



# ATS 2019

Where today's science meets tomorrow's care™

**MAY 17-22, 2019**

Dallas, TX

[conference.thoracic.org](http://conference.thoracic.org)

ATS 2019 INTERNATIONAL  
CONFERENCE MARKETING  
OPPORTUNITIES

**GIVE YOUR  
BOOTH AND  
YOUR BRAND  
THE EXPOSURE  
THEY DESERVE**

at the largest conference for  
pulmonary, critical care and  
sleep in the U.S.

dallas  
tx

**13,000+**  
**Researchers  
& Clinicians**

# ATS by the Numbers



## TOP 5 ATTENDEE COUNTS

by Work Setting, Specialty, and Topics of Interest

TOPICS OF INTEREST*	ATTENDEE #
COPD	4,946
Asthma	4,939
Interstitial Lung Diseases, Other	3,137
Idiopathic Pulmonary Fibrosis	3,096
ARDS	3,017

WORK SETTING (BUSINESS TYPE)	ATTENDEE #
Hospital, University	4,428
Academic, Public	3,510
Academic, Private	2,430
Industry/Pharmaceuticals	1,716
Hospital/Community	1,327

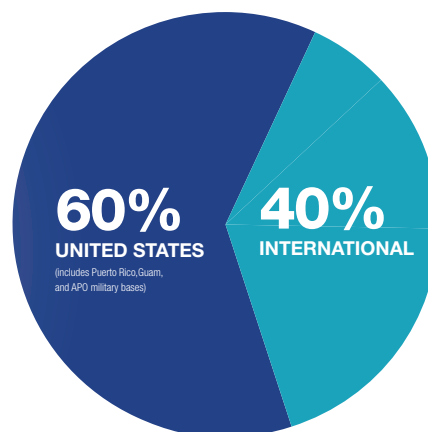
ATTENDEES BY SPECIALTY*	ATTENDEE #
Pulmonary (Adult)	5,676
Critical Care (Adult)	3,344
Research (Basic Science)	1,712
Research (Clinical)	1,591
Internal Medicine	1,371

\*Attendees could select more than one response.

For complete final audited information, please see the full audit online at [conference.thoracic.org](http://conference.thoracic.org).

TOTAL OVERALL ATTENDANCE

**15,968**



TOTAL PROFESSIONAL ATTENDANCE

**13,268**



NON-PROFESSIONAL ATTENDANCE

**2,395** Exhibitors  
**84** Press  
**221** Guests



NET ATTENDEE TO  
EXHIBITOR RATIO  
**64:1**

# ATS 2019 International Conference Marketing Opportunities

## Convention Center

Opportunity	Page	Price Range	Space Deadline
Aisle Signage	4	\$1,500	March 2019
Banner Advertising	4	\$10,000-\$35,000	March 2019
Charging Furniture and Window Cling Package	4	\$20,000	March 2019
Charging Station Advertising	4	\$6,000-\$13,000	March 2019
Coffee & Connections	5	\$14,000-\$16,000	March 2019
Column Wrap and Window Cling Package	5	\$35,000	March 2019
Entrance Door Clings	5	\$10,000-\$12,000	March 2019
Escalator Packages Lobby A/B	6	\$30,000-\$35,000	March 2019
Escalator Package Lobby C	6	\$45,000	March 2019
Escalator Package Lobby D Atrium	6	\$35,000	March 2019
Escalator Package Lobby D to Level 3	6	\$15,000	March 2019
Escalator Package Lobby D Premium	6	\$65,000	March 2019
Exhibit Wayfinder Kiosks	7	\$10,000	March 2019
Hydration Stations	7	\$40,000	March 2019
Important Event Schedule	7	\$15,000-\$17,000	March 2019
Medical Meeting Concierge	8	\$45,000	March 2019
Meterboard, Digital	8	\$12,500-\$19,000	March 2019
Meterboard, Print	8	\$7,000-\$12,000	March 2019
Park Benches in the Exhibit Hall	8	\$10,000-\$12,000	March 2019
Professional Headshots	9	\$20,000	March 2019
Relax & Recharge Lounge	9	\$55,000	March 2019
Rotating Kiosks	9	\$18,000	March 2019
Shuttle Bus Advertising	9	\$15,000	March 2019
Wi-Fi Network	10	\$75,000	March 2019
Window Clings	10	\$10,000-\$25,000	March 2019
You Are Here Floor Map Sign	10	\$5,500-\$12,000	March 2019

