

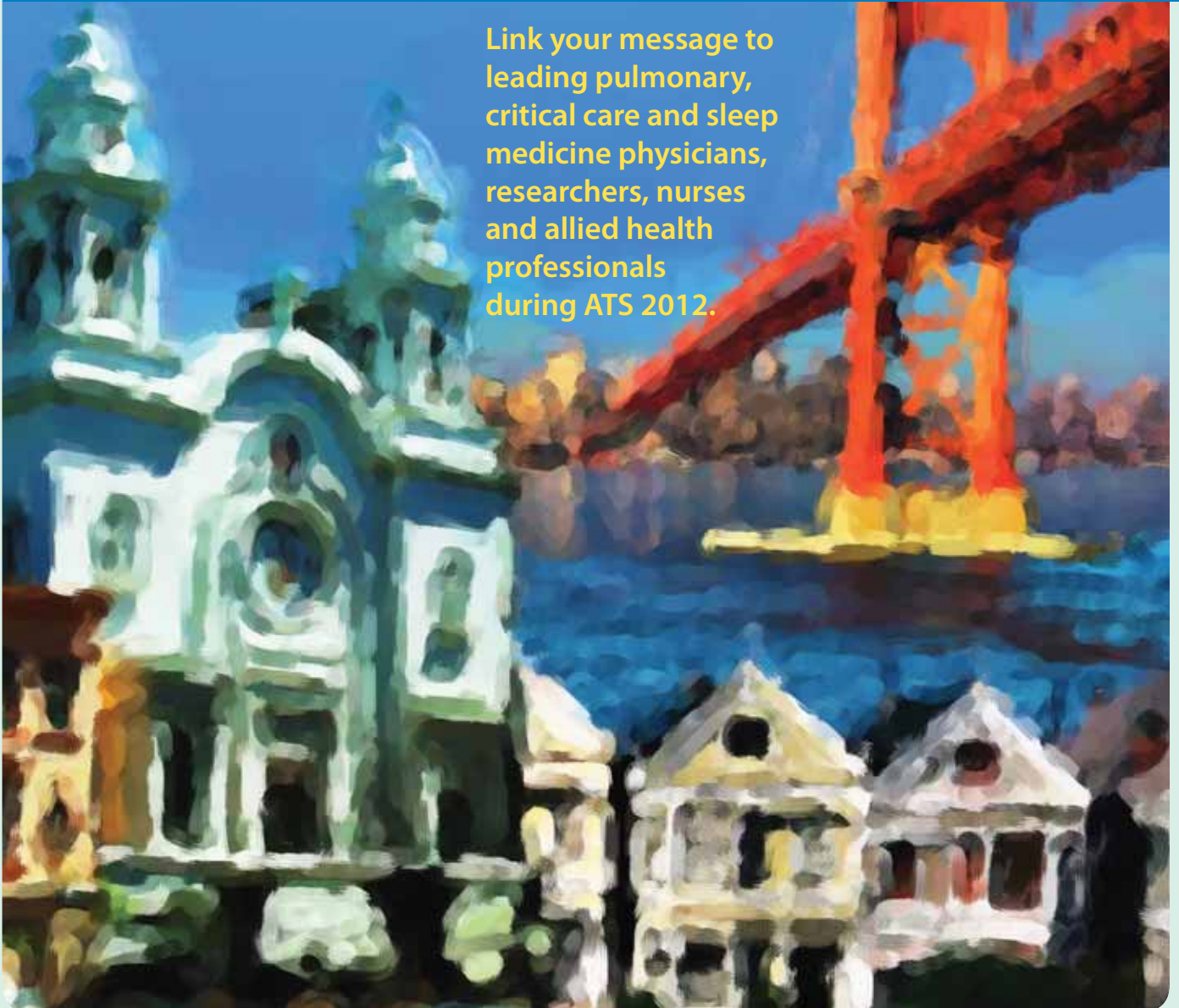
AMERICAN THORACIC SOCIETY INTERNATIONAL CONFERENCE

ATS•2012 **MAY**
San Francisco **18-23**

Where today's science meets tomorrow's care

ATS INTERNATIONAL CONFERENCE ADVERTISING: The right bridge to your audience

Link your message to leading pulmonary, critical care and sleep medicine physicians, researchers, nurses and allied health professionals during ATS 2012.



ATS 2012 International Conference Advertising Opportunities

See individual product for deadlines

	Product	Description	Space/Payment Deadlines	Materials Deadlines	Convention Center Signage and Messaging
Print	Preview (page 4) 	This publication covers the wide range of topics to be addressed at the International Conference during regular sessions, postgraduate courses, workshops and seminars. It also highlights Exhibit Hall attractions, opportunities to tour the host city of San Francisco, and special events and ceremonies that will take place during the meeting.	Feb. 24, 2012	March 2, 2012	Aisle Signage (page 12) Banner Advertising (page 12) Carpet Logos (page 12) Charging Station Advertising (page 12) Cyber Café Advertising (page 12) Escalator Clings (page 12) GOBOs (page 12) Help and Information Center (page 12)
	Learning Journal (page 4) 	Distributed in the registration bag to more than 11,000 professional attendees.	March 30, 2012	April 5, 2012	Hotel Key Cards (page 12) Hotel Video (page 13) Important Events Schedule (page 13) International Leader Reception (page 13) Kick-Panel Advertising (page 13)
	Exhibit Guide (page 5) 	This publication includes information on the companies, manufacturers and organizations that will be exhibiting at ATS 2012, as well as non-CME industry symposia, product theater schedules, and other Exhibit Hall attractions.	March 26, 2012	April 2, 2012	Opening Ceremony (page 13) Shuttle Bus Advertising (page 13) Staircase Logos (page 13) Wi-Fi Coffee Cafe Advertising (page 13) Wi-Fi Lounge Advertising (page 13)
	Daily Bulletin (page 6) 	This daily newspaper reports on the scientific breakthroughs being presented at ATS 2012. It also highlights non-CME industry symposia and product theater schedules each day, as well as new technologies and products on display in the Exhibit Hall. Other features include the non-scientific aspects of the conference program, such as award ceremonies, and ATS-sponsored tours of San Francisco.	April 5, 2012	April 12, 2012	
	Wrap-Up (page 6) 	This post-conference publication features a wrap-up of ATS 2012 coverage, providing an overview of the meeting's highlights and covering special events that take place on Tuesday and Wednesday, including the President's Lecture.	April 26, 2012	May 3, 2012	Industry Programs Non-CME Industry Symposia (page 14) Industry Theaters (page 14)
Digital	Landing Page (page 10) 	Connects members, exhibitors and related professionals year-round with meeting information and resources	Feb. 9, 2012	Feb. 16, 2012	
	ePreview (page 11) 	Showcases wide range of topics to be addressed at meeting during scientific sessions and other special events.	Feb. 9, 2012	Feb. 16, 2012	New Features Advanced Program (page 11) 
	eDaily (page 11) 	Reports on scientific breakthroughs being presented at meeting, as well as non-scientific aspects of program, such as awards ceremonies and city tours.	April 5, 2012	April 12, 2012	Distribution Digital flipbook on the ATS conference website. E-mail blast sent to more than 53,000 members and medical professionals before the conference.
	eWrap-Up (page 11) 	Features wrap-up of ATS 2012 coverage, providing an overview of meeting's highlights.	April 26, 2012	May 3, 2012	Space/payment due: Nov. 22, 2011 Materials due: Nov. 29, 2011
Hotel Room Deliveries	Medical Bag (page 9) 	Delivered to hotel room doors the mornings of May 20 and 21.	April 13, 2012	April 27, 2012	Final Program (page 7) 
	Postcard Pack (page 9) 	Delivered to 5,300 attendees' hotel rooms via the daily Medical Bag.	March 19, 2012	March 26, 2012	Fellows Road Map (page 7) 
	Individual Door Drop (page 9) 	Delivered to hotel rooms on the date of your choice. Limited to one advertiser per day.	April 27, 2012	May 11, 2012	IDT Conference Guide (page 8) 
	Door Hanger (page 9) 	Delivered to hotel rooms on the date of your choice. Limited to one advertiser per day.	April 27, 2012	May 11, 2012	Highlights for Clinicians (page 8) 

Special Packaging Opportunities

Increase your company or product exposure with special traffic-driving opportunities

Establishing a presence in products that attendees actively use before, during and after the ATS 2012 International Conference ensures that your company remains top-of-mind. When it is time for attendees to visit booths on the exhibit floor, make a decision, refer a colleague or seek further information, your organization will be the first they remember. Select from Gold or Silver, or choose à la carte, individually priced, options to create your own package of opportunities.

