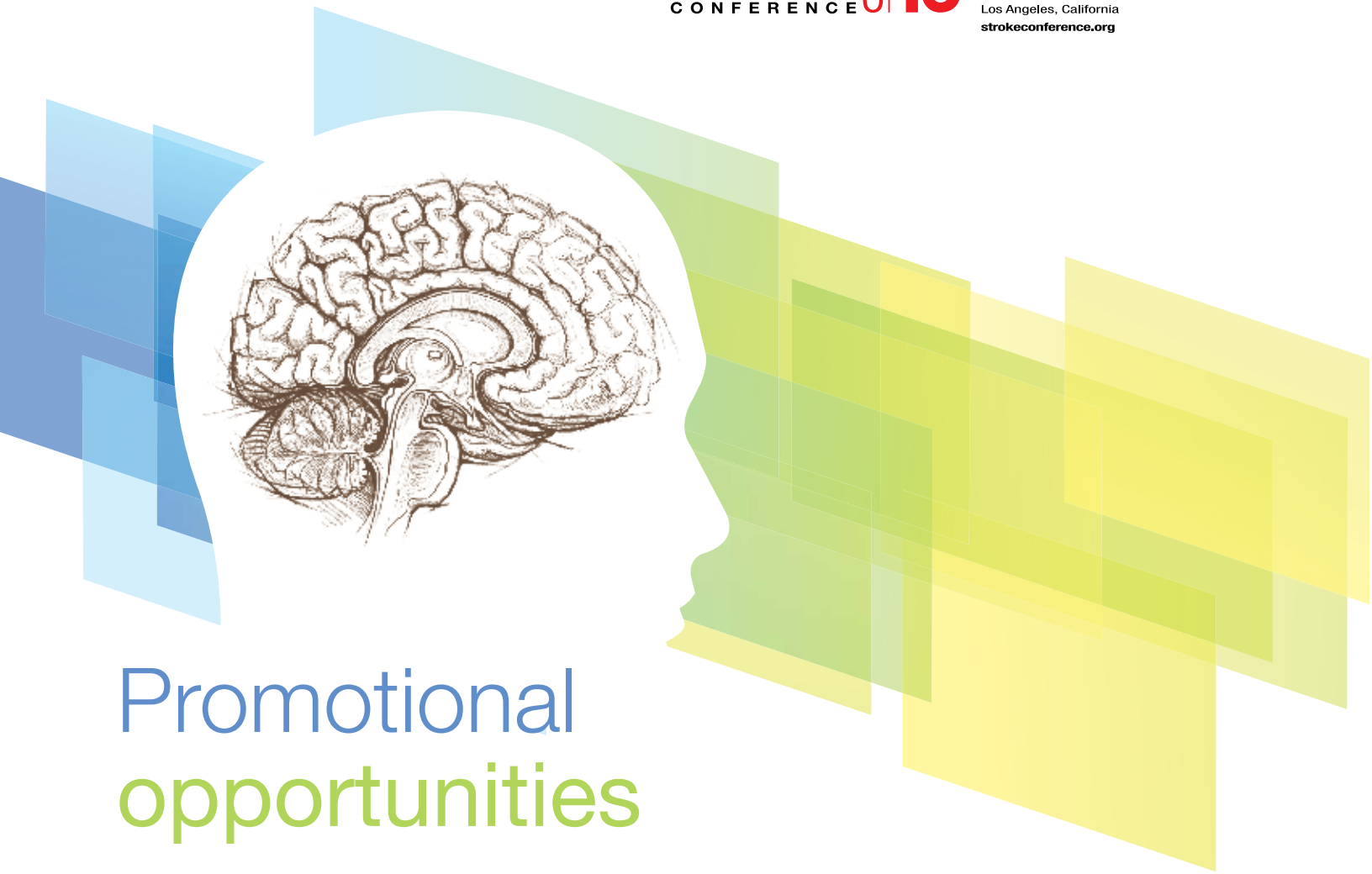
American Heart Association | American Stroke Association

Together to End Stroke™

INTERNATIONAL STROKE CONFERENCE 2016

Stroke Nursing Symposium: February 16
ISC Pre-Conference Symposia: February 16
International Stroke Conference: February 17-19
Los Angeles, California
strokeconference.org



Promotional opportunities

Be a part of this gathering of influential physicians, scientists and researchers who are committed to the latest developments in cardiovascular disease and stroke.