## Industry Programs and Practical Workshops

Opportunity	Page	Price Range	Space Deadline
Guru Bars	12	\$3,500	February 2019
Industry Theaters	11	\$14,000-\$65,000	February 2019
Non-CME Symposia	13	\$35,000-\$60,000	February 2019
Practical Workshops	12	\$13,000-\$15,000	February 2019

ATS 2019 Industry Program applications will launch at **11:30 a.m. ET on Sept. 27, 2018**.

All MECCs interested in reserving space should contact Fiona Zheng at [fzheng@thoracic.org](mailto:fzheng@thoracic.org) for required application documents prior to application launch.

## Hotel

Opportunity	Page	Price Range	Space Deadline
Charging Station/Window Cling at the Omni Hotel	14	\$15,000	March 2019
Column Wraps at the Omni Hotel	14	\$10,000	April 2019
Door Hanger	16	\$24,000	April 2019
Escalator Packages at the Omni Hotel	14	\$15,000-\$20,000	March 2019
Gobo at the Fairmont Hotel	14	\$10,000	March 2019
Hotel Key Cards	15	\$5,000-\$15,000	April 2019
Individual Door Drop	16	\$24,000	April 2019
Medical Bag	16	\$5,840-\$8,800	March 2019
Medical Bag Premium	16	\$12,900	March 2019
Table Cling/Column Wrap Package at the Omni Hotel	15	\$15,000	March 2019
Wi-Fi Network at the Omni Hotel	15	\$15,000	March 2019
Window Clings at the Omni Hotel	15	\$15,000-\$20,000	March 2019

## Print

Opportunity	Page	Price Range	Space Deadline
City & Convention Center Map	20	\$35,000	February 2019
Daily Bulletin	17	\$750-\$17,820	April 2019
Exhibit and Innovation Guide	18	\$420-\$10,610	March 2019
Final Program	20	\$1,400-\$17,720	February 2019
Inside ATS 2019	19	\$25,000	March 2019
Non-CME Symposia Locator Guide	13	\$3,600-\$8,450	March 2019
Print Preview	19	\$700-\$9,270	February 2019
Road Map for Early Career Professionals	20	\$1,000	March 2019

## Digital

Opportunity	Page	Price Range	Space Deadline
Abstracts on USB/DVD	22	\$55,000	March 2019
Advance Program	22	\$10,000	November 2018
Article Index Page	24	\$4,830-\$7,560	April 2019
Conference Mobile App	22	\$5,000-\$50,000	March 2019
Discovery Quest	23	\$600	March 2019
eDaily	24	\$5,510-\$9,450	April 2019
ePreviews	24	\$3,675-\$7,350	Feb.-April 2019
Post-Conference Exhibit Tracker Banner Ad	23	\$5,500	March 2019
Registration Confirmation Banner Ad	23	\$18,000	November 2018

- 2018 sponsors/advertisers have the first right of refusal on their 2019 opportunities. The first right of refusal deadline is Nov. 8, 2018. The first right of refusal does not apply to industry program space.
- Opportunities, prices, and deadlines are subject to change, and new opportunities are likely to be added. Consult with your medical sales account manager for the latest information.
- Some opportunities have production costs included, while others are "rights only," with production costs paid by the sponsor.

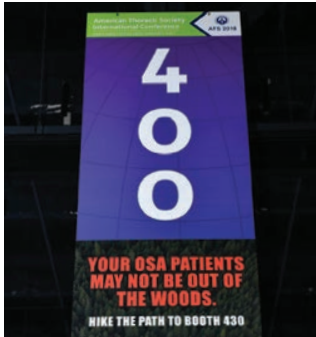
**Contact a medical sales account manager today to reserve your preferred placement!**

Bridget Blaney  
Company names (A-D, Q-R)  
773-259-2825  
[bblaney@ascendmedia.com](mailto:bblaney@ascendmedia.com)