Exhibit Traffic Driver – Gold

- Product and Service Showcase Ad in the ATS Exhibit Guide*
- Product and Service Showcase Ad in the ATS Daily Bulletin*
- Highlighted Listing with Logo in the ATS Exhibit Guide*
- One Card in the Postcard Pack included in the ATS Medical Bag
- Rectangle Ad Unit in the advertiser's choice of one: ePreview, eDaily, or ePost

Gold Package Price: \$4,860 (Save \$1,065)

Exhibit Traffic Driver – Silver

- Product and Service Showcase Ad in the ATS Exhibit Guide*
- Product and Service Showcase Ad in the ATS Daily Bulletin*
- Highlighted Listing with Logo in the ATS Exhibit Guide*
- One Card in the Postcard Pack included in the ATS Medical Bag

Silver Package Price: \$2,190 (Save \$235)

À la Carte Marketing Platforms

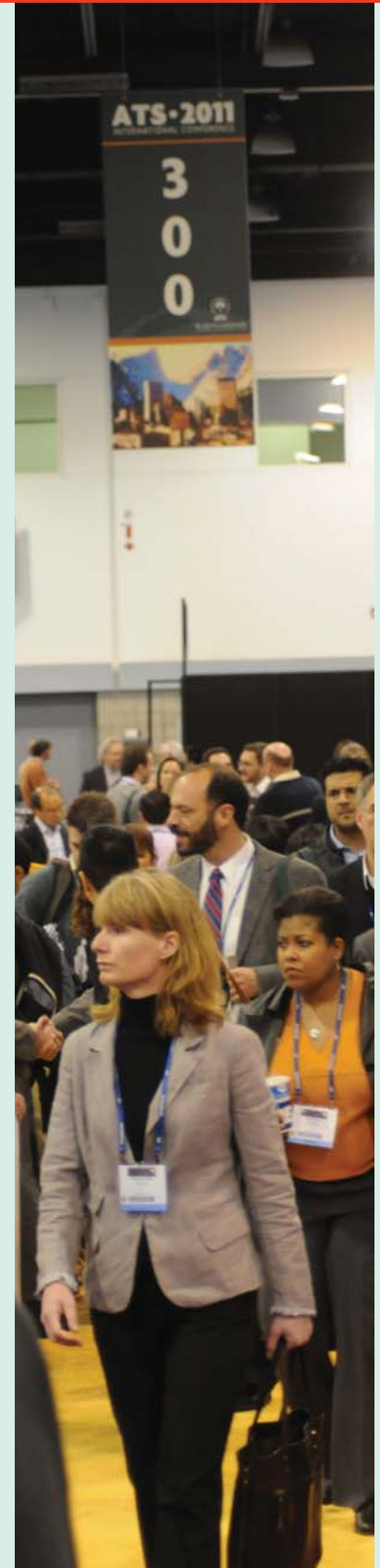
- ATS Exhibit Guide - Product and Service Showcase Ad: **\$500***
- ATS Exhibit Guide – Highlighted Listing with Logo: **\$400***
- ATS Medical Bag – Postcard Pack, One Card: **\$800**
- ATS Daily Bulletin – Product and Service Showcase: **\$725**

*We are able to handle production for the Product and Service Showcase Ad, as well as the Highlighted Listing with Logo, at no additional charge. We can create ads for the eMedia platforms and the Postcards for a modest ad design fee.

Look for these symbols throughout the rate card.

⌘ — These opportunities offer a cost-effective way to increase visibility and ensure your presence is felt throughout the ATS International Conference.

⚡ — By selecting this option, you are participating at the highest level, ensuring maximum exposure throughout the ATS International Conference.



For more information, contact Maureen Mauer today at 913-780-6633 or mmauer@ascendintegratedmedia.com.



ATS Daily Bulletin, Print Preview Edition

AUDIENCE AND DISTRIBUTION

Mailed to nearly 23,000 ATS members and past attendees (U.S. and Canada), and other adult and pediatric pulmonary, critical care and sleep professionals one month before the Conference.

CONTENT

This publication covers the wide range of topics to be addressed at the International Conference during regular sessions, post-graduate courses, workshops and seminars. It also highlights Exhibit Hall attractions, opportunities to tour the host city of San Francisco, and special events and ceremonies that will take place during the meeting.

PUBLICATION DATE

The Preview mails in early April 2012.

ADVERTISING OPTIONS

Size	Dimensions (width x height)	B&W	Four-Color
Premium Options			
Back Cover	10-1/4" x 14"		\$9,000
Inside Front Cover	10-1/4" x 14"		\$8,300
Full-Page	10-1/4" x 14"	\$4,600 (PI.)	\$5,800
1/2-Page	10-1/4" x 7" or 5" x 14"		\$4,100

Preview Deadlines
 Space reservation/
 payment due:
 Feb. 24, 2012
 Materials due:
 March 2, 2012

Ask your sales rep about expanded rates!

ATS Learning Journal

AUDIENCE AND DISTRIBUTION

Distributed in the registration bag to more than 11,000 professional attendees.

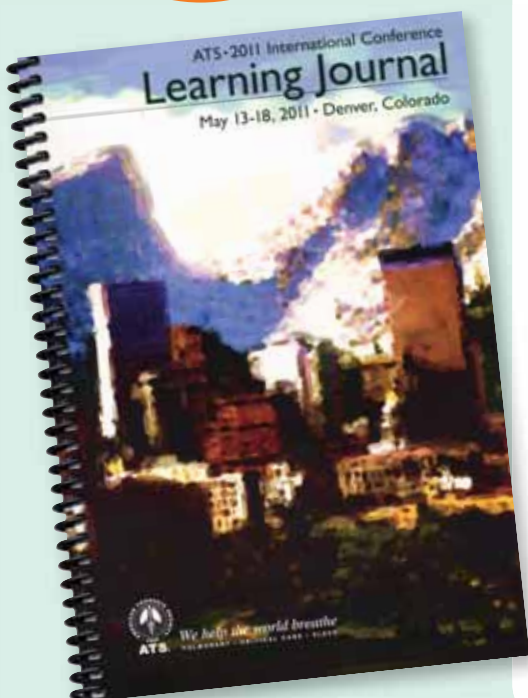
CONTENT

An attendee favorite, the spiral-bound notebook includes a calendar, note pages, plastic business-card holder and expense envelope.

Journal Deadlines
 Space reservation/
 payment due:
 March 30, 2012
 Materials due:
 April 5, 2012

ADVERTISING OPTIONS

Size	Dimensions (width x height)	Four-Color
Back Cover	6" x 9"	\$15,000
Inside Front Cover	6" x 9"	\$12,500
Inside Back Cover	6" x 9"	\$12,500
Full-Page	6" x 9"	\$8,000



ATS Exhibit Guide

AUDIENCE AND DISTRIBUTION

More than 11,000 copies are distributed to professional attendees through the registration bags and are available at Exhibit Hall entrances.