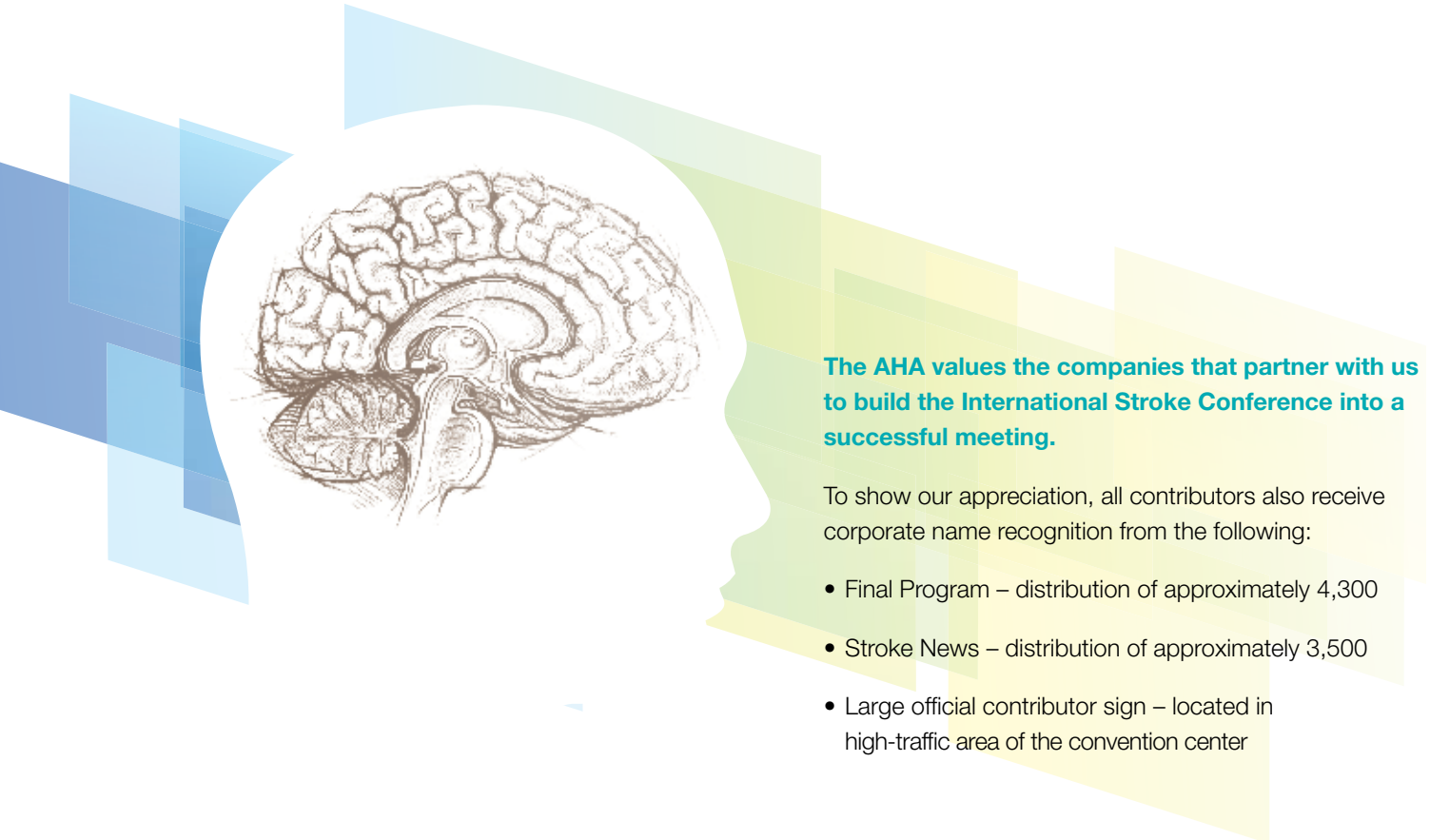
Education | Inspiration | Illumination

CONNECT THE WORLD
TO STROKE SCIENCE

Give your company and products the visibility they deserve by supporting a sponsored project and by advertising at the International Stroke Conference (ISC) 2016. ISC is the world's premier annual meeting for cerebrovascular disease. With an anticipated audience of 4,300 researchers and stroke experts from around the world, you will be able to:

- Educate cerebrovascular professionals about your offerings.
- Increase your visibility on the exhibit floor, around the convention lobbies, in meeting rooms and even citywide.
- Drive traffic to your booth and have more conversations with your target audience – increasing your sales potential.

