORMATION

\$30,000

DEADLINES

Materials due: Sept. 9, 2015



Cardiovascular Expert Theaters

DISTRIBUTION

- ▶ Reach your target audience in a forum designed to showcase specific products and therapeutic treatments.
- ▶ Located in the Science & Technology Hall, the CV Expert Theater has been standing room only for five years
- ▶ Lunch time slots available on Sunday, Monday and Tuesday
- ▶ Cost includes: complete audio/visual package; classroom seating and box lunch provided by AHA; lead retrieval units (up to two units); pre-meeting and on-site promotion by AHA

ADVERTISING INFORMATION

Details	Rate
Closed Theater (ideal for both International and Domestic sessions; seating for 200)	\$65,000 per timeslot
Open Air Theater (Seating for 220+)	\$50,000 per timeslot

CONFIRM YOUR PREFERRED OPPORTUNITY TODAY.

Contact **Cathleen Gorby** at 913-780-6923 or cgorby@ascendintegratedmedia.com or **Scott Murphy**, Manager, Corporate Relations AHA National Center scott.murphy@heart.org 214-706-1660



DEADLINES

Materials due:
July 27, 2015

convention center



Communication Centers

DISTRIBUTION

- ▶ Corporate recognition on login screens, Scientific Sessions attendees can leave and retrieve conference messages, access the Internet, search for other attendees, print airline boarding passes and claim CME credit
- ▶ Contributor may place a four-color corporate or product graphic on panels incorporated into the structure and corporate or product logo on screen saver to computer screens at communication centers.

ADVERTISING INFORMATION

\$50,000 per Communication Center

DEADLINES

Materials due: Sept. 9, 2015



Housing Confirmation

DISTRIBUTION

- ▶ Your ad will appear on the housing confirmation page of the online housing reservation process and on every confirmation communication email delivered.

ADVERTISING INFORMATION

\$55,000

DEADLINES

Materials due:
Sept. 9, 2015



Escalator decals

DISTRIBUTION

Contributor receives corporate or product advertising on the median of selected escalator banks.

ADVERTISING INFORMATION

\$50,000 per location

DEADLINES

Materials due: Sept. 9, 2015

convention center

WIFI-Charging Lounges

DISTRIBUTION

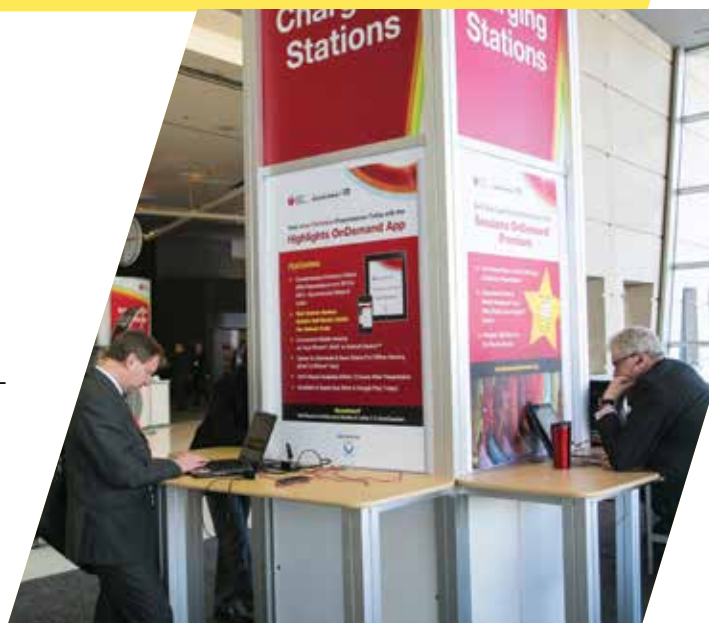
- ▶ Corporate or product logo on signage and tables in lounge
- ▶ Contributor may place four-color corporate or product ads on up to four panels incorporated into a cell phone charging station located in each lounge
- ▶ Corporate logo will be placed on landing page for attendees with mobile devices, iPads and laptops using free Wi-Fi
- ▶ Two lounges are available for attendees to sit comfortably and access the Internet – one on the exhibit hall floor and other in a high-traffic lobby area

ADVERTISING INFORMATION

\$80,000 for both lounges

DEADLINES

Materials due: Sept. 9, 2015



Rotating kiosks

USE
Marketing
Approved

DISTRIBUTION

- ▶ Contributor receives four-color corporate or product advertisement on a graphic panel of a motorized kiosk that rotates for exceptional visibility
- ▶ Reach a specific audience as needed with kiosks located around each core and in high-traffic areas throughout the convention center
- ▶ Contributors can submit up to four different corporate or product-specific ads per kiosk

ADVERTISING INFORMATION

\$15,000 for a single graphic panel

DEADLINES

Materials due: Sept. 9, 2015

Science & Technology Hall
aisle signs

DISTRIBUTION

- ▶ Corporate or product logo on all directional aisle signage throughout the Science & Technology Hall
- ▶ Print area approximately 4 ft. x 2 ft.