Cathleen Gorby  
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913-780-6923  
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Maureen Mauer  
Company names (M-P, Tu-Z)  
913-780-6633  
[mmauer@ascendmedia.com](mailto:mmauer@ascendmedia.com)

# Convention Center



## Aisle Signage

- Help attendees find your booth
- Branding on bottom portion of sign
- One company per aisle
- Sponsor ad is on bottom portion of sign and measures 4' W x 2'H
- 25 available
- PI: Not available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$1,500 per aisle**  
*Production fees included*



## Banner Advertising

- Standard and premium banner opportunities are available throughout the convention center
- PI: Available in some locations. See PlanTour for locations

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$10,000-\$35,000**  
*Rights only*



## Charging Furniture and Window Cling Package

- Located between Lobby C and D, in a high traffic area
- Includes charging furniture and three 118"W x 118"H window clings above the furniture
- PI: Available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$20,000**  
*Rights only*



## Charging Station Advertising

- Kiosk: Includes a 19"W x 25"H graphic on one charging station kiosk and four ottomans
- Lounge: Includes advertising on an 80" monitor, a 19"W x 25"H graphic on charging station kiosk, and four ottomans
- PI: Available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$6,000 kiosk**  
**(\$8,000 with beacon metrics)**  
**\$11,000 lounge**  
**(\$13,000 with beacon metrics)**  
*Production fees included;  
Three locations available*

# Convention Center



## Coffee & Connections

- Corporate or brand advertising in one of four Coffee & Connections throughout the Exhibit Hall
- Food and beverage breaks served from Coffee & Connections
- Sponsorship includes digital advertising on 80" monitor; two charging kiosks, chairs, and ottomans; and corporate or brand logo on overhead sign. Sponsor may also, at its own cost, provide branded coffee sleeves and coffee stir sticks
- Pl: Available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$14,000 each**  
**(\$16,000 each with beacon metrics)**

*Production fees included;  
Sponsor to provide coffee sleeves and coffee stir sticks*



## Column Wrap and Window Cling Package

- Located on Level 1, Lobby D, near session rooms and one of two shuttle bus locations
- Includes two column wraps (120"W x 10'H) and six single-sided, (upper and lower) glass-panel window clings facing into the convention center (lower panels are 58-1/2"W x 93"H; upper panels are 58-1/2"W x 99"H)
- Pl: Available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$35,000**

*Rights only  
Exclusive sponsorship opportunity*



## Entrance Door Clings

- Secure prime real estate at the convention center with corporate or product branding on busy sets of entrance doors into the convention center
- Includes inner set of doors at one of two locations:
  - Level 1, Lobby A/B: Two sets of 12 doors (24 total)
  - Level 1, Lobby D: One set of eight and one set of 12 doors (20 total)
- All clings are 24"H x 24"W and interior facing
- Pl: Not available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$12,000 Level 1, Lobby A/B**  
**\$10,000 Level 1, Lobby D**

*Rights only*

Contact a medical sales account manager today to reserve your preferred placement!

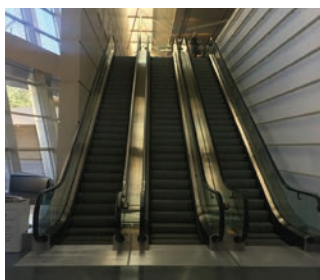
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mmauer@ascendmedia.com



# Convention Center



## Escalator Package Lobby A/B

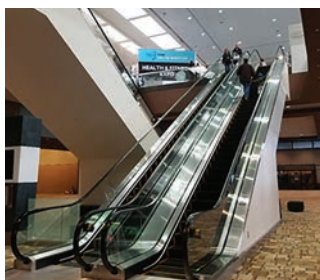
- Your branding appears on the escalators transporting attendees from the daily shuttle bus drop-off to sessions/exhibits
- Lobby A/B has two escalator packages – one on the left side, and one on the right
- Each package includes branding on the inside panels of three escalators, two runners, and a banner at 180"W x 137"H
- Pl: Available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$30,000-\$35,000**  
**(two available)**