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



The AHA values the companies that partner with us to build the International Stroke Conference into a successful meeting.

To show our appreciation, all contributors also receive corporate name recognition from the following:

- Final Program – distribution of approximately 4,300
- Stroke News – distribution of approximately 3,500
- Large official contributor sign – located in high-traffic area of the convention center

		MORE INFO	PRICE RANGE	SPACE DEADLINE
PRINT				
•	Conference Bag Inserts	page 4	$5,150-$10,300	Jan. 15
•	Daily Newspaper	page 8	$295-$10,270	Jan. 15
	Distribution Rack	page 8	$9,020	Dec. 18
	Final Program Book	page 4	$5,150-$25,500	Nov. 27
	Quick Start Guide	page 4	$11,500	Jan. 15
DIGITAL				
	Abstracts on Disc	page 5	$40,800	Nov. 20
•	Daily Newspaper ePreview	page 9	$1,280-$2,935	Dec. 4
•	Daily Newspaper ePost	page 9	$1,280-$2,935	Feb. 5
	Housing Confirmation Package	page 5	$9,500	Dec. 4
•	Mobile App	page 5	$5,150-$20,400	Jan. 8
•	Registration Package	page 5	$15,450	Oct. 30
CONVENTION CENTER				
	Ad Banners	page 7	$12,875	Dec. 18
	Communication Center	page 6	$5,150-$15,540	Dec. 18
	Escalator Decals	page 7	$12,875	Dec. 18
•	Rotating Kiosks	page 7	$6,180 one side/ $15,450 all sides	Dec. 18
	Science & Technology Hall Aisle Signs	page 7	$30,600	Dec. 18
	Sitting Cubes	page 6	$15,000 (100 cubes)	Dec. 18
	Science and Technology Hall Park Benches	page 7	$25,000 (5 benches)	Dec. 18
	Walking Challenge	page 6	$51,000	Dec. 18
	Wifi and Charging Station	page 6	$15,450	Dec. 18
HOTEL				
•	Doctor's Bag	page 9	$3,140-$11,670	Dec. 11
	Hotel Key Cards	page 4	$10,300	Dec. 4
	Hotel Dark Channel	page 4	$1,500 per spot	Dec. 4
PRESENTATIONS				
	Industry Theater - 4 Slots Available	page 7	$25,000	Jan. 8

• *Approved for USE Marketing*

promotional OPPORTUNITIES

PRINT

DURING MEETING

Conference Bag Inserts

USE Marketing Approved

Distribution
Distributed to nearly 4,300 "registered" attendees

Deadlines
Space: Jan. 15
Materials due: Jan. 22

Advertising information
$10,300 per insert (limit three)
Insert provided at supporter's expense.

DURING & AFTER MEETING

Final Program

Content
- Official source for the detailed International Stroke Conference program schedule, awards, facility maps and other important information
- Final Program is also accessible online, providing an additional 12 months of exposure.

Distribution
Distributed to an anticipated 4,300 healthcare professionals at the convention center

Deadlines
Space: Nov. 20
Materials due: Dec. 4

Advertising information
$25,500 Back Cover (front and back)

DURING MEETING

Quick Start Guide

Distribution
Distributed to International Stroke Conference 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 off to a great start.

Advertiser receives back panel ad and front cover logo recognition.

Deadlines
Space: Dec. 18
Materials Due: Jan. 8

Exclusive Support Opportunity
$11,500

HOTEL

DURING MEETING

Hotel Key Cards

Distribution
- Reach up to 2,000 attendees at hotels with promotional ad on hotel key cards
- Sponsor responsible for logistics and all production and distribution costs with each hotel. Must provide two key cards per room
- Sponsor receives corporate or brand logo recognition on the key cards and the folder cards are placed inside

Deadlines
Space/Materials due: Nov. 6

Exclusive Support Opportunity
$10,300 (rights only)

Hotel Dark Channel

Distribution
Your message reaches ISC attendees on hotel dark channels throughout the conference.