ADVERTISING INFORMATION

\$100,000

DEADLINES

Materials due: Aug. 14, 2015

CONFIRM YOUR PREFERRED
OPPORTUNITY TODAY.

Contact **Cathleen Gorby** at
913-780-6923 or **cgorby**
@ascendintegratedmedia.com
or **Scott Murphy, Manager,**
Corporate Relations AHA National Center
scott.murphy@heart.org 214-706-1660

booth drivers

DURING AND AFTER MEETING

Guidelines pocketcard

DISTRIBUTION

- ▶ Corporate logo on pocketcard and marketing pieces
- ▶ 5,000 pocketcards produced on each topic and may be distributed from supporter's booth, guaranteeing heavy traffic

CONTENT

- ▶ This multi-fold card contains AHA-approved, evidence-based treatment guidelines in a brief algorithmic format most preferred by healthcare professionals
- ▶ Risk assessments, detailed recommendations for treatment, device selection flow chart to make accurate clinical decisions at the point of care and more
- ▶ Many titles are available, some of the specialties include cardiovascular disease, stroke and heart failure

ADVERTISING INFORMATION

\$55,000 per pocketcard

DEADLINES

Materials due: Sept. 9, 2015



DURING AND AFTER MEETING

Abstracts on disc

DISTRIBUTION

- ▶ Distributed between 6-8,000 attendees at Scientific Sessions
- ▶ 1,000 additional discs distributed by AHA at cardiovascular-relevant conferences throughout the year
- ▶ Discs may be distributed from contributor's booth, guaranteeing heavy traffic
- ▶ Contributor is recognized with corporate logo on case packaging, disc and opening screen as well as on all marketing pieces, including ads and on-site signage

CONTENT

- ▶ Easy and enduring access to abstracts from Scientific Sessions
- ▶ Users quickly access information in the abstracts through searches on key words, abstract titles or author names



ADVERTISING INFORMATION

\$175,000

DEADLINES

Materials due:
July 24, 2015

DURING AND AFTER MEETING

Highlights App

DISTRIBUTION

- ▶ Ability to view content on all major mobile platforms- iOS (iPad and iPhone) as well as Android and Mac/PC
- ▶ Streamed content made available within 24 hours of the presentation time
- ▶ Download cards will be distributed directly from the contributor's booth, guaranteeing heavy traffic
- ▶ Attendees will be directed to pick up a card with a redemption code for the app

CONTENT

- ▶ Attendees will be able to view lectures that are focused on select highlight presentations relating to a specialty targeted by the supporter and approved by the American Heart Association
- ▶ Corporate logo recognition on opening splash screen of the app and on 5,000 distributed download cards
- ▶ Corporate recognition on marketing pieces, including ads and onsite signage



ADVERTISING INFORMATION

\$55,000 per app

DEADLINES

Materials due:
Sept. 18, 2015

DURING MEETING

Posters MD

DISTRIBUTION

- ▶ Corporate logo on posters and marketing pieces, including ads and onsite signage
- ▶ Posters distributed from contributor's booth, guaranteeing heavy traffic
- ▶ Services provided by Scientific Publishing Ltd; staff, contracted with AHA, will be onsite to provide setup and operational assistance during the exhibit show dates

CONTENT

- ▶ Personalized educational wall chart or poster for physicians to display in their offices.
- ▶ Choose from more than 100 existing anatomical titles; custom solutions available
- ▶ Branded with the Scientific Sessions logo, posters print in contributor's booth in three to five minutes



ADVERTISING INFORMATION

\$75,000

DEADLINES

Materials due:
Sept. 24, 2015

hotels/citywide

Moving billboards

USE
Marketing
Approved

DISTRIBUTION

- ▶ Grab the attention of 15,000 healthcare professionals and thousands of area residents with double-sided 10-ft. x 22-ft. moving billboards
- ▶ Trucks will drive a predetermined and approved route around the convention center and official hotels eight hours per day for four days

ADVERTISING INFORMATION

\$15,000 each

DEADLINES

Space: Sept. 18, 2015

Materials due: Sept. 29, 2015



Key cards

DISTRIBUTION

- ▶ Reach attendee at hotels with promotional ad on hotel key cards
- ▶ 8,000 key cards will be distributed

ADVERTISING INFORMATION

\$25,000 (rights only)

\$50,000 (all-inclusive option)