CONTENT

This publication includes information on the companies, manufacturers and organizations that will be exhibiting at ATS 2012, as well as non-CME industry symposia, industry theater schedules and other Exhibit Hall attractions.

ADVERTISING OPTIONS

Size	Dimensions (width x height)	Four-Color
Premium Options		
Back Cover	8-3/8" x 10-7/8"	\$10,000
Inside Front Cover	8-3/8" x 10-7/8"	\$8,750
Inside Back Cover	8-3/8" x 10-7/8"	\$7,800
Official Belly Band	8-1/4" x 3"	\$9,500
Floor Map Premium		\$9,250
Two-Sided Bookmark		\$8,200
Standard Options		
Full-Page	8-3/8" x 10-7/8"	\$6,250
1/2-Page	10-1/4" x 7" or 5" x 14"	\$4,375
\$ Product and Service Showcase Ad	2-1/4" x 5"	\$500
\$ Highlighted Listing With Logo	2-1/4" x 1"	\$400

Exhibit Guide Belly Band

Belly band wraps around the Exhibit Guide
 • Advertiser to supply belly bands
\$9,500

\$ Product and Service Showcase Ad

Offer attendees a quick visual reference to the newest products at the meeting. A cost-effective way to feature your message, this opportunity includes layout and design of your ad.

Advertiser to supply:

- Color photo or logo
- 50-word description
- Contact information

\$500

Floor Map Premium Package

Support includes:

- Full-page color ad
- Banner ad on floor map page
- Highlighted listing with logo

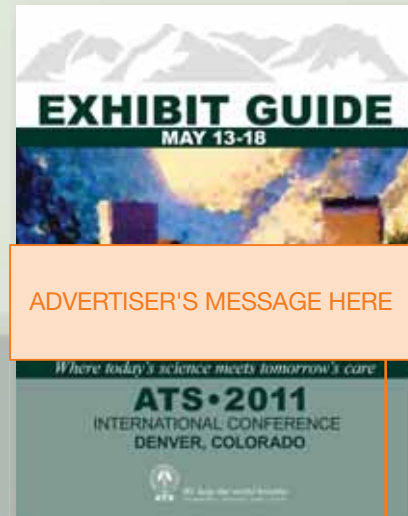
\$9,250

Two-Sided Bookmark

Bookmark that readers use to mark their place in the *Exhibit Guide*. Ensures maximum visibility for your company and/or product.

\$8,200

**Exhibit Guide
Deadlines**
 Space reservation/
payment due:
March 26, 2012
 Materials due:
April 2, 2012



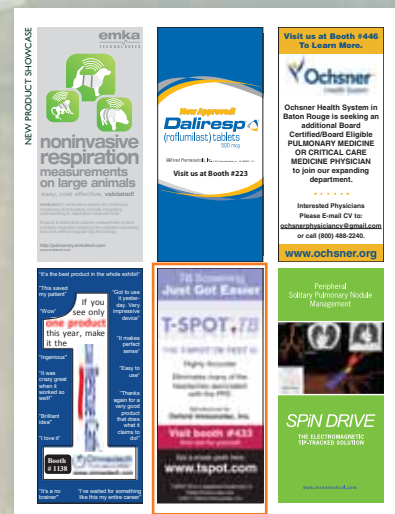
ADVERTISER'S MESSAGE HERE

Belly Band



MAP BANNER AD

Floor Map Premium



Product and Service Showcase Ad

**For more information, contact
 Maureen Mauer today at 913-780-6633
 or mmauer@ascendintegratedmedia.com.**

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

ATS Daily Bulletin

AUDIENCE AND DISTRIBUTION

Delivered to attendees' doors the morning of May 20 and 21, and available at the convention center on May 20, 21 and 22.

CONTENT

The daily newspaper reports on the scientific breakthroughs being presented at ATS 2012. It also highlights non-CME industry symposia and industry theater schedules each day, as well as new technologies and products on display in the Exhibit Hall. Other features include the non-scientific aspects of the conference program, such as award ceremonies, and ATS-sponsored tours of San Francisco.

ADVERTISING OPTIONS

Size	Dimensions (width x height)	B&W	Four-Color
Premium Options			
Back Cover	10-1/4" x 14"		\$12,100
Inside Front Cover	10-1/4" x 14"		\$11,580
Inside Back Cover	10-1/4" x 14"		\$11,580
Front Page Banner Ad & Full-Page			\$14,500
Front Page Banner Ad (only)			\$9,270
Belly Band*	22-3/4" x 3"		\$12,450
Distribution Rack			\$16,800
Standard Options			
Full-Page	10-1/4" x 14"		\$9,270
Full-Page Pl. Space	10-1/4" x 14"	\$7,300	
Junior-Page	7-1/2" x 10"		\$8,450
1/2-Page	10-1/4" x 7" or 5" x 14"		\$6,700
1/4-Page	5" x 7"		\$5,300
Product and Service Showcase Ad	2-3/8" x 3-1/8"		\$725

A change-out fee applies to insertion of different ads in each issue.

Distribution Rack Premium

Your company logo and/or product photo goes on official daily distribution racks.

- Ten racks placed throughout the convention center
- Opportunity includes a full-page, four-color ad within the publication

\$16,800

Official Daily Belly Band

- Belly band wraps around the official daily
- Opportunity includes a full-page, four-color ad within publication

\$12,450

* Advertiser to supply belly bands

Front Page Banner Ad

Banner Ad is placed at the bottom of the front page of official daily

\$9,270 Front page banner ad (only)

\$14,500 with full-page, four-color ad within publication

Daily Bulletin Deadlines

Space reservation/
prototype/payment due:

April 5, 2012

Materials due:

April 12, 2012



ADVERTISER'S MESSAGE HERE

The new Vristox², Model 3150 does more. Now, so can you. Versatile, reliable SpO₂ sleep monitoring solution.

Belly Band

Wrap-Up Edition

ATS Wrap-Up Edition

AUDIENCE AND DISTRIBUTION

Mailed to nearly 23,000 ATS members and past attendees (U.S. and Canada), and other adult and pediatric pulmonary, critical care and sleep professionals one month after the Conference.

Wrap-Up Deadlines

Space reservation/
payment due:

April 26, 2012

Materials due:

May 3, 2012

CONTENT

This post-conference publication features a wrap-up of ATS 2012 coverage, providing an overview of the meeting's highlights and covering special events that take place on Tuesday and Wednesday, including the President's Lecture.

PUBLICATION DATE

The Post Edition will mail in June 2012.

ADVERTISING OPTIONS

Size	Dimensions (width x height)	B&W	Four-Color
Premium Options			
Back Cover	10-1/4" x 14"		\$7,900
Inside Front Cover	10-1/4" x 14"		\$6,900
Cover			
Standard Options			
Full-Page	10-1/4" x 14"		\$4,900
Full-Page (Pl.)	10-1/4" x 14"	\$4,200	
1/2-Page	10-1/4" x 7" or 5" x 14"		\$3,900

Rack Deadlines

Space reservation/
payment due:

March 21, 2012

Materials due:

March 28, 2012



Distribution Rack

ATS Final Program

AUDIENCE AND DISTRIBUTION

Distributed onsite to more than 11,000 professional attendees in registration bags.

CONTENT

The Final Program includes session dates, times and descriptions, information about the Exhibit Hall, as well as information about San Francisco attractions. In addition to helping attendees plan their schedule at ATS 2012, the program includes floor plans of the convention center and surrounding hotels.