Deadlines
Space: Dec. 4
Materials due: Dec. 18

Advertising information
$1,500 per 30-second spot

For further information regarding sponsorship and advertising opportunities, please visit www.strokeconference.org, contact Cathleen Gorby at 913-780-6923 or **cgorby@ascendintegratedmedia.com** *or contact Scott Murphy at 214-706-1660 or* **scott.murphy@heart.org**

BEFORE & DURING MEETING

Registration Package

USE Marketing Approved

Distribution

- Online banner ad visible during five-month registration process
- Corporate logo recognition on registration confirmation email
- Product or corporate logo recognition on screen savers on registration computers

On-site computers

Deadlines
Space: Oct. 30
Materials due: Nov. 6

Advertising information
Exclusive opportunity: **$15,450**

DURING MEETING

Housing Confirmation Package

Distribution

Put your message in front of conference attendees when they receive their housing confirmations. Your message may include corporate or product branding. Your ad will appear on the housing confirmation page of the online housing reservation process and on every confirmation communication email delivered.

Deadlines
Space/materials due: Dec. 4

Advertising information
$9,500

DURING & AFTER MEETING

Abstracts on Disc

Content

- Easy and enduring access to abstracts from the International Stroke Conference 2016
- Users quickly access information in the abstracts through searches on key words, abstract titles or author names

Deadlines:
Space/materials due: Nov. 20

Exclusive Support Opportunity
$40,800
(USB option available in lieu of disc for an additional fee.)

Distribution

- Distributed to 2,500 attendees at the International Stroke Conference
- 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

BEFORE, DURING AND AFTER MEETING

Mobile Meeting Guide App

USE Marketing Approved

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

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

Deadlines: Space/materials due: Jan. 8

Advertising information: Exclusive opportunity – **$20,400**

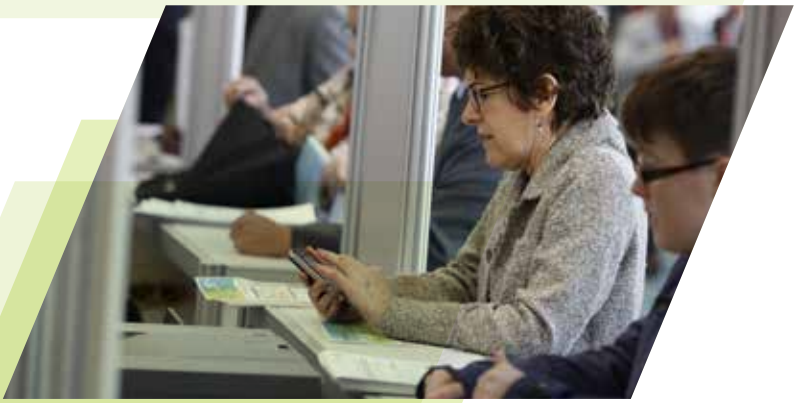
ADDITIONAL OPPORTUNITIES

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*).
$5,150 each (limit one per day)

Enhanced Exhibitor Listing

With the Enhanced Exhitors 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.
$7,725 each



Contact Cathleen Gorby at 913-780-6923 or **cgorby@ascendintegratedmedia.com** *or Scott Murphy at 214-706-1660 or* **scott.murphy@heart.org**

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.

Deadlines
Space/materials due: Dec. 18

Advertising Information
$15,000 per 100 chairs

Sitting Cubes

DURING MEETING

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.

Deadlines
Space/materials due: Dec. 18

Exclusive Support Opportunity
$51,000 exclusive

DURING MEETING

Wifi and Charging Station

Wi-Fi and Charging Stations

Distribution

- Universal charging stations for cell phones, iPads and laptops in high-visibility areas of the Science & Technology Hall
- Advertiser receives corporate or product logo on a large banner in charging station signage
- Contributor has the option of distributing AHA-approved materials at advertiser's expense.
- Corporate or product logo on hanging banner 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 login screens for attendees with mobile devices, iPads and laptops using free Wi-Fi
- Upgrade: Corporate or product five-second Flash ad on interstitial screen visible each time an attendee logs in