DEADLINES

Space: Aug. 20, 2015

Materials due: Aug. 27, 2015



Hotel elevator clings

USE
Marketing
Approved

DISTRIBUTION

- ▶ Promote your product or Unofficial Satellite Event
- ▶ Four-color adhesive panels applied to outside doors in bank of six elevators per hotel
- ▶ Package includes 30 elevator clings throughout three hotels

ADVERTISING INFORMATION

\$80,000

DEADLINES

Space: Oct. 2, 2015

Materials due: Oct. 9, 2015

Taxi tops

DISTRIBUTION

- ▶ Be seen by 15,000 healthcare professionals and thousands of Chicago residents
- ▶ Package includes 150 cabs for the month of November, ensuring excellent citywide exposure

ADVERTISING INFORMATION

\$75,000

DEADLINES

Space: Sept. 18, 2015

Materials due: Sept. 25, 2015



hotels/citywide



In 2014, more than **60,000 attendees** were transported on shuttle buses Saturday through Wednesday.



Shuttle bus banners and headrests

DISTRIBUTION

- ▶ Place banner ads on passenger boarding side of 10-15 buses
- ▶ Head rest covers can display corporate or product ad
- ▶ Shuttle service operates daily throughout the city from about 6:30 a.m. to 7:30 p.m.

ADVERTISING INFORMATION

\$100,000 (full package)
\$75,000 (headrest or banner portion only)

DEADLINES

Materials due: Sept. 3, 2015
Materials due: Sept. 10, 2015

Wallsapes

USE
Marketing
Approved

DISTRIBUTION

- ▶ Oversized ad banners are available in multiple, high-visibility locations on buildings throughout the city of Orlando
- ▶ Located at key points surrounding the convention center to target all arrivals and departures

ADVERTISING INFORMATION

\$60,000 per banner

DEADLINES

Space: Sept. 3, 2015
Materials due: Sept. 10, 2015



CONFIRM YOUR PREFERRED OPPORTUNITY TODAY.

Contact **Cathleen Gorby** at
913-780-6923 or **cgorby**
@ascendintegratedmedia.com
 or **Scott Murphy, Manager,**
Corporate Relations AHA National Center
scott.murphy@heart.org 214-706-1660

BEFORE MEETING

Preview

USE
Marketing
Approved

DISTRIBUTION

Mailed to more than 10,000 domestic pre-registered attendees and select specialists

CONTENT

Exhibitor list, program information, Late-Breaking Clinical Trials, schedules-at-a-glance, Unofficial Satellite Event listings, city attractions and hotel info and other must-see content for attendees

DEADLINES

Space reservation due: Aug. 7, 2015

Materials due: Aug. 14, 2015

Enhanced Listing Special

Purchase a Bolded Listing with Logo in the Preview and receive a Highlighted listing in the Planner at no extra charge.



ADVERTISING INFORMATION

All rates are four-color

Size	Dimensions (width x height)	Early bird rate by May 30	Rate after May 30
Full Page		\$9,465	\$10,410
Trim	8-3/8" x 10-7/8"		
Full Page PI		\$3,850	\$4,230
2/3 Page	4-5/8" x 10"	\$8,320	\$9,150
1/2 Page Island	4-5/8" x 7-1/2"	\$7,955	\$8,750
1/2 Page Horizontal	7" x 5"	\$7,590	\$8,350
1/3 Page Vertical	2-1/4" x 10"	\$6,760	\$7,440
1/4 Page	3-1/2" x 5"	\$6,140	\$6,750
Bolded Listing with Logo		\$520	\$570
Back Cover		\$15,080	\$16,590
Inside Front Cover		\$13,260	\$14,590
Inside Back Cover		\$11,830	\$13,020

FACT

Booth efficiency increases by an impressive 104% when promotional opportunities are included in the marketing plan.

Center for Exhibition Industry Research (CEIR).

DURING MEETING

Science & Technology Hall Planner

USE
Marketing
Approved

DISTRIBUTION

Distributed on site to 15,000 attendees

CONTENT

Session schedules, new product information, floor plans, exhibitor listings, Unofficial Satellite Event schedules and city attractions and dining info

DEADLINES

Space reservation due: Sept. 16, 2015

Materials due: Sept. 23, 2015

ADVERTISING INFORMATION

All rates are four-color

Size	Dimensions (width x height)	Early bird rate by May 30	Rate after May 30
Full Page**		\$8,580	\$9,440
Trim	8-3/8" x 10-7/8"		
Full Page PI		\$3,850	\$4,230
1/2 Page Horizontal	7" x 5"	\$6,710	\$7,380
1/4 Page	3-1/2" x 5"	\$5,565	\$6,120
Product Category Display Ad		\$1,460	\$1,600
Highlighted Listing with Logo		\$520	\$570
New Product Flag		\$520	\$570
Back Cover		\$13,730	\$15,100
Inside Front Cover		\$12,065	\$13,270
Inside Back Cover		\$10,660	\$11,730
Exclusive Exhibit Floor Plan Advertising**		\$17,680	\$19,450

Request the first 32 pages for a full-page, four-color rate of \$9,300 per page.



