



MECHANICAL SPECIFICATIONS

All materials are required to follow the ATS Style Sheet and Ad Requirements found at: conference.thoracic.org/exhibitors/tools/style-sheet.php

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at swop.org or adobe.com/designcenter/acrobat/articles/acr6pdfx.html.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (18-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page files.)

Document setup

- Use 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 OpenType. (Type 1 or 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

- You will receive an email address for file submission approximately six weeks prior to the materials deadline. If you have questions before this time, please contact your Ascend Integrated Media representative.

Proofs

- Contract proofs are recommended for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP-approved. View specifications online at swop.org. Without an accurate SWOP-provided proof, Ascend Integrated Media cannot be held responsible for the outcome of color on press.

Submitting color proofs

Mail proofs to: Ascend Integrated Media
Attn: ATS
6710 W. 121st St.
Overland Park, KS 66209
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, 6710 W. 121st St., Overland Park, KS 66209.
3. If changes are necessary, a copy of the revised insert must be resubmitted. Ascend Integrated Media will notify you of final approval.
4. Ship inserts to be received by the materials deadline. Ascend Integrated Media will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box that is shipped. Please do not ship the full quantity to Ascend Integrated Media office, or you may incur additional costs.

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

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 Medical 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. Bulk items may not 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 account manager 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 does 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 its company's support of the newspaper. Advertiser sets up details with paper of choice and has delivered to hotels each morning. Ascend manages distribution only.
- All individual drop items must be reviewed and approved by ATS.
- Please be advised that quantities may change depending on hotel room block fluctuations.

Specifications for eBlasts

- Leaderboard, tower, square, 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 ATS.
- The maximum ad file size is 100kb-125kb.
- All third-party, vendor-supplied tags are subject to approval and must be accompanied by actual GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.
- Animated GIF files are accepted, but not all email platforms support animation. If you wish to submit an animated ad, please include all critical information on the first slide. Only one URL is accepted per animated GIF; we do not allow separate URLs embedded in individual frames.

Important notes

- All advertising must conform to the official ATS 2017 Style Sheet and is subject to ATS approval. All ads that do not meet required specifications will be returned.
- 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.



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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)

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

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

NON-CME SYMPOSIA LOCATOR MAP

Ad sizes and dimensions (width x height)

Publication Size: 4-1/2" x 9-1/8"

Covers & Full Page Bleed
8-5/8" x 11-1/8"
Trim
8-3/8" x 10-7/8"
Safety/Live Area
7-7/8" x 10-3/8"
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 16" x 10-1/8"

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 5-3/4" (only bleeds at sides and bottom)
Trim 16-3/4" x 5-1/2"
Safety/Live Area 16-1/4" x 5"
Non-Bleed Ad 15" x 5"

Covers and Full Page

Bleed 4-3/4" x 9-3/8"
Trim 4-1/2" x 9-1/8"
Safety/Live Area 4" x 8-5/8"
Non-bleed Ad 3-1/2" x 8-1/8"

1/2 Page Horizontal Panel
3-1/2" x 4"

DAILIES

Ad sizes and dimensions (width x height)

Publication size: 10-7/8" x 15" (finished size)

Trim: Final page dimensions.

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

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

Covers and Full Page Bleed:
11-1/8" x 15-1/4"
Trim:
10-7/8" x 15"
Safety/Live Area:
10-3/8" x 14-1/2"

Center Spread
21-1/2" x 14"
Bleed: 22" x 15-1/4"
Trim: 21-3/4" x 15"
Safety/Live Area: 21-1/4" x 14-1/2"

1/2 Page Horizontal
10-3/8" x 7"

1/2 Page Vertical
5" x 14"

Junior Page
7-1/2" x 10"

1/4 Page
5" x 7"

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

Banner Ad
Maximum
10.25" x 2"

RARE LUNG DISEASE GUIDE

Ad sizes and dimensions

(width x height)

Publication size: 11" x 6" (finished size)

Covers & Full Page Bleed 11-1/4" x 6-1/4"
Trim 11" x 6"
Safety/Live Area 10-1/2" x 5-1/2"
Non-Bleed Ad 10-1/2" x 5-1/4"

ATS ROAD MAP FOR EARLY CAREER PROFESSIONALS

Ad sizes and dimensions

(width x height)

Publication size: 8-1/2" x 11" (finished size)

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

QUICK START GUIDE

Ad sizes and dimensions

(width x height)

Bleed: 3-11/16" x 8-3/4"

Trim: 3-11/16" x 8-1/2"

Safety/Live Area: 3-11/16" x 8"

Back Panel
(No bleed on sides, only top and bottom bleed)

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" x 10-3/8"

1/2 Page Horizontal
7-1/2" x 4-3/4"
(no bleed)

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"

eMEDIA

Ad sizes and dimensions
(width x height)

*Leaderboard ad must be submitted in two sizes: one for desktop viewing and one for responsive design for mobile viewing.

Leaderboard Ad*
728 x 90 pixels and 300 x 50 pixels

Full Tower Ad
160 x 600 pixels

Rectangle Ads
300 x 100 pixels

eBlast ads

Leaderboard Ad*
728 x 90 pixels and 300 x 50 pixels

Full Tower Ad
160 x 600 pixels

Square ad
160 x 160 pixels

Article Index Page ads

Square ad
160 x 160 pixels

NEWSSTAND

Ad sizes and dimensions
(width x height)

Available ad space (for advertisers):

Side panels (2):

18-3/8" wide x 33" high

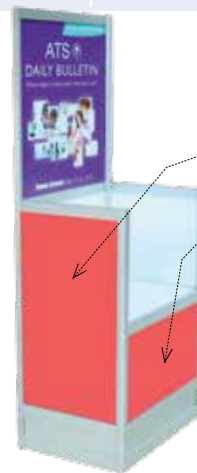
Bottom front panel

18-3/8" wide x 33" high

Final rack dimensions:

24" wide x 72" high

NOTE: Please include 1" bleed around all artwork.



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