Deadlines
Space/materials due: Dec. 18

Exclusive Support Opportunity
$15,450

DURING MEETING

Communication Center

Communication Center

Distribution

- International Stroke Conference attendees can leave and retrieve conference messages, access the Internet, view the Science & Technology Hall floor plan, search for other attendees, print airline boarding passes and claim CME credit
- Contributor receives corporate recognition on login screens and may place a four-color corporate or product graphic on panels incorporated into the structure

Deadlines
Space/materials due: Dec. 18

Exclusive Support Opportunity
$15,450
$5,150 interstitial and screensaver upgrade

Rotating Kiosks

DURING MEETING

Rotating Kiosks

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 in lobbies on the meeting room level and other public high-traffic areas throughout the convention center
- Contributors can submit up to four different corporate or product-specific ads per kiosk

Deadlines
Space/materials due: Dec. 18

Advertising information
$15,450 per kiosk (includes four panels)
$6,180 per panel

Industry Theater

DURING MEETING

Industry Theaters – 4 Slots Available

Distribution

- Reach your target audience in a forum designed to showcase specific products and therapeutic treatments
- Cost includes: complete audio/visual package; classroom seating and box lunch provided by AHA/ASA; lead retrieval units (up to 2); pre-meeting and onsite promotion by AHA/ASA

Deadlines
Space/materials due: Jan. 8

Advertising information (Seating for 100)
$25,000 per timeslot

DURING MEETING

Science and 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

Science and Technology Hall Aisle Signs

Deadlines
Space/materials due: Dec. 18

Exclusive Support Opportunity
$30,600

DURING MEETING

Exhibit Hall Park Benches

Distribution
Grab the attention of professional attendees as they walk through the exhibit hall. Park benches are located in the main aisle and in high-traffic areas throughout the hall.

Exhibit Hall Park Benches

Deadlines
Space/materials due: Dec. 18

Advertising Information
$25,000 (5 park benches with single graphic panel on bench and floor graphic)

For further information regarding sponsorship and advertising opportunities, please visit www.strokeconference.org, contact Cathleen Gorby at 913-780-6923 or **cgorby@ascendintegratedmedia.com** *or contact Scott Murphy at 214-706-1660 or* **scott.murphy@heart.org**

DURING MEETING

Escalator Decals

Distribution

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

Escalator Decals

Deadlines
Space/materials due: Dec. 18

Advertising information
$12,875 each

DURING MEETING

Ad Banners

Distribution

- Available in ten, high-visibility locations throughout the convention center
- Contributor may select location for corporate or product advertisement.

Deadlines
Space/materials due: Dec. 18

Advertising information
$12,875 per banner

Ad Banners

DURING MEETING

ISC Stroke News daily newspaper

USE Marketing Approved

Distribution
Distributed throughout the convention center to an anticipated 4,300 attendees Feb. 17 and 18

Content
- Live coverage of Late Breaking Trials
- Highlights of the latest news from the conference
- Complete list of exhibitors and exhibit hall map

Deadlines
Space: Jan. 8
Materials due: Jan. 15

Advertising Options

Size	Dimensions	Rates
Standard Options		
Full Page	10-1/4" x 14"	$6,420
P.I. Space	10-1/4" x 14"	$5,135
Junior Page	7-1/2" x 10"	$5,135
P.I. Space	7-1/2" x 10"	$4,215
1/2 Page	10-1/4" x 7" or 5" x 14"	$4,495
1/4 Page	5" x 7"	$2,310
***Product and Services Showcase**	**2-3/8" x 3-1/8"**	**$1,150**
***Enhanced Listing**		**$295**
Premium Options		
Back Cover	10-1/4" x 14"	$10,270
Inside Front Cover	10-1/4" x 14"	$8,985
Inside Back Cover	10-1/4" x 14"	$8,025
***Map Premium**	**10-1/4" x 2"**	**$8,750**
Belly Flap		$8,600

**Product and Services Showcase AD offers attendees a quick visual reference to the newest products at the conference. A cost-effective way to feature your message, this opportunity includes layout and design of your ad. Advertiser to supply a color photo or logo, 50-word description and contact information.*

**Enhanced Listing Includes a highlight of your company in the full list of exhibitors.*

**Map Premium includes banner ad on page with Exhibit Hall map, booth highlighted, and full page adjacent to map.*

These products are in compliance with 2015 PhRMA standards and ACCME guidelines.

DURING MEETING

Distribution Rack

Your company logo and/or product photo goes on the sides and front of official daily distribution racks.