Drive booth traffic!

Use your full page ad in the Planner as an insert in the Doctor's Bag for a packaged rate of \$18,200!

See page 18 for Doctor's Bag information. Rate after May 30 is \$20,000.

Contact a medical media account manager:

Bridget Blaney (companies A – D)
773-259-2825
Fax: 913-945-1942
bblaney@ascendintegratedmedia.com

Cathleen Gorby (companies E – L)
913-780-6923
Fax: 913-945-1942
cgorby@ascendintegratedmedia.com

Maureen Mauer (companies M – Z)
913-780-6633
Fax: 913-945-1942
mmauer@ascendintegratedmedia.com

print

BEFORE MEETING

Pre-Meeting Mailer



DISTRIBUTION

Mails in October to 9,000 pre-registered domestic attendees and select specialists

Early bird rate by May 30:

\$5,720 per insert

After May 30: \$6,290 per insert

9,400 quantity*

DEADLINES

Space reservation/prototype due:

Aug. 28, 2015

Materials due: Sept. 11, 2015

* Includes overage/spoilage

Note: Opportunity is limited to 15 advertisers. Insert size limit is 8-1/2" x 11", cannot exceed 1 oz. each and are subject to AHA approval. Participants provide 9,400 inserts. Name of the event on the insert must match the name of the event listing online.



DURING MEETING

Quick Start Guide

Distributed to Scientific Sessions attendees as they check in at their hotels, the Quick Start Guide includes a shuttle bus schedule, registration check in information and other key details attendees need to get their experience at Scientific Sessions off to a great start.

Advertiser receives back panel ad and front cover banner logo recognition.

\$25,000 single sponsorship

Size is 8-1/2" x 11" tri-fold.



DURING MEETING

Convention Center Map

DISTRIBUTION

Distributed to as many as 7,500 at shuttle bus drop-offs, information desks and key locations throughout the convention center

CONTENT

Facility map with key meeting locations, shuttle schedule and routes list, AEDs and concession stands

EXCLUSIVE OPPORTUNITIES INCLUDE:*

- Front cover logo acknowledgment
- Back cover ad (4-3/4" x 4-3/4")
- Display ad on side two (9-3/4" x 4-3/4")

\$24,680

* Map size, specs and layout subject to change based on facility configuration

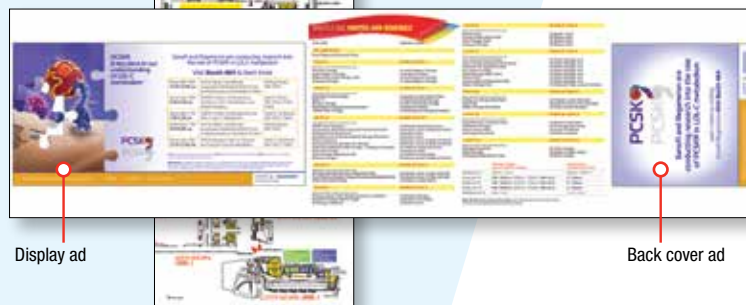


Logo here

DEADLINES

Space reservation due: Sept. 18, 2015

Materials due: Sept. 25, 2015



Display ad

Back cover ad

Contact a medical media account manager:

Bridget Blaney (companies A – D)

773-259-2825

Fax: 913-945-1942

bblaney@ascendintegratedmedia.com

Cathleen Gorby (companies E – L)

913-780-6923

Fax: 913-945-1942

cgorby@ascendintegratedmedia.com

Maureen Mauer (companies M – Z)

913-780-6633

Fax: 913-945-1942

mmauer@ascendintegratedmedia.com

DURING MEETING

Symposia Locator Map

USE
Marketing
Approved

DISTRIBUTION

Distributed to more than 10,000 at registration and via the Nov. 6 Doctor's Bag.