*Rights only*



## Escalator Package Lobby C

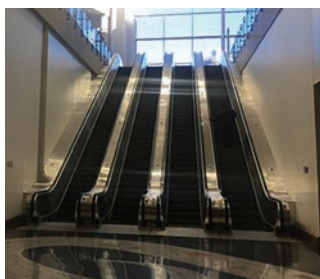
- Your branding appears on the escalators transporting attendees to and from sessions and the Exhibit Hall
- Lobby C has two sets of escalators. Sponsor gets branding on both sets of two escalators
- Package includes branding on the inside panels of escalators, runners, and every other glass panel at the top on Level 2, Lobby C
- Pl: Available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$45,000**

*Rights only*  
*Exclusive sponsorship opportunity*



## Escalator Package Lobby D Atrium

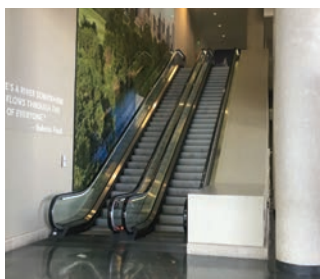
- Your branding appears on the escalators transporting attendees to and from sessions, shuttles, and the Omni Hotel
- Package includes branding on the inner panels of four escalators, three runners, and a banner at 13"W x 9'H
- Pl: Available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$35,000**

*Rights only*  
*Exclusive sponsorship opportunity*



## Escalator Package Lobby D to Level 3

- Your branding appears on the escalators transporting attendees by the Exhibit Hall to Level 3 where sessions are located
- Package includes branding on the inner panels of two escalators, one runner, and a wall cling at 52"W x 40'3"H that runs up the side of the escalator
- Pl: Available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$15,000**

*Rights only*  
*Exclusive sponsorship opportunity*



## Escalator Package Lobby D Premium

- Your branding appears on the escalators transporting attendees to and from sessions and shuttles in Level 1 Lobby D, and Exhibit Hall D/E, Assisted Reg and Posters in Level 2 Lobby F
- Package includes branding on the inner panels of two sets of two escalators, two runners and a large stair graphic
- Pl: Available

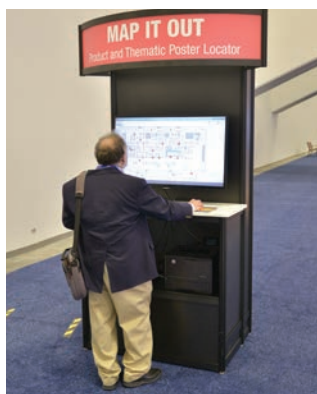
**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$65,000**

*Rights only*  
*Exclusive sponsorship opportunity*

# Convention Center



## Exhibit Wayfinder Kiosks

- Branding on three Wayfinder kiosks in high-traffic areas in the Exhibit Hall, with "Here-to-There" navigation from kiosk to selected booth
- Sponsorship also includes exclusive banner ad on ATS Interactive Floorplan, a link to sponsor's company profile listing, and an upgraded platinum listing on the ATS Online Exhibitor Directory
- Sponsor receives full meter panel on the back of all three units and usage metrics from each kiosk in the Exhibit Hall
- PI: Available
- Sponsor ad size: 38-1/8"W x 87"H

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$10,000**

*Production fees included;  
Exclusive sponsorship opportunity*

## 2018 Usage Metrics

**8,848**  
Floorplan Visits  
**13,635**  
Directory Visits



## Hydration Stations

- Branded signage at 17 water coolers located throughout the convention center, and on two branded towers for ATS water bottle distribution located in high traffic areas in the convention center
- Promotion of stations on three one-sided, full-color meterboards
- Promotion in pre-conference and onsite marketing materials
- PI: Available on signs

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$40,000**

*Exclusive sponsorship opportunity*

*Sponsor pays the production fees for signage at the 17 water coolers. ATS will pay production fees for the two water bottle towers.*



## Important Event Schedule

- Great visibility for corporate or brand ad next to the schedule of the day's most important events
- Advertising displayed on the meterboard panel next to the digital schedule
- Located in registration area
- PI: Available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$15,000**