- 5 racks placed throughout the convention center in high-traffic areas.

Deadlines
Space: Jan. 8
Materials due: Jan.12

Exclusive Support Opportunity
Production costs included.
$9,020

Contact your medical account manager:

Bridget Blaney (companies A-D)
773-259-2825
bblaney@ascendintegratedmedia.com

Cathleen Gorby (companies E-L)
913-780-6923
cgorby@ascendintegratedmedia.com

Maureen Mauer (companies M-Z)
913 780-6633
mmauer@ascendintegratedmedia.com

DURING MEETING

Target prospects with official emails sent from AHA/ASA

Delivered to opt-in email lists from the International Stroke Conference database, these eBlasts build your brand connections and extend your reach before and after the conference.

ePreview

USE Marketing Approved

Distribution
Two ePreviews will be launched in the two months prior to the conference to more than 35,000 stroke and cerebrovascular professionals

Content
Registration information and key event-planning resources on ISC's website

Deadlines

ePreview 1

Space reservation due	Materials due	Launch date
Dec. 4	Dec. 10	January 2016

ePreview 2

Space reservation due	Materials due	Launch date
Jan. 8	Jan. 15	Febuary 2016

ePost

Distribution
Launched after the conference to 35,000 ASA members and ISC 2016 attendees.

Content
Highlights of the conference

Deadlines

Space reservation due	Materials due	Launch date
Feb. 5	Feb. 12	March 2016

Advertising Options*

Leaderboard Ad
$2,935 *Limited to one advertiser*

Exclusive Tower Ad
$2,545 *Limited to one advertiser*

Rectangle Ad 1 or Rectangle Ad 2
$1,280 *Limited to one advertiser each*

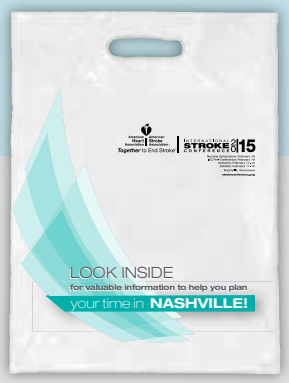
ISC Doctor's Bag

USE Marketing Approved

Distribution
Delivered to key conference hotels and placed on attendees' doors the first morning of the meeting

Content
Valuable conference information and planning resources

Deadlines
Space: Dec. 11
Materials due: Dec. 18



Restrictions apply. See mechanical specifications for details.

Insert information

Delivery date	Feb. 17
Rate	**$3,140** per insert
Quantity	2,200*
Image sizes	Maximum size is 8-1/2" x 11" Maximum weight is 2 oz.

**Doctor's Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.*

Doctor's Bag Exclusive

Ask about opportunities for Individual and In-Room Drops

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

Deadlines
Space: Dec. 4
Materials due: Dec. 12

Exclusive Support Opportunity
$11,670 per day

DOCTOR'S BAG PREMIUM

All rates are net. Cancellations are nonrefundable.

Contact your medical account manager:

Cathleen Gorby
913-780-6923
cgorby@ascendintegratedmedia.com

Maureen Mauer
913 780-6633
mmauer@ascendintegratedmedia.com

Bridget Blaney
773-259-2825
bblaney@ascendintegratedmedia.com

* Rates are per issue.

ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

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

INTERNATIONAL STROKE CONFERENCE 2016

American Heart Association | American Stroke Association
Together to End Stroke™
INTERNATIONAL STROKE CONFERENCE 2016

Please complete the following information:

Advertiser: _____ Agency (if applicable): _____

Billing Information: ☐ Agency ☐ Advertiser Contact Name: _____

Billing Address: _____ City: _____ State: ____ Zip: _____

Phone: _____ Fax: _____ Email: _____

CONFERENCE BAG INSERTS

Insert	____ $10,300

ISC STROKE NEWS DAILY NEWSPAPER

STANDARD OPTIONS	RATE
Full Page	____ $6,420
Full Page P.I. Space	____ $5,135
Junior Page	____ $5,135
Junior Page P.I. Space	____ $4,215
1/2 Page	____ $4,495
1/4 Page	____ $2,310
Products and Services Showcase Ad	____ $1,150
Enhanced Listing	____ $295