ADVERTISING OPTIONS

Size	Dimensions (width x height)	B&W	Four-Color
Standard Options			
Full-Page		\$2,760	\$5,140
Trim Size	8-1/2" x 10-7/8"		
Text Safety	8-1/4" x 10-3/4"		
Half-Page	7" x 4-3/4"	1,360	\$3,740
Premium Options			
⚡ Back Cover (Trim)	8-3/8" x 10-7/8"		\$14,515
⚡ Inside Front Cover (Trim)	8-3/8" x 10-7/8"		\$9,480
Inside Back Cover (Trim)	8-3/8" x 10-7/8"		\$7,275

Bleed: add 1/4" on all 4 sides

Ask about other premium positions



Final Program Deadlines

**Space reservation/
payment due:**
Feb. 23, 2012
Materials due:
March 1, 2012

ATS Road Map for Fellows and Junior Professionals

⚡ EXCLUSIVE ADVERTISING POSITION: \$20,000

Includes advertisements on Back Cover and Inside Back Cover and space for product labeling (5-1/2" x 8-1/2")

AUDIENCE AND DISTRIBUTION

At the conference, the Road Map is available at the ATS Center, the Center for Fellows and Junior Professionals, the Fellows Case Conference, the Fellows Leadership Track, and the ATS Fellows Track Symposium. Pre-conference it is:

- Distributed at the Association of Pulmonary and Critical Care Medicine Program Directors meeting
- Posted on the ATS website
- Mailed to all pulmonary, critical care and sleep training program directors

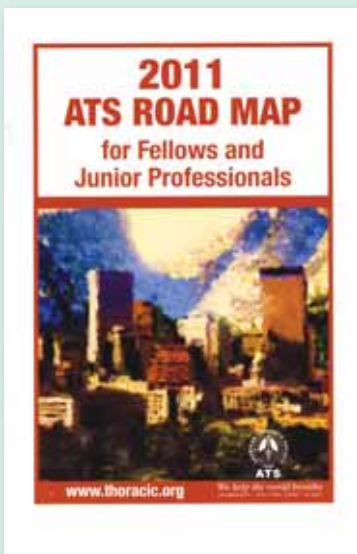
Post-conference, it is part of the online ATS Fellows Resource Kit that welcomes new fellows as they begin their new programs in July 2012.

CONTENT

This special guide highlights sessions and other events of interest to Fellows and Junior Professionals to ensure they get the most out of the meeting's 400 sessions, 800 speakers and 5,000 abstracts and case reports.

Road Map Deadlines

**Space reservation/
payment due:**
March 5, 2012
Materials due:
March 12, 2012



For more information, contact Maureen Mauer today at 913-780-6633 or mmauer@ascendintegratedmedia.com.

ATS Interdisciplinary Team (IDT) International Conference Guide

EXCLUSIVE ADVERTISING POSITION: \$2,500

Includes advertisements on Back Cover and Inside Back Cover and space for product labeling (5-1/2" x 8-1/2").

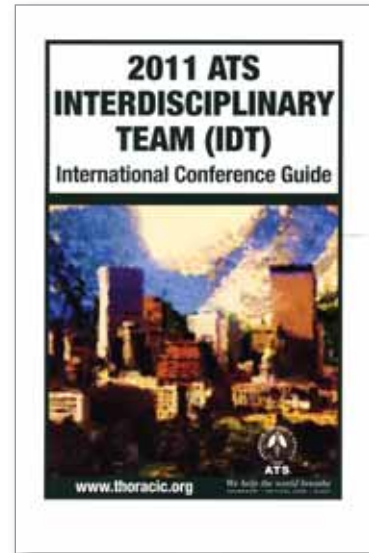
AUDIENCE AND DISTRIBUTION

Distributed on-site at the ATS Center, at the Clinicians Center, and via email prior to the conference to members and attendees.

CONTENT

This publication helps members of the interdisciplinary team navigate the conference's many offerings by highlighting sessions and other events of interest to nurses, physical therapists, physician assistants and respiratory therapists.

Conference Guide Deadlines
Space reservation/ payment due: March 26, 2012
Materials due: April 2, 2012



ATS Highlights for Clinicians

EXCLUSIVE ADVERTISING POSITION: \$35,000

Includes advertisements on Back Cover and Inside Back Cover and space for product labeling (4" x 7").

AUDIENCE AND DISTRIBUTION

Distributed on-site to more than 11,000 professional attendees in registration bags, as well as at the ATS Center and Clinicians Center.

CONTENT

The book lists all sessions and events of interest to practicing clinicians.

Highlights Deadlines
Space reservation/ payment due: March 26, 2012
Materials due: April 2, 2012

For more information, contact Maureen Mauer today at 913-780-6633 or mmauer@ascendintegratedmedia.com.

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

Hotel Room Deliveries

ATS Medical Bag

INSERT INFORMATION

Delivery dates: May 20 and 21, 2012

REGULAR DISTRIBUTION

Rate	\$8,600 per insert, per day
Quantity	5,300 per day*

LIMITED DISTRIBUTION

Rate	\$5,670 per insert, per day
Quantity	3,500 per day*
Insert sizes	Maximum size is 8-1/2" x 11" Maximum weight is 2 oz.



Insert Deadlines
Space reservation/
Prototype/payment due:
April 13, 2012
Materials due:
April 27, 2012



Advertiser's insert

Get Premium Outside Exposure

Be the first message attendees see when they pick up their bag. Your message is inserted in a clear pocket on one side of the bag, drawing extra attention to your presence.

\$12,500 per day

Bag Premium Deadlines
Space reservation/
payment due:
April 6, 2012
Materials due:
April 20, 2012

*A minimum of four inserts must be reserved for the Medical Bag to be delivered on a particular day.

- Please be advised that quantities may change depending on hotel room block fluctuations.
- Bulk items will be assessed an additional fee based on weight and dimensions.

For more information see spec sheet for restriction details.

Please contact your sales representative for more information.

ATS Postcard Pack

NEW FOR 2012

AUDIENCE AND DISTRIBUTION

Delivered to 5,300 attendees' hotel rooms via the daily Medical Bag on Sunday, May 20, 2012

CONTENT

This "deck" of inserts encourages attendees to visit your booth.

\$800 each card**

**Price includes designing, printing and inserting.

Postcard Pack Deadlines
Space reservation/
payment due:
March 19, 2012
Materials due:
March 26, 2012

ATS Individual Door Drop

AUDIENCE AND DISTRIBUTION

Delivered to hotel rooms on May 20 or 21, 2012

CONTENT

Advertiser provides item to be distributed, subject to ATS approval. Please contact your sales representative for suggestions and more information.

\$23,500 per day

QUANTITY

5,300 per day***

Door Drop Deadlines
Space reservation/
payment due:
April 27, 2012
Materials due:
May 11, 2012

ATS Door Hanger

AUDIENCE AND DISTRIBUTION

Delivered to hotel rooms on the date of your choice. Limited to one advertiser per day, on May 20 or 21, 2012

CONTENT

Highlights your products and services

\$23,500 per day

QUANTITY

5,300 per day***

Door Hanger Deadlines
Space reservation/
Prototype/payment due:
April 27, 2012
Materials due:
May 11, 2012



*** Advertiser arranges details for individual door drop or door hanger, and has items delivered to hotels each morning. Ascend manages distribution only. Please be advised that quantities may change depending on hotel room block fluctuations.



PUT YOUR MESSAGING ONLINE

Doctors are relying more than ever on electronic sources for professional information.

A 2010 study* indicates that doctors have nearly doubled their time spent online for professional purposes to eight hours per month in just the last four years.