CONTENT

Lists Unofficial Satellite Events and showcases USE on a map of Chicago



Half Panel

Full Panel

ADVERTISING INFORMATION

All rates are four-color

Size	Dimensions (width x height)	Early bird rate by May 30	Rate after May 30
Back Cover Panel	4-1/2" x 9-1/8"	\$8,216	\$9,040
Full Panel	4-1/2" x 9-1/8"	\$6,032	\$6,635
1/2 Panel	3-1/2" x 4"	\$3,588	\$3,950

DEADLINES

Space reservation due: Sept. 4, 2015

Materials due: Sept. 11, 2015

DURING MEETING

Art of the Heart

DISTRIBUTION

- Located in a high traffic area of the exhibit hall. Attendees interact with an 8' x 8' Heart display by creating their own shareable digital art.
- Sponsor logo on the Heart display and the shareable copy of attendee art.
- Dedicated technical staff person available to assist attendees throughout experience.
- Sponsor receives Full Page ad in the Science & Technology Hall Planner.

ADVERTISING INFORMATION

\$75,000



**CONFIRM YOUR
PREFERRED
OPPORTUNITY
TODAY.**



DEADLINES

Space reservation
due: Sept. 1, 2015

Materials due:
Sept. 18, 2015

Contact a medical media account manager:

Bridget Blaney (companies A – D)
773-259-2825
Fax: 913-945-1942
bblaney@ascendintegratedmedia.com

Cathleen Gorby (companies E – L)
913-780-6923
Fax: 913-945-1942
cgorby@ascendintegratedmedia.com

Maureen Mauer (companies M – Z)
913-780-6633
Fax: 913-945-1942
mmauer@ascendintegratedmedia.com

digital

DURING MEETING

ePreviews & ePost



The average open rate for 2014 ePreviews was more than 12%. Industry standards for medical mass emails are a 6.5% open rate.

ePreviews

DISTRIBUTION

Sent via email from August to October 2015 to opt-in list of 250,000 cardiology professionals

CONTENT

Registration information and key event planning resources on AHA's website

Symposia ePreview

DISTRIBUTION

Deployed in November to 250,000 cardiology professionals

CONTENT

Generates interest in Unofficial Satellite Events and showcases USE value

ePost

DISTRIBUTION

Sent via email in December to opt-in list of 250,000 cardiology professionals

CONTENT

Highlights from Scientific Sessions

Leaderboard Ad



Rectangle Ads

Full Tower Ad

EPREVIEW, SYMPOSIA EPREVIEW, AND EPOST AD OPTIONS

Leaderboard

Early bird rate by May 30: \$5,980 per blast

After May 30: \$6,580 per blast

Tower Ad

Early bird rate by May 30: \$5,200 per blast

After May 30: \$5,720 per blast

Rectangle Ad 1 or Rectangle Ad 2

Early bird rate by May 30, 2015: \$3,640 per blast

After May 30: \$4,000 per blast

Blast dates	Space Reservation Due	Materials Due
ePreview #1: Aug. 13, 2015	July 15, 2015	July 22, 2015
ePreview #2: Aug. 27, 2015	July 28, 2015	Aug. 4, 2015
ePreview #3: Sept. 15, 2015	Aug. 7, 2015	Aug. 14, 2015
ePreview #4: Sept. 29, 2015	Aug. 21, 2015	Aug. 28, 2015
ePreview #5: Oct. 5, 2015	Sept. 9, 2015	Sept. 16, 2015
Symposia ePreview #6: Nov. 4, 2015	Oct. 7, 2015	Oct. 14, 2015
ePost: Dec. 16, 2015	Oct. 29, 2015	Nov. 11, 2015

Contact a medical media account manager:

Bridget Blaney (companies A – D)
773-259-2825
Fax: 913-945-1942
bblaney@ascendintegratedmedia.com

Cathleen Gorby (companies E – L)
913-780-6923
Fax: 913-945-1942
cgorby@ascendintegratedmedia.com

Maureen Mauer (companies M – Z)
913-780-6633
Fax: 913-945-1942
mmauer@ascendintegratedmedia.com

hotels/citywide

DURING MEETING

Hotel Room Drop Doctor's Bag



DISTRIBUTION

Placed on thousands of Scientific Sessions attendee hotel room doors each evening.

CONTENT

Valuable Scientific Sessions information and planning resources

INSERT INFORMATION

DISTRIBUTION	Full distribution	Limited distribution
DELIVERY DATES	Nov. 7 and 8, 2015	Nov. 6, 7 and 8, 2015
EARLY BIRD RATE BY May 30	\$14,350 per insert, per day	\$7,490 per insert, per day
RATE AFTER May 30	\$15,785 per insert, per day	\$8,240 per insert, per day
QUANTITY	8,800 per day	4,300 per day

Insert sizes: Maximum size is 8-1/2" x 11". Maximum weight is 2 oz.



Reach all attendees!

Repurpose your insert in the Doctor's Bag as a Full Page 4C ad in the Science and Technology Hall Planner for a packaged rate of \$17,500!

See page 14 for Planner information. Rate after May 30 is \$19,250.