PREMIUM OPTIONS	
Back Cover	____ $10,270
Inside Front Cover	____ $8,985
Inside Back Cover	____ $8,025
Map Premium	____ $8,750
Belly Flap	____ $8,600

DISTRIBUTION RACK

Rack	____ $9,020

FINAL PROGRAM

Back Cover (front and back)	____ $25,500

ePREVIEW #1 - January

Leaderboard Ad	____ $2,935
Exclusive Tower Ad	____ $2,545
Rectangle Ad 1	____ $1,280
Rectangle Ad 2	____ $1,280

ePREVIEW #2 - February

Leaderboard Ad	____ $2,935
Exclusive Tower Ad	____ $2,545
Rectangle Ad 1	____ $1,280
Rectangle Ad 2	____ $1,280

ePOST - March

Leaderboard Ad	____ $2,935
Exclusive Tower Ad	____ $2,545
Rectangle Ad 1	____ $1,280
Rectangle Ad 2	____ $1,280

MOBILE APP

Meeting Guide App	____ $20,400
Additional Opportunities	
Alert Notifications	____ $5,150
Enhanced Exhibitor Listing	____ $7,725

MARKETING/PROMOTIONAL OPPORTUNITIES

Abstracts on Disc	____ $40,800
Ad Banner	____ $12,875
Communication Center	____ $15,450
- Screensaver Upgrade	____ $5,150
Escalator Decal	____ $12,875
Hotel Dark Channel	____ $1,500
Hotel Key Cards	____ $10,300
Housing Confirmation Package	____ $9,500
Industry Theater (Seating for 100)	____ $25,000
Kiosk (includes four panels)	____ $15,450
- Per Panel	____ $6,180
Registration Package (Exclusive Opportunity)	____ $15,450
Science and Technology Aisle Signage	____ $30,600
Sitting Cubes (100 cubes)	____ $15,000
Science and Technology Hall Park Benches (5 benches plus floor graphic)	____ $25,000
Walking Challenge (Exclusive Opportunity)	____ $51,000
Wifi & Charging Station	____ $15,450
Quick Start Guide	____ $11,500

DOCTOR'S BAG

Doctor's Bag Insert	____ $3,140
Doctor's Bag Exclusive	____ $11,670

TERMS

- Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also 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) _____

Sales contacts

Bridget Blaney (companies A-D)
773-259-2825
Fax: 708-366-0303
bblaney@ascendintegratedmedia.com

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

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

Deadlines

Abstracts on Disc
Space/payment/materials due: Nov. 20

Ad Banners
Space/payment/materials due: Dec. 18

Communication Center
Space/payment/materials due: Dec. 18

Conference Bag Inserts
Space/payment due: Jan. 15
Materials due: Jan. 22

Distribution Rack
Space/payment due: Jan. 9
Materials due: Jan. 12

Doctor's Bag
Space/payment due: Dec. 11
Materials due: Dec. 18

Doctor's Bag Exclusive
Space/payment due: Dec. 4
Materials due: Dec. 12

ePreview #1
Space/payment due: Dec. 4
Materials due: Dec. 10

ePreview #2
Space/payment due: Jan. 8
Materials due: Jan. 15

ePost
Space/payment due: Feb. 5
Materials due: Feb. 12

Escalator Decals
Space/payment/materials due: Dec. 18

Exhibit Hall Park Benches
Space/payment/materials due: Dec. 18

Final Program
Space/payment due: Nov. 20
Materials due: Dec. 4

Hotel Key Cards
Space/payment/materials due: Nov. 6

Hotel Dark Channel
Space/payment due: Dec. 4
Materials due: Dec. 18

Housing Confirmation
Space/payment/materials due: Dec. 4

Industry Theaters
Space/payment/materials due: Jan. 8

ISC Stroke News daily newspaper
Space/payment due: Jan. 8
Materials due: Jan. 15

Mobile Meeting Guide App
Space/payment/materials due: Jan. 8

Registration Package
Space/payment due: Oct. 30
Materials due: Nov. 6

Rotating Kiosks
Space/payment/materials due: Dec. 18

Science and Technology Hall Aisle Signs
Space/payment/materials due: Dec. 18

Sitting Cubes
Space/payment/materials due: Dec. 18

Quick Start Guide
Space/payment due: Dec. 18
Materials due: Jan. 18

Walking Challenge
Space/payment/materials due: Dec. 18

Wifi and Charging Station
Space/payment/materials due: Dec. 18

Sign and return to:
Ascend Integrated Media LLC
Attn: Cathleen Gorby
cgorby@ascendintegratedmedia.com
Fax: 913-345-1942
www.ascendintegratedmedia.com