**(\$17,000 with beacon metrics)**

*Production fees included;  
Exclusive sponsorship opportunity*

# Convention Center



## Medical Meeting Concierge

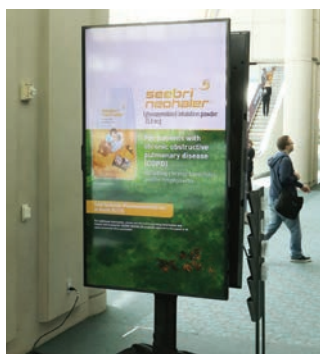
- “Ask Me” staff wearing branded vests assist attendees with directions or questions in the convention center
- Includes corporate or product branding on two Help & Information counters, plus branding on the roving concierges
- Sponsor receives recognition in the Print Preview, ePreview, Final Program, Exhibit & Innovation Guide, ATS Daily Bulletin, 2019 Conference website, Conference Mobile App, and Know Before You Go Email
- Pl: Not available

**Space Reservation Deadline:**  
March 5, 2019

**Materials Due:**  
April 1, 2019

**\$45,000**

*Production fees included;  
Exclusive sponsorship opportunity*



## Meterboards, Digital

- Bring your message to life with state-of-the-art full-motion digital meterboards
- Choose single- or double-sided digital meterboard
- Includes 80” vertical digital monitor mounted on stand
- Opportunity to run multiple ads or change ads daily to refine message or branding
- May include corporate or product branding
- Pl: Available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$12,500 single-sided  
(\$14,500 with beacon metrics)  
\$17,000 double-sided  
(\$19,000 with beacon metrics)**

*Production fees included;  
Three locations available*



## Meterboards, Print

- Company or product messages catch attendees’ attention as they come and go
- Meterboard signs are double-sided
- Eight locations available
- Pl: Available on sign

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$7,000-\$10,000  
(\$9,000-\$12,000 with  
beacon metrics)**

*Rights only*



## Park Benches in the Exhibit Hall

- Grab attendees’ attention as they walk the main aisle of the Exhibit Hall
- Each location includes messaging on back-to-back park benches and a floor cling in front of each bench
- Graphic on the back of each bench is 48"W x 17-1/2"H; floor clings are 96"W x 36"H
- Pl: Available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$10,000 per set of two benches  
(\$12,000 per set of two benches  
with beacon metrics)  
(Six sets available)**

*Rights only*



# Convention Center



## Professional Headshots

- World-class portraits; highly visible on the show floor
- More than 1,000 attendees visited the booth in 2018
- Booth space on the exhibit floor in prime location includes sponsor branding on overhead sign
- Lead capture also includes beacon tracking and metrics for those passing by the booth and those in the immediate area.
- Branded slide show on 60" HD monitor to drive traffic and increase impressions
- Branded banner ad on email to attendees with their photos
- Sponsor receives recognition in Print Preview, ePreview, Membership Newsletters, Final Program, Exhibit & Innovation Guide, ATS Daily Bulletin, 2019 Conference website, Conference Mobile App, and on three meterboards placed around the convention center
- Sponsors may have 1-2 staff in the booth to greet attendees
- PI: Available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$20,000**

*Production fees included;  
Exclusive sponsorship opportunity*



## Relax & Recharge Lounge

- Located on Level 2, Lobby A/B
- Available for attendees Friday through Wednesday, and extensively used with long dwell times
- Includes couches, chairs, coffee tables, ottomans, electrical drops for laptops, two charging kiosks, tables, and one 80" monitor
- Sponsor receives digital advertising on 80" monitor in lounge, advertising on two meterboards, branding on a banner identifying the area, and beacon metrics
- PI: Available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$55,000**

*Production fees included;  
Exclusive sponsorship opportunity*



## Rotating Kiosks

- Eye-catching, backlit rotating structures placed in prominent areas throughout convention center
- Includes four corporate or brand ads per kiosk
- Sponsor brands entire kiosk
- PI: Not available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$18,000 each (three available)**

*Rights only  
Three kiosks available*



## Shuttle Bus Advertising

- Attendees see your brand everywhere as they wait for and ride the shuttle buses between their hotels and the convention center
- Sponsorship includes:
  - Company/brand logo on selected shuttle bus route signs at the convention center
  - Company/brand logo on signs in hotel lobbies for selected route
  - Company/brand logo on shuttle bus fliers distributed at hotels on selected route
  - Opportunity to brand the outside of shuttle buses

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$15,000 per route**

*Production fees for signage and fliers included. (Branding buses themselves is permitted, but not included in this rate.)*