INSERT DEADLINES

Space reservation due:

Sept. 21, 2015

Prototype due: Sept. 25, 2015

Materials due: Oct. 12, 2015

Get Premium Exposure

Your printed insert is placed into a clear pocket on one side of the bag.

Early bird rate by May 30:

Nov. 6, p.m. drop, \$15,600 per day

After May 30:

Nov. 6, p.m. drop, \$17,160 per day

Early bird rate by May 30:

Nov. 7 and 8, p.m. drops, \$27,040 per day

After May 30:

Nov. 7 and 8, p.m. drops, \$29,740 per day



Doctor's Bag Premium

DOCTOR'S BAG PREMIUM DEADLINES

Space reservation/prototype due:

Sept. 7, 2015

Materials due:

Sept. 21, 2015

DURING MEETING

Individual Hotel Room Drop



\$39,270 per day of inside hotel room delivery

\$28,050 per day of outside hotel room delivery

DISTRIBUTION

Deliver your branded item outside or inside 4,000 attendee hotel rooms

Suggested items include: Water bottles, custom chocolates, heart-healthy evening snacks or newspapers such as *USA Today*, the *Wall Street Journal* or *The New York Times***

DELIVERY DATES

Nov. 6, 7, 8, 9 or 10, 2015

DEADLINES

Space reservation due:

Oct. 16, 2015

Prototype due for AHA approval: Oct. 23, 2015

Items due: Nov. 4, 2015

*To reserve this service, you must work through Ascend Integrated Media.

**USA Today, Wall Street Journal and New York Times would deliver Nov. 7, 8, 9, 10, or 11, 2015

For opportunities on this page, contact

Cathleen Gorby

913-780-6923

Fax: 913-780-4344

cgorby@ascendintegratedmedia.com

ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

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



SCIENTIFIC SESSIONS 2015

Exhibits: November 8-10
Sessions: November 7-11
Resuscitation Science Symposium: November 7-8
Cardiovascular Nursing Symposium: November 10-11
Orlando, Florida
scientificsessions.org

SCIENTIFIC SESSIONS 2015

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: _____

E-mail: _____

These rates apply for reservations confirmed after May 30.