A 2009 study** found that 86% of doctors choose the Internet as the No. 1 place they look to for information on health, medicine and prescription drugs.

Delivering Results and Real Metrics

eMedia advertising has one of the highest returns on investment, offering cost-effective pricing and trackable results. Banner and brand position metrics are delivered upon request.

Metrics reports include:

- Site banners: site traffic, ad impressions, click-throughs
- eBlast advertising: delivery rate, open rate, click-throughs



*Manhattan Research
**Hall & Partners, as reported in iHealthBeat

ATS Event Website Landing Page

Unprecedented Access to Thoracic Professionals

Event365 is the total event-landing page that connects ATS members, exhibitors and other related professionals year-round with important information and resources.

Throughout the event cycle, the **ePreview**, **eDaily** and **Wrap-Up** eBlasts will be sent to the ATS distribution list. This integrated communication strategy will drive traffic to the event site before, during and after the meeting, giving your ad maximum exposure.

How Your Audience Will See Your Ad

The event-cycle promotions strategy uses multiple communication channels to drive awareness and traffic, increasing event momentum and registrations, and reaching a broader community.

- Metrics will measure promotion effectiveness.
- ATS website positions, print placements and dedicated eBlasts will drive traffic.

ATS Event Website Ad Options

Leaderboard Ad

- Appears on landing page and key content pages
- Limited to three advertisers per content phase*
- ⚡ \$7,500 per content phase**

Full and Half Banner Ads

- Appear on landing page
- Limited to three advertisers per content phase*
- Full: \$2,800 per content phase**
- ⚡ Half: \$900 per content phase**

Content Page Tower Ad

- Appears on content pages
- Limited to three advertisers per content phase*
- \$3,500 per content phase**

Content Phases

- ePreview**
Feb.-May
- eDaily**
May-June
- ePost**
June-Aug.

For more information, contact Maureen Mauer

ATS ePreview

AUDIENCE AND DISTRIBUTION

Launched two months before the Conference to the full ATS membership, previous attendees, and pre-registrants (to more than 48,000 U.S. and International recipients)

CONTENT

Showcases wide range of topics to be addressed at meeting during scientific sessions and other special events.

LAUNCH DATES

March and April 2012

ePREVIEW AD OPTIONS EXCLUSIVE TOWER AD

Limited to one advertiser
\$4,500

RECTANGLE AD, 2ND OR 3RD POSITIONS

Limited to one advertiser per position
\$3,500 each

DEADLINES

Space reservation/payment due: Feb. 9, 2012
Materials due: Feb. 16, 2012

ATS eDaily

AUDIENCE AND DISTRIBUTION

Launched during the Conference to the full ATS membership, previous attendees, and pre-registrants (to more than 48,000 U.S. and International recipients)

CONTENT

Reports on scientific breakthroughs being presented at meeting, as well as non-scientific aspects of program, such as awards ceremonies and other key events.

LAUNCH DATES

May 20, 21 and 22, 2012

eDAILY AD OPTIONS EXCLUSIVE TOWER AD

Limited to one advertiser
⚡\$7,500

RECTANGLE AD, 2ND OR 3RD POSITIONS

Limited to one advertiser per position
\$5,250 each

DEADLINES

Space reservation/payment due: April 5, 2012
Materials due: April 12, 2012

ATS Wrap-Up

AUDIENCE AND DISTRIBUTION

Launched after the Conference to the full ATS membership, previous attendees, and pre-registrants (to more than 48,000 U.S. and International recipients)

CONTENT

Features wrap-up of ATS 2012 coverage, providing an overview of meeting's highlights.

LAUNCH DATES

June 2012

eWRAP-UP AD OPTIONS EXCLUSIVE TOWER AD

Limited to one advertiser
\$5,250

RECTANGLE AD, 2ND OR 3RD POSITIONS

Limited to one advertiser per position
\$3,500 each

DEADLINES

Space reservation/payment due: April 26, 2012
Materials due: May 3, 2012



ATS eblast sample

Tower Ad

Rectangle Ads

ATS Advance Program

AUDIENCE AND DISTRIBUTION

Resides on the ATS Conference Website as a digital flipbook from mid Jan. - May. An e-mail blast is sent to more than 53,000 members and medical professionals.

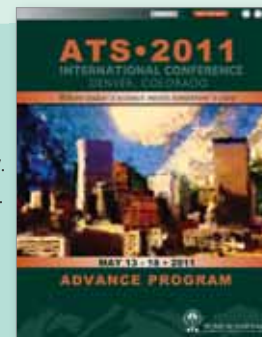
CONTENT

This e-book highlights the conference's educational opportunities. It gives prospective attendees an overview of the breaking research and its clinical application to be presented at the meeting, a preview of the activities in the Exhibit Hall, as well as the non-scientific aspects of the program. It also serves as a logistical resource for attendees in booking hotels and making travel arrangements.

ADVERTISING OPTIONS

Size	Dimensions (width x height)	B&W	Four-Color
Full-Page	8-1/2" x 10-7/8"	\$2,760	\$5,140
Live Area	7-1/2" x 9-7/8"		
Half-Page	5-1/2" x 11-1/8"	\$1,360	
⚡ Inside Front Cover	5-1/2" x 8-1/2"		\$14,515

Bleed: add 1/4" on all 4 sides • Ask about other premium positions



**Advance
Program Deadlines**
Space reservation/
payment due:
Nov. 15, 2011
Materials due:
Nov. 22, 2011

All rates are net. Cancellations are nonrefundable.

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

today at 913-780-6633 or mmauer@ascendintegratedmedia.com.

Convention Center Signage and Messaging

ATS 2012 Advertising and Promotional Opportunities

Product	Description	Price
Aisle Signage 	Stand out in your area of the Exhibit Hall with this advertising opportunity. Your signage will hang from the aisle of your choice. Sixteen aisle signs available, one company per aisle.	\$2,000 \$ per aisle
Banner Advertising 	Rise above the competition with your own banner. Various, but limited number of banner opportunities are available throughout the Moscone Center. Banner options range from low-, medium- and premium-level positions.	\$8,000 - \$18,000
NEW FOR 2012 Carpet Logos 	Your company name and logo will be printed on the carpet at the entrance of the Exhibit Hall. Three carpet logo locations are available.	\$10,000 per location
Charging Station Advertising 	Charge up your product or brand placement with advertising at stations located in five key areas of the Moscone Center.	\$5,000 per station
Cyber Café Advertising 	Maximize your exposure for your corporate or product branding. Two Cyber Cafés are located in the convention center and one additional location is on the Exhibit Floor. This opportunity is one of the most highly visible branding opportunities at the meeting. The Cyber Cafés outside the Exhibit Hall will remain operational for the full duration of the Conference.	\$20,000 NF
Escalator Clings 	Specially designed decals decorate escalators as they transport thousands of attendees through the convention center. The decals will be on the glass side of the escalators allowing supporters to reach a truly captive audience.	\$18,000 per escalator
GOBOs 	See your name in lights — project your product or company logo onto the convention center walls outside the Exhibit Hall. This is a high-profile opportunity, and a great way to feature a new product or say "Come See Us in Booth XXX". Four positions available.	\$8,000 per GOBO
NEW FOR 2012 Help and Information Center 	Boost your visibility with your company name and corporate logo over this popular booth located in a high-traffic area where attendees get questions answered. The booth is located next to Main Registration.	\$5,000 NF
Hotel Key Cards 	Meet attendees coming and going with your message on hotel key cards. This is a unique opportunity to promote your company and products to Conference attendees as they check into one of the official ATS hotels. Hurry, this opportunity is limited to one advertiser per hotel.	\$12,000 for two hotels/ \$7,500 per hotel

For more information, contact Maureen Mauer today at 913-780-6633 or mmauer@ascendintegratedmedia.com.

