

# ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

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



## ATS 2018

Where today's science meets tomorrow's care™



## ATS 2018 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: \_\_\_\_\_

Convention Center Opportunities	
5K Run	\$175,000
Aisle Signage	\$1,000 per aisle
Banner Advertising	\$10,000-\$25,000
Charging Stations Advertising	
Kiosk	\$6,000
Lounge	\$11,000
Coffee & Connections	\$12,000
Column Wraps and Window Cling Package	\$40,000
Column Wraps	\$15,000-\$18,500
Entrance Door Clings	\$10,000
Escalator Clings and Banner Package	\$35,000
Escalator Clings and Runners Package	\$18,000
Exhibit Hall Wayfinder Kiosks	\$20,000
Exterior Street Banners	\$20,000
Floor Clings	\$10,000-\$25,000
Graphic Panels in:	
Registration	\$3,000
Lobby A	\$3,000
Lobby H	\$3,000
Hall B2 Lobby Stair Risers	\$40,000
Hydration Stations	\$50,000
Important Events Schedule	\$15,000
Meterboards, Digital	\$12,500-\$17,000
Meterboards, Print	\$7,000-\$10,000
Park Benches in the Exhibit Hall	\$10,000
Premium Wall Clings	\$20,000 - \$25,000
Professional Headshots	\$55,000
Relax & Recharge Lounges	
Indoor Lounge	\$45,000
Bayside Outdoor Lounge	\$65,000
Rotating Kiosks	\$15,000
Shoe Shine	\$35,000
Shuttle Buses	\$45,000
Table Clings	\$8,000-\$12,000
You Are Here Floor Map Sign	\$5,500-\$10,000

Hotel Opportunities	
Banner and Escalator Cling at Marriott Marquis	\$20,000
Bar Napkins	\$25,000
Coffee Sleeves at Manchester Grand Hyatt	\$7,500
Elevator Clings	\$15,000
Glass Clings	\$10,000-\$15,000
Hotel Key Cards	\$7,000-\$12,000
Individual Door Drop and Door Hanger	
Door Drop	\$24,000
Door Hanger	\$24,000
Interactive Floor at Marriott Marquis	
Sunday	\$15,000
Monday	\$15,000
Tuesday	\$15,000
Wednesday	\$10,000
All four days	\$55,000
Light Wall at Hilton Bayfront	\$20,000
Medical Bag	
Regular Distribution (PM drop)	\$8,600 per item
Limited Distribution (PM drop)	\$5,670 per item
Premium (PM drop)	\$12,500 per item
Wall Clings	\$5,000-\$10,000

Print Opportunities	
ATS Daily Bulletin	
Size	Four-Color
Back Cover	\$12,500
Inside Front Cover	\$11,900
Inside Back Cover	\$11,900
Front-Page Banner Ad (plus full-page ad)	\$14,900
Front-Page Banner Ad (only)	\$9,500
Belly Flap	\$12,800
Newsstands	\$17,300
Full Page	\$9,600
Full Page PI Space	\$7,500
Junior Page	\$8,700
1/2-Page	\$6,900
1/4-Page	\$5,500
Product & Services Showcase Ad	\$725
Budget Package	
Booth Traffic Driver Package	\$1,300
Exhibit & Innovation Guide	
Back Cover	\$10,300
Inside Front Cover	\$9,000
Inside Back Cover	\$8,000
Cover Tip	\$9,800
Floor Map Premium Package	\$9,500
Full Page	\$6,400
1/2-Page	\$4,500
Product & Services Showcase Ad	\$500
Highlighted Listing With Logo	\$400
Recruitment ads	
Full-Page	\$3,000
1/2-Page	\$1,500
1/4-Page	\$800
Final Program	
Size	B&W
Back Cover	\$17,200
Inside Front Cover	\$11,375
Inside Back Cover	\$8,700
Across from Program-at-a-Glance	\$7,500
Across from Welcome Letter	\$7,500
Across from TOC	\$7,500
Full Page	\$2,760
Full Page Spread	\$5,520
1/2-Page	\$1,360
1/4-Page	\$2,240
Highlights for Clinicians	\$1,000
Non-CME Symposia Locator Guide	
1/2-Page Ad	\$3,500
Full-Page Ad	\$6,000
Inside Front Cover	\$7,500
Back Cover	\$8,200
Print Preview	
Size	Four-Color
Back Cover	\$9,000
Inside Front Cover	\$8,300
Full Page	\$5,800
Full Page PI Space	\$4,600
1/2-Page	\$4,100
1/4-Page	\$2,400
Product & Services Showcase Ad	\$685
Quick Start Guide	\$25,000
Rare Lung Disease Guide	\$10,000
Road Map for Early Career Professionals	\$1,000

Digital Opportunities	
Abstracts on USB/DVD	\$55,000
Advance Program	\$10,000
Article Index Page	
Leaderboard	\$7,200
Tower Ad	\$4,600
Discovery Quest	\$600
eDaily (all 3 days)	
Leaderboard	\$9,000
Tower Ad	\$7,500
Rectangle Ad	\$5,250
Square Ad	\$4,500
ePreviews	
Leaderboard	<input type="checkbox"/> #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3 \$7,000
Tower Ad	<input type="checkbox"/> #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3 \$4,500
Rectangle Ad	<input type="checkbox"/> #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3 \$3,500
Square Ad	<input type="checkbox"/> #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3 \$2,800
Post-Conference Exhibit Tracker	
Banner Ad	\$7,500
Registration Confirmation Banner Ad	\$15,000

**Terms**

- Advertiser agrees to abide by the ATS Style Guide requirements as shown on <http://conference.thoracic.org/exhibitors/tools/>.
- Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A signed copy of this agreement is binding.
- Advertising agency and/or client are liable should one or the other default. Cancellations are nonrefundable.
- All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline.
- Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

Please write your initials next to selected ads.

**Total Amount \$** \_\_\_\_\_

**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) \_\_\_\_\_

**Sign and return to Maureen Mauer**  
 Ascend Integrated Media LLC  
 6710 W. 121st St., Suite 100, Overland Park, KS 66209  
 Fax: 913-780-0088