AHA Preview	AHA ePreview & ePost	Promotional Opportunities	AHA Hotel Room Drop: Doctor's Bag
Full Page _____ \$10,410 Full Page PI _____ \$4,230 2/3 Page _____ \$9,150 1/2 Page Island _____ \$8,750 1/2 Page Horizontal _____ \$8,350 1/3 Page Vertical _____ \$7,440 1/4 Page _____ \$6,750 Back Cover _____ \$16,590 Inside Front Cover _____ \$14,590 Inside Back Cover _____ \$13,020 Bolded Listing with Logo _____ \$570	Mid-August ePreview #1 Leaderboard _____ \$6,580 Tower Ad _____ \$5,720 Rectangle Ad 1 _____ \$4,000 Rectangle Ad 2 _____ \$4,000 Late August ePreview #2 Leaderboard _____ \$6,580 Tower Ad _____ \$5,720 Rectangle Ad 1 _____ \$4,000 Rectangle Ad 2 _____ \$4,000 Mid September ePreview #3 Leaderboard _____ \$6,580 Tower Ad _____ \$5,720 Rectangle Ad 1 _____ \$4,000 Rectangle Ad 2 _____ \$4,000 Late September ePreview #4 Leaderboard _____ \$6,580 Tower Ad _____ \$5,720 Rectangle Ad 1 _____ \$4,000 Rectangle Ad 2 _____ \$4,000 Mid-October ePreview #5 Leaderboard _____ \$6,580 Tower Ad _____ \$5,720 Rectangle Ad 1 _____ \$4,000 Rectangle Ad 2 _____ \$4,000 December ePost Leaderboard _____ \$6,580 Tower Ad _____ \$5,720 Rectangle Ad 1 _____ \$4,000 Rectangle Ad 2 _____ \$4,000 Unofficial Satellite Events ePreview Early November ePreview #6 Leaderboard _____ \$6,580 Tower Ad _____ \$5,720 Rectangle Ad 1 _____ \$4,000 Rectangle Ad 2 _____ \$4,000	Abstracts on Disc _____ \$175,000 Ad Banners _____ \$30,000 Art of the Heart _____ \$75,000 Asphalt Art _____ \$25,000 Cardiovascular Expert Theaters _____ \$50,000 Chalk Talk _____ \$15,000 Communication Centers _____ \$50,000 Escalator Decals _____ \$50,000 Flown Wall Projection _____ \$25,000 Guidelines _____ \$55,000 Headshot Lounge _____ \$35,000 Highlights App _____ \$55,000 Housing Confirmation _____ \$55,000 Hotel Elevator Cings _____ \$75,000 Key Cards _____ \$75,000 Moving Billboards _____ \$15,000 New & Improved Digital Signage _____ \$10,000 Posters MD _____ \$75,000 Rotating Kiosks _____ \$15,000 Science & Technology Hall Aisle Signs _____ \$100,000 Science & Technology Hall Park Benches _____ \$55,000 Shuttle Bus Portion _____ \$75,000 Package _____ \$100,000 Sitting Cubes 100 chairs _____ \$20,000 200 chairs _____ \$35,000 Taxi Tops _____ \$75,000 Walking Challenge _____ \$100,000 Wallscales _____ \$60,000 WIFI-Charging Lounges _____ \$80,000	Nov. 7, 8 Doctor's Bag Insert (Full) _____ \$15,785 per item Nov. 6, 7, 8 Doctor's Bag Insert (Limited) _____ \$8,240 per item Nov. 6 Premium Pocket Insert (p.m.) _____ \$17,160 per day Nov. 7, 8 Premium Pocket Insert (p.m.) _____ \$29,740 per day AHA Individual In-Room - Hotel Room Drop Nov. 6, 7, 8, 9, 10 _____ \$39,270 per day AHA Individual Outside - Hotel Room Drop Nov. 6, 7, 8, 9, 10 _____ \$28,050 per day Daily Newspaper Back Cover _____ \$25,000 per issue Junior Ad _____ \$20,000 Additional junior ad space for PI _____ \$10,000 Banner Ad _____ \$40,000 Final Program Book Front of book _____ \$25,000 Back of book (front & back) _____ \$60,000 Website linking feature _____ \$2,500 Digital Opportunities Hotel Dark Channel DVD 30-second spot _____ \$3,500 Mobile Meeting Guide App _____ \$75,000 Alert Notifications _____ \$5,000 each Enhanced Exhibitor Listing _____ \$7,500 each Registration Package _____ \$75,000
AHA Science & Technology Hall Planner			
Full Page _____ \$9,440 Full Page PI _____ \$4,230 1/2 Page Horizontal _____ \$7,380 1/4 Page _____ \$6,120 Back Cover _____ \$15,100 Inside Front Cover _____ \$13,270 Inside Back Cover _____ \$11,730 Exclusive Floor Plan Advertising _____ \$19,450 Product Category Display Ad _____ \$1,600 Highlighted Listing with Logo _____ \$570 New Product Flag _____ \$570			
Quick Start Guide			
Single Sponsorship _____ \$25,000			
AHA Convention Center Map			
Exclusive Opportunity _____ \$24,680			
Symposia Locator Map			
Back Cover Panel _____ \$9,040 Full Panel _____ \$6,635 1/2 Panel _____ \$3,950			
AHA Pre-Meeting Mailer			
Insert _____ \$6,290			

Please write your initials next to selected ad.

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 sales representative 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 _____

PO# (if necessary) _____

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

Please send insertion orders to:

Cathleen Gorby

913-780-6923

Fax: 913-780-4344

cgorby@ascendintegratedmedia.com

Ascend Integrated Media

6710 W 121st St., Ste 100

Overland Park, KS 66209

Fax 913-780-4344

www.ascendintegratedmedia.com

Please remit payments to:

Ascend Integrated Media

P.O. Box 870939

Kansas City, MO 64187-0939



All rates are net. Cancellations are nonrefundable. These products are in compliance with 2012 PhRMA standards and ACCME guidelines.

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 (12-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.)

Document setup

- Use QuarkXPress or 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 Type 1 or OpenType (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.

Submitting digital files

- Contact your Ascend Integrated Media representative for your upload instructions and unique login and password.

Proofs

- Contract proofs are required 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 required proofs

- Mail proofs to: Ascend Integrated Media LLC
Attn: AHA 2015
6710 W 121st St., Ste 100
Overland Park, KS 66209
913-469-1110

Product logos

- Logos for Highlighted Listings should be submitted at 300 dpi at a minimum size of 2-1/4" x 1" in TIF, JPG or EPS format (vector EPS preferred).

Inserts for Preview

- Insert will be bound in and should not exceed 8-3/8" x 10-7/8", minimum size is 4" x 6".
- Prototype required.
- Bindery charges may apply.

Inserts for Planner

- Size restrictions may apply.
- Prototype required.
- Bindery charges may apply.