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

Space reservation/payment due: March 14, 2012
Materials due: March 21, 2012

Visit <http://www.plantour.com/custom/ats> for a virtual tour of Moscone Center opportunities.

Product	Description	Price
Hotel Video 	Reach attendees in their hotel rooms with your message broadcast on the hotel convention channel. This limited opportunity is available to only one advertiser per hotel. A great way to expand the reach of your ATS 2012 Industry Theater!	\$4,100 per hotel
Important Events Schedule 	Get great visibility for your corporate or brand ad next to the go-to schedule of the day's most important events. Ads can be swapped out daily for multiple brands.	\$10,000 NF
International Leader Reception 	Current officers and past presidents of international respiratory societies will be invited to attend an elegant reception as guests of the ATS Executive Committee on the 39 th floor of the headquarter hotel. More than 200 leaders from around the world are expected to attend this invitation-only event. Five international or U.S. company executives will also be invited to attend.	\$50,000 ⚡ NF ★ Five bonus priority points
Kick-Panel Advertising 	If you want visibility in a high-traffic area, ATS 2012 registration is the advertising opportunity for you. Your four-color company and/or product logo along with message will be imprinted on the 13 kick panels.	\$2,000 per panel
Opening Ceremony and Reception 	In 2011, more than 1,600 people attended the 2011 Opening Ceremony. Supporter receives corporate logo signage at the event, plus acknowledgment in the <i>Preview</i> , the ATS Daily Bulletin and the Final Program. Additional acknowledgments will appear in all conference publications, as well as the ATS News, the Society's monthly membership newsletter.	\$45,000 ⚡ NF ★ Four bonus priority points
Shuttle Bus Advertising 	Put your message on the move as attendees are transported from their hotels to the Moscone Center and back again. Shuttle bus advertising is an exclusive opportunity and will give your company excellent exposure throughout the meeting. Your fee provides you the rights to place signage on shuttle buses.	\$26,500
Staircase Logos 	Get your company message on one of the Moscone Center's staircases. Your company logo, product logo or key message will get great visibility as attendees travel from one level to the next. Limited staircase positions available.	\$14,000 per staircase
Wi-Fi Coffee Cafe Advertising 	Get great visibility for your brand at six refreshment stations throughout the Exhibit Hall. This service is available for an hour each morning and afternoon from Sunday through Tuesday. Morning service offers coffee; afternoon service offers coffee and dessert during unopposed Hall hours. Multiple companies may support the services. Advertisers receive corporate or brand name on signs in the Exhibit Hall, acknowledgement in the ATS Exhibit Guide and Final Program.	\$500 per supporter NF
Wi-Fi Network Advertising (Moscone West Building) 	The advertiser receives logo recognition on signage throughout the convention center; a total of six panel ads—three panels, both front and back for your ad message; and as an option, one daily tweet from the ATS on Twitter to encourage attendees to visit and acknowledge support and link to your company's Twitter account. Multiple lounge locations available.	\$20,000 ⚡ NF

All pricing does not include production, rigging or distribution fees unless otherwise noted by NF for "no additional fees".

**Non-CME
Symposia Deadlines**
Space reservation/
payment due:
Feb. 9, 2012
Materials due:
Feb. 14, 2012

ATS Non-CME Industry Symposia

The ATS encourages Non-CME Industry Symposia in conjunction with the International Conference. Presentations should be scientific in nature and can not offer CME/CE or any other form of professional credit. Programs may be open to all attendees or invitation only.

The ATS promotes the Non-CME Industry Symposia in the ATS Daily Bulletin and the ATS Exhibit Guide distributed to all attendees onsite and available in the Exhibit Hall. Additionally, there is a designated location in the Moscone Center where a poster can be hung on the day of the program. Industry Symposia are also listed on the ATS International Conference website, and the ATS links to your information site if one is provided. If not, the ATS will post a PDF of program information.

AVAILABLE ROOMS

To help you with planning, approximate seating capacity is listed based on the A/V package provided. You may make upgrades to the A/V package at your own expense, and you can record or webcast your program — please contact Laurie Kaderabek (lkaderabek@thoracic.org), Coordinator, Corporate Alliances and Development, for necessary details on this. Go to <http://conference.thoracic.org/2012-exhibitors> to see hotel floor plans, and the links for seating capacity to see how the rooms could be set up. Please note that changing the A/V setup to rear projection will considerably reduce the numbers listed on the website.

DATE	San Francisco Marriott Marquis					San Francisco Hilton Union Square					
	GOLDEN GATE A	GOLDEN GATE B	YERBA BUENA 9	YERBA BUENA 8	YERBA BUENA 7	PLAZA ROOM A/B	PARLOR 123	CONTINENTAL 4	CONTINENTAL 5	CONTINENTAL 6	PARLOR 789
SUNDAY MAY 20, 2012 5:30 – 7 A.M.	Room Not Available	Room Not Available	\$30,000	\$30,000	Room Not Available	\$25,000	\$20,000	\$25,000	\$25,000	\$25,000	\$20,000
SUNDAY MAY 20, 2011 6:30 – 9:30 P.M.	\$20,000	\$20,000	\$30,000	\$30,000	Room Not Available	\$25,000	\$20,000	\$25,000	\$25,000	\$25,000	\$20,000
MONDAY MAY 21, 2012 5:30 – 7 A.M.	Room Not Available	Room Not Available	\$30,000	\$30,000	Room Not Available	\$25,000	\$20,000	\$25,000	\$25,000	\$25,000	\$20,000
MONDAY MAY 21, 2011 6:30 – 9:30 P.M.	No Symposia Offered Monday Evenings Due to high attendance at ATS Assembly Membership Meetings and Dinners. Please contact Michelle Turenne (mturenne@thoracic.org) if you are interested in supporting these events.										
TUESDAY MAY 22, 2012 5:30 – 7 A.M.	\$20,000	\$20,000	\$30,000	\$30,000	Room Not Available	\$25,000	\$20,000	\$25,000	\$25,000	\$25,000	\$20,000
TUESDAY MAY 22, 2012 6:30 – 9:30 P.M.	\$20,000	\$20,000	\$30,000	\$30,000	\$30,000	\$25,000	\$20,000	\$25,000	\$25,000	\$25,000	\$20,000

Please note: Industry symposia traditionally are not scheduled on Monday night of the ATS International Conference, when the bulk of the ATS Assemblies and Alumni Groups hold their events. The ATS Assemblies on Behavioral Science and Pediatrics hold their membership meetings on Sunday evening. If you are targeting these assemblies, you may prefer to request avoiding that time to maximize your potential audience. Combined rooms are available with discounted pricing. Please contact Maureen Mauer (mmauer@ascendintegratedmedia.com) for details.

ATS Industry Theaters

AUDIENCE AND DISTRIBUTION

Located in the Exhibit Hall and will accommodate up to 250 attendees. For the third year, please note that Industry Theater 2 is separated from the Exhibit Hall to accommodate International Industry Theaters (Non-U.S. attendees only) or pipeline updates (all attendees welcome).

On May 20, 21 and 22, companies may choose from five slots per day, which will be reserved on a first-come, first-served basis. Made available to industry participants as a venue to promote current therapies, discuss current pipeline activity, and as an enhanced way to reach meeting attendees.