Please remit payments to:
Ascend Integrated Media LLC
P.O. Box 870939
Kansas City, MO 64187-0939

Ascend Integrated Media
6710 W. 121st St., Suite 100
Overland Park, KS 66209
Fax: 913-780-4344
www.ascendintegratedmedia.com

All rates are net. Cancellations are nonrefundable. These products are in compliance with 2015 PhRMA standards and ACCME guidelines.

American Heart Association | American Stroke Association

Together to End Stroke™

INTERNATIONAL STROKE CONFERENCE 2016

Mechanical specifications

INTERNATIONAL STROKE CONFERENCE 2016

Stroke Nursing Symposium: February 16
ISC Pre-Conference Symposia: February 16
International Stroke Conference: February 17-19
Los Angeles, California
strokeconference.org

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.

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: STROKE 2016
  6710 W. 121st., Suite 100
  Overland Park 66209
  913-469-1110

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.

INSERTS

- Insert are blown-in and **should not exceed** 8-3/8" x 10-7/8", minimum size is 4" x 6".
- Prototype required.

HOW TO PARTICIPATE IN THE DOCTOR'S BAG

- All advertising is subject to the approval of AHA/ASA.
- 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.
- 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 AND EPOST

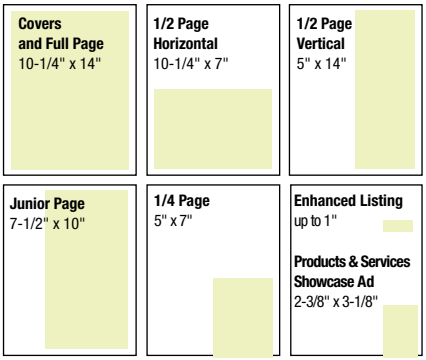
- Tower and rectangle ads must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted).
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of the association.
- 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.

IMPORTANT NOTES

- All advertising is subject to AHA/ASA approval.
- A minimum $500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.
- A change-out fee applies to insertion of different ads per issue in dailies.

STROKE NEWS DAILY

Ad sizes and dimensions (width x height)
Publication size: 11-3/8" x 15" (finished size)
Newspaper ads do not bleed.
Newspapers do not take a final bindery trim.



STROKE NEWS DAILY DISTRIBUTION RACK

Ad sizes and dimensions (width x height)

Available ad space (for advertisers):
Front header panel: Corporate logo space 15-1/2" wide x 5" high

Side panels: 11-1/2" wide x 43-7/8" high

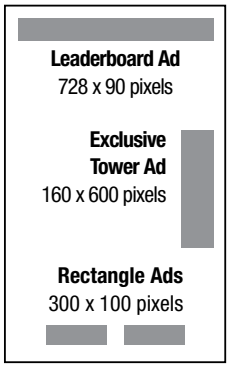
Final rack dimensions:
Front header panel: 15-1/2" wide x 32" high

Side panels: 11-1/2" wide x 74-7/8" high

NOTE: *Please include 1" bleed around all artwork.*

ePREVIEWS AND ePOST

Ad sizes and dimensions (width x height)



PLEASE REMIT PAYMENTS TO:

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

ASCEND INTEGRATED MEDIA

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.

For more information, contact your medical account manager:

Companies A–D
Bridget Blaney
773-259-2825
Fax: 708-366-0303
bblaney@ascendintegratedmedia.com

Companies E–L
Cathleen Gorby
913-780-6923
Fax: 913-780-1492
cgorby@ascendintegratedmedia.com

Companies M–Z
Maureen Mauer
913-780-6633
Fax: 913-780-1492
mmauer@ascendintegratedmedia.com

INTERNATIONAL STROKE CONFERENCE 2016

PROMOTIONAL **OPPORTUNITIES**

American Heart Association | American Stroke Association®

Together to End Stroke™

INTERNATIONAL STROKE CONFERENCE 2016

Stroke Nursing Symposium: February 16
ISC Pre-Conference Symposia: February 16
International Stroke Conference: February 17-19
Los Angeles, California
strokeconference.org