How to participate in the Doctor's Bag and Individual Room Drop

1. Reserve space in the Doctor's Bag on or before the space deadline.
2. Supply a prototype of your insert for approval by AHA. Inserts may not weigh more than 2 oz. A copy of the insert must be pre-approved by AHA regardless of prior approval for other promotional opportunities at the meeting. Early submission is to your benefit. Submit a PDF of your prototype via email to your Ascend Integrated Media account manager or submit two copies by overnight service to Ascend Integrated Media LLC, 7015 College Blvd., Suite 600, Overland Park, KS 66209.
3. If changes are necessary, a copy of the revised insert must be resubmitted. Ascend Integrated Media will notify you of final approval.
4. Ship inserts to be received by the materials deadline. Ascend Integrated Media will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box that is shipped. Please do not ship the full quantity to Ascend Integrated Media office, or you may incur additional costs.

The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, Ascend Integrated Media will attempt to verify quantities received and notify advertisers of shortages. Ascend Integrated Media will not be responsible for shortages due to an incorrect number of inserts received. Please submit an additional 3% to 5% overage to allow for potential increase in room blocks.

Doctor's Bag — important notes

- All advertising is subject to the approval of AHA.
- 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.
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Doctor's Bag inserts.
- The Doctor's Bag price is based on an average-sized paper insert. Contact an Ascend Integrated Media account manager for other options and pricing.
- An insert is considered one 8-1/2" x 11" printed piece, maximum weight of 2 oz. Insert should be flat with no protruding items attached. Any insert that does not fit these specifications will be considered a "bulk item" and is subject to an additional fee. A bulk item may be described as any item that does not fit the aforementioned specifications but cannot exceed 4 oz. This includes, but is not limited to, items such as: all types of product samples (bottles, bars or packets); pens; notepads; non-perishable food items; branded materials such as

lanyards, water bottles, clips, pins or other giveaway items; printed materials that are packaged or of odd shapes and sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures or other multiple-page collateral pieces. "Bulk item" is defined at the discretion of the publisher.

- Restrictions: Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the bag. Prices are based on an average-sized paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your sales representative for more information. A minimum of four inserts from any combination of advertisers must be reserved for the Doctor's Bag to be delivered on a particular day. Ad materials subject to AHA approval. See mechanical specifications for more information. *"Doctor's Bag circulation is based on projected attendance and room blocks at the time the rate card is printed."*
- A minimum of four inserts from any combination of advertisers must be reserved for a Doctor's Bag to be delivered on a particular day.
- Doctor's Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.

Specifications for ePreviews

- Tower and rectangle 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 AHA.
- 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.

Submitting digital files

- Contact your Ascend Integrated Media account manager for your upload instructions and unique login and password.

Important notes

- Only exhibitors may advertise
- All advertising is subject to AHA 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.

Please remit payments to:

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



Exhibits: November 8–10

Sessions: November 7–11

Resuscitation Science Symposium: November 7–8

Cardiovascular Nursing Symposium: November 10–11

Orlando, Florida

scientificsessions.org

AD SIZES AND DIMENSIONS (width x height)

PREVIEW

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)

Covers and Full Page Bleed 8-5/8" x 11-1/8" Trim 8-3/8" x 10-7/8" Safety/Live Area 7-7/8" x 10-3/8"	1/2 Page Horizontal 7" x 5" (no bleed)	1/2 Page Island 4-5/8" x 7-1/2" (no bleed)
2/3 Page 4-5/8" x 10" (no bleed)	1/4 Page 3-1/2" x 5" (no bleed)	1/3 Page Vertical 2-1/4" x 10" (no bleed)

Quick Start Guide

Back Panel	Bleed 3-11/16" x 8-3/4" Trim 3-11/16" x 8-1/2" Safety/Live Area 3-11/16" x 8"
-------------------	---

ePREVIEWS & ePOST

Leaderboard Ad 728 x 90 pixels	Full Tower Ad 160 x 600 pixels
Rectangle Ads 300 x 100 pixels	

SCIENCE AND TECHNOLOGY HALL PLANNER

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)

Covers and Full Page Bleed 8-5/8" x 11-1/8" Trim 8-3/8" x 10-7/8" Safety/Live Area 7-7/8" x 10-3/8"	1/2 Page Horizontal 7" x 5" (no bleed)	1/4 Page 3-1/2" x 5" (no bleed)	Product Category Display Ad 2-1/4" x 2-1/4" (no bleed)
---	---	--	---

Mobile Dimensions

Leaderboard Ad 300 x 50 pixels
--

SYMPOSIUM LOCATOR MAP

Covers and Full Page Bleed 4-3/4" x 9-3/8" Trim 4-1/2" x 9-1/8" Safety/Live Area 4" x 8-5/8" Non-bleed Ad 3-1/2" x 8-1/8"	1/2 Page Horizontal Panel 3-1/4" x 3-7/8"
--	---

CONVENTION CENTER MAP

Display Ad 9-3/4" x 4-3/4"	Back Cover Ad 4-3/4" x 4-3/4"
--------------------------------------	---

NEW
size for
2015!