Industry Theaters	International Industry Theater	Mini Industry Theater
<ul style="list-style-type: none"> • 45-minute presentation for up to 250 people • Limited to two per day 	<ul style="list-style-type: none"> • 45-minute presentation for up to 250 people • Open only to international attendees • Limited to one per day 	<ul style="list-style-type: none"> • 20-minute presentation for up to 50 people • Limited to two per day
\$50,000	\$50,000	\$10,000

Theater includes:

- Theater-style seating for up to 250 people
- A/V package
- Box lunches provided by the ATS
- Dedicated technical assistance
- Recognition on ATS-provided signage
- Recognition in the ATS Exhibit Guide, *ATS Daily Bulletin*, ePreview, eDailies
- Complimentary, seeded registration list provided for one time use

**Industry
Theater Deadlines**
Space reservation/
payment due:
Feb. 9, 2012
Materials due:
Feb. 14, 2012

For more information, contact Maureen Mauer today at 913-780-6633 or mmauer@ascendintegratedmedia.com.

ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

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



ATS 2012 INTERNATIONAL CONFERENCE

Please complete the following information:

Advertiser: _____ Agency (if applicable): _____
 Billing Information: Agency Advertiser Contact Name: _____
 Billing Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ E-mail: _____

ATS Non-CME Industry Symposia*	#123323	SUNDAY, MONDAY OR TUESDAY
Please choose room and day — Sunday, Monday or Tuesday		
Type A.M. or P.M. for your product selection.		
Marriott Marquis, Golden Gate A	\$20,000	<input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> T
Marriott Marquis, Golden Gate B	\$20,000	<input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> T
Marriott Marquis, Yerba Buena 9	\$30,000	<input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> T
Marriott Marquis, Yerba Buena 8	\$30,000	<input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> T
Marriott Marquis, Yerba Buena 7 (p.m. only)	\$30,000	<input type="checkbox"/> T
Hilton Union Square, Plaza Room A/B	\$25,000	<input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> T
Hilton Union Square, Parlor 123	\$20,000	<input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> T
Hilton Union Square, Continental 4	\$25,000	<input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> T
Hilton Union Square, Continental 5	\$25,000	<input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> T
Hilton Union Square, Continental 6	\$25,000	<input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> T
Hilton Union Square, Parlor 789	\$20,000	<input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> T

ATS Theaters*	#123324	SUNDAY, MONDAY OR TUESDAY
Please choose theater and day — Sunday, Monday or Tuesday		
Industry Theater	\$50,000	<input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> T
International Industry Theater	\$50,000	<input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> T
Mini Industry Theater	\$10,000	<input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> T

* Space will be assigned on a first-come, first-served basis. The deadline for space reservations is February 9, 2012. After that date, ATS cannot guarantee that space will be available. ATS reserves the right to reject, for any reason, an application for Industry Symposium space at its International Conference. Please contact Laurie Kaderabek, Coordinator - Corporate Alliances and Development with questions at 212-315-8605 or lkaderabek@thoracic.org.

ATS Advertising & Promotional Opportunities	#123326
Cyber Café Advertising	\$20,000
Shuttle Bus Advertising	\$26,500
Banner Advertising	\$8,000 \$12,000 \$18,000
Aisle Signage (16 available)	\$2,000 per aisle
GOBO (4 available)	\$8,000
Kick-Panel Advertising (13 panels)	\$2,000 per panel
Escalator Clings	\$18,000 per escalator
Hotel Key Cards	\$7,500 \$12,000 2 hotels per hotel
Opening Ceremony and Reception	\$45,000
Important Events Schedule	\$10,000
Wi-Fi Coffee Cafe Advertising	
May 20, 21 and 22 a.m.	\$500 per supporter
(3 days of morning service)	
May 20, 21 and 22 p.m.	\$500 per supporter
(3 days of afternoon service)	
International Leader Reception	\$50,000
Hotel Video	\$4,100 per hotel
Charging Stations Advertising (5 available)	\$5,000 per station
Carpet Logos	\$10,000 per location
Staircase Logo	\$14,000 per staircase
Wi-Fi Network Advertising	\$20,000 per location
Help and Information Center	\$5,000

ATS Medical Bag	#120499
Regular Distribution (a.m. drop)	
May 20 Doctor's Bag Insert	\$8,600 per item
May 21 Doctor's Bag Insert	\$8,600 per item
Limited Distribution (a.m. drop)	
May 20 Doctor's Bag Insert	\$5,670 per item
May 21 Doctor's Bag Insert	\$5,670 per item
Premium (a.m. drop)	
May 20 Doctor's Bag Premium	\$12,500
May 21 Doctor's Bag Premium	\$12,500

ATS Individual Door Drop	#120120
May 20 Door Drop	\$23,500
May 21 Door Drop	\$23,500
May 20 Door Hanger	\$23,500
May 21 Door Hanger	\$23,500

ATS Postcard Pack	#120740
May 20 Door Drop	\$800

ATS Exhibit Guide	#121242
Premium Options	
Back Cover	\$10,000
Inside Front Cover	\$8,750
Inside Back Cover	\$7,800
Map	\$9,250
Belly Band	\$9,500
Bookmark	\$8,200

Standard Options	
Full-Page	\$6,250
1/2-Page	\$4,375
Product and Service Showcase Ad	\$500
Highlighted Listing with Logo	\$400

ATS Preview Edition	#120384
---------------------	---------

Size	B&W	Four-Color
Premium Options		
Back Cover	\$9,000	
Inside Front Cover	\$8,300	
Full-Page	\$4,600 (P.I.)	\$5,800
1/2-Page		\$4,100

ATS Daily Bulletin	#120061
--------------------	---------

Size	B&W	Four-Color
Premium Options		
Distribution Rack	\$16,800	
Banner Ad (banner only all issues)	\$9,270	
Banner Ad (plus full-page ad in all issues)	\$14,500	
Belly Band	\$12,450	
Back Cover	\$12,100	
Inside Front Cover	\$11,580	
Inside Back Cover	\$11,580	

Standard Options		
Full-Page	\$7,300 (P.I.)	\$9,270
Junior Page		\$8,450
1/2-Page		\$6,700
1/4-Page		\$5,300
Product and Service Showcase Ad		\$725

ATS Post Edition	#120018
------------------	---------

Size	B&W	Four-Color
Premium Options		
Back Cover	\$7,900	
Inside Front Cover	\$6,900	
Full-Page	\$4,200 (P.I.)	\$4,900
1/2-Page		\$3,900

ATS Learning Journal	#123325
----------------------	---------

Size	Four-Color
Premium Options	
Back Cover	\$15,000
Inside Front Cover	\$12,500
Inside Back Cover	\$12,500
Full-Page (Limited to two advertisers)	\$8,000

ATS Final Program	#123388
Size	
B&W	Four-Color
Premium Options	
Back Cover	\$14,515
Inside Front Cover	\$9,480
Inside Back Cover	\$7,275
Standard Options	
Full-Page	\$2,760 \$5,140
1/2-Page	\$1,360 \$3,740

ATS Road Map	#123389
Exclusive Advertising Position	\$20,000

ATS IDT Guide	#123390
Exclusive Advertising Position	\$2,500

ATS Highlights for Clinicians	#123391
Exclusive Advertising Position	\$35,000

ATS ePreview Newsletter	#122035
Full Tower Ad	\$4,500
Rectangle Ad, 2nd Position	\$3,500
Rectangle Ad, 3rd Position	\$3,500

ATS eDaily Newsletter	#122029
Full Tower Ad (all three days)	\$7,500
Rectangle Ad, 2nd Position (all 3 days)	\$5,250
Rectangle Ad, 3rd Position (all 3 days)	\$5,250

ATS ePost Newsletter	#122036
Full Tower Ad	\$5,250
Rectangle Ad, 2nd Position	\$3,500
Rectangle Ad, 3rd Position	\$3,500

ATS Event Website	#122303
Leader Board Ad [ePreview] [ROS]	\$7,500
Leader Board Ad [eDaily] [ROS]	\$7,500
Leader Board Ad [ePost] [ROS]	\$7,500
Full Banner Ad [ePreview]	\$2,800
Full Banner Ad [eDaily]	\$2,800
Full Banner Ad [ePost]	\$2,800
Half Banner Ad [ePreview]	\$900
Half Banner Ad [eDaily]	\$900
Half Banner Ad [ePost]	\$900

Content Page Tower Ad [ePreview] [ROS]	\$3,500
Content Page Tower Ad [eDaily] [ROS]	\$3,500
Content Page Tower Ad [ePost] [ROS]	\$3,500
[ROS]: run-of-site	

ATS Advance Program	#123387
Size	
B&W	Four-Color
Full-Page	\$2,760 \$5,140
1/2-Page	\$1,360
Inside Front Cover	\$14,515

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.	

Please write your initials next to selected ads. **Total Amount \$** _____

Option to pay by credit card

VISA MasterCard American Express Discover Expiration Date _____

Card Number _____ Authorized Signature _____

I have read and agree to the terms as set forth on this document.

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

Sign and return to Maureen Mauer

Ascend Integrated Media LLC
 7015 College Blvd., Suite 600, Overland Park, KS 66211
 Fax: 913-780-0088



Mechanical specifications

We help the world breathe®
PULMONARY • CRITICAL CARE • SLEEP

AMERICAN THORACIC SOCIETY INTERNATIONAL CONFERENCE

ATS•2012 **MAY**
San Francisco **18-23**

Where today's science meets tomorrow's care



Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at www.swop.org or <http://www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html>.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (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.

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 Directories

- 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.

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
Attn: ATS 2012
7015 College Blvd., Suite 600, Overland Park, KS 66211
913-469-1110

How to participate in the Medical Bag

1. Reserve space in the Medical Bag on or before the space deadline.
2. Supply a prototype of your insert for approval by ATS. Inserts may not weigh more than 2 oz. A copy of the insert must be pre-approved by ATS 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 66211.
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.

ATS Medical Bag — important notes

- 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 Medical 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 Medical Bag to be delivered on a particular day.
- **Please contact your sales representative for more information. Inclusion of the promotional materials in**

this bag does not imply endorsement of any company or product by the American Thoracic Society, nor do commercial support influence the content of conference sessions. All conference sessions are controlled by ATS members, and are free of the control of commercial interests.

ATS Individual Door Drop

- Advertiser arranges for each newspaper to contain a sticker acknowledging their company's support of the newspaper. Advertiser sets up details with paper of their choice and has delivered to hotels each morning. Ascend manages distribution only.
- Please be advised that quantities may change depending on hotel room block fluctuations.

Specifications for ATS Event Website and Content Pages

- Leaderboard, premium rotator, banner and tower ads must in GIF, JPG or SWF format at 72 dpi, RGB and submitted at actual size. Please note that premium rotator ads must be static ads and have a safety area that is smaller than the actual ad 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 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.

Specifications for eBlasts

- Leaderboard, 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 ATS 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.

Please remit payments to:

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

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.



Mechanical specifications

We help the world breathe®
PULMONARY • CRITICAL CARE • SLEEP

AMERICAN THORACIC SOCIETY INTERNATIONAL CONFERENCE



EXHIBIT GUIDE

Ad sizes and dimensions (width x height)

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

Trim: Final page dimensions.

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

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

Covers & 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"
Non-Bleed Ad
7" x 10"

Full-Page Spread
Bleed 17" x 11-1/8"
Trim 16-3/4" x 10-7/8"
Safety/Live Area 16-1/4" x 10-3/8"
Non-Bleed Ad 15" x 10"

1/2 Page Horizontal
7" x 5"
(no bleed)

Half-Page Spread
Gutter in center: 1" (avoid text and/or pictures with critical registration in this area)
Bleed 17" x 6-1/4" (only bleeds at sides and bottom)
Trim 16-3/4" x 6-1/8"
Safety/Live Area 15-3/8" x 5"
Non-Bleed Ad 15" x 5"

Product & Service Showcase Ad
2-1/4" x 5"
(no bleed)

Map Banner Ad
2-1/4" x 10"
(no bleed)

Highlighted Listing with Logo
2-1/4" x 1"
(no bleed)

DAILIES

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.

Covers and Full Page
10-1/4" x 14"

Center Spread
21-1/2" x 14"

1/2 Page Horizontal
10-1/4" x 7"

1/2 Page Vertical
5" x 14"

Junior Page
7-1/2" x 10"

1/4 Page
5" x 7"

Products & Services Showcase Ad
2-3/8" x 3-1/8"

Banner Ad
Maximum
2" x 7-1/4"

LEARNING JOURNAL

Ad sizes and dimensions

(width x height)

Publication size: 6" x 9" (finished size)

Note: Live/Safety is 1/2" on the inside and outside for spiral binding

Covers & Full Page
Bleed
6-1/4" x 9-1/4"
Trim
6" x 9"
Safety/Live Area
5" x 8-1/2"

FINAL PROGRAM

Ad sizes and dimensions

(width x height)

Publication size: 8-1/2" x 10-7/8"

(finished size)

Covers & Full Page
Bleed
8-3/4" x 11-1/8"
Trim
8-1/2" x 10-7/8"
Safety/Live Area
8-1/4" x 10-3/4"

1/2 Page Horizontal
5-1/2" x 11-1/8"
(no bleed)

ATS ROAD MAP

Ad sizes and dimensions

(width x height)

Publication size: 5-1/2" x 8-1/2"

(finished size)

Covers & Full Page
Bleed
5-3/4" x 8-3/4"
Trim
5-1/2" x 8-1/2"
Safety/Live Area
5" x 8"

IDT GUIDE

Ad sizes and dimensions

(width x height)

Publication size: 5-1/2" x 8-1/2"

(finished size)

Covers & Full Page
Bleed
5-3/4" x 8-3/4"
Trim
5-1/2" x 8-1/2"
Safety/Live Area
5" x 8"

HIGHLIGHTS

Ad sizes and dimensions

(width x height)

Publication size: 4" x 7" (finished size)

Covers & Full Page
Bleed
4-1/4" x 7-1/4"
Trim
4" x 7"
Safety/Live Area
3-1/2" x 6-1/2"

ADVANCE PROGRAM

Ad sizes and dimensions

(width x height)

Publication size: 8-1/2" x 10-7/8"

(finished size)

Covers & Full Page
Bleed
8-3/4" x 11-1/8"
Trim
8-1/2" x 10-7/8"
Safety/Live Area
8-1/4" x 10-3/4"

1/2 Page Horizontal
5-1/2" x 11-1/8"
(no bleed)

eMEDIA

Ad sizes and dimensions

(width x height)

Leaderboard Ad
728 x 90 pixels

Full Banner Ad
468 x 60 pixels

Half Banner Ad
234 x 60 pixels

ATS Intl. Conf. Event Website Landing Page ads

Full Tower Ad
160 x 600 pixels

Rectangle Ads
300 x 100 pixels

eBlast ads

Leaderboard Ad
728 x 90 pixels

Full Tower Ad
160 x 600 pixels

ATS Intl. Conf. Event Website Content Page ads



DISTRIBUTION RACK

Ad sizes and dimensions
(width x height)

Available ad space (for advertisers):

Front header panel: Corporate logo space

15-3/4" wide x 7" high

Side panels: 15" wide x 47-1/2" high

Final rack dimensions:

Front header panel: 15-3/4" wide x 19" high

Side panels: 15" wide x 47-1/2" high

NOTE: Please include 1" bleed around all artwork.

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.