# Convention Center



## Wi-Fi Network

- Reach every attendee at ATS 2019 who connects to the Wi-Fi at the center
- Corporate branding only; no product branding allowed due to ACCME Rules
- Includes a splash page and customized password with a minimum of eight characters, and a banner ad at the bottom of the password page
- Recognition in Print Preview, ePreview, Final Program, Exhibit & Innovation Guide, ATS Daily Bulletin, 2019 Conference website, and Conference Mobile App
- Signage throughout convention center recognizing sponsor and providing password

**Space Reservation Deadline:**  
March 1, 2019

**Materials Due:**  
March 8, 2019

**\$75,000**

*Rights only  
Exclusive premium*



## Window Clings

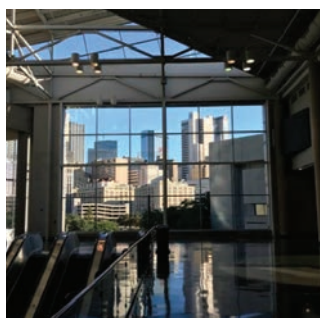
- Lobby A/B
  - A highly trafficked area along the corridor on Level 2 between the General Session and Exhibit Hall
  - Great exposure to attendees arriving by shuttle bus across from Satellite Registration and outside the General Session
  - Includes every other window; seven total
- Lobby C
  - Highly visible location in the seating area across from concessions
  - Includes a central block of five windows across and five down
- Lobby D
  - Located on Level 2, Lobby D, outside of the Exhibit Hall in an area filled with natural light
  - Located in a very high traffic area near Omni Hotel connector, satellite registration and the Exhibit Hall main entrance
  - Two opportunities available with six window clings on the top left corner, and six window clings on the bottom right corner
- Lobby F
  - Located on Level 2, Lobby F, outside of posters and near Exhibit Hall E
  - Includes a total of fourteen window clings with seven on top and seven on bottom for great exposure
- PI: Available Lobby F and Lobby A/B only

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$10,000 Lobby A/B  
\$23,000 Lobby C  
\$25,000 Lobby D each  
(two available)  
\$18,000 Lobby F**

*Rights only*



## You Are Here Floor Map Sign

- Located at six entrances to the Exhibit Hall and in high-traffic areas in the Exhibit Hall
- Sponsorship includes one 4'H x 30"W ad space on You Are Here signage
- See Plantour for details and locations
- PI: Available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$5,500-\$10,000  
(\$7,500-\$12,000 with  
beacon metrics)**

*Production fees included*

# Industry Programs

## Industry Theaters

Located inside the Exhibit Hall, ATS Industry Theaters are available to enhance attendees' education at the ATS 2019 International Conference.

Held May 19, 20, and 21, companies may reserve slots on a first-come, first-served basis. Theater presentations are the optimal opportunity for industry participants to promote brand launches or current therapies, conduct a focused program on disease awareness, or discuss current pipeline activity. All programs are non-accredited. Programs may be archived or streamed, but no forms of professional credit from the live or enduring activity are permitted.

### Theater includes:

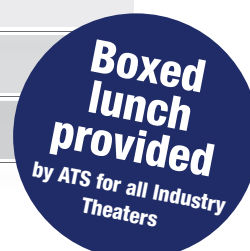
- Theater-style seating for 250 people (large), 125 (medium), or 50 (mini)
- Standard A/V package with dedicated technical assistance
- Listing on ATS-provided signage
- Listing in pre-conference and onsite marketing materials, including the ATS Daily Bulletin, the Exhibit & Innovation Guide, Final Program, the 2019 International Conference website and the Conference Mobile App
- Complimentary attendee pre-registration list for one-time use
- Badge scanners to capture attendee leads — two for large and medium Industry Theaters, one for Mini Theaters



## INDUSTRY THEATERS

45-minute presentation for 250 people. Two theater locations available. Limited to four per day.

<b>Sunday, May 19</b>	<b>11:30 a.m.-12:15 p.m. 1:15-2 p.m.</b>	<b>\$65,000</b>
<b>Monday, May 20</b>	<b>11:30 a.m.-12:15 p.m. 1:15-2 p.m.</b>	<b>\$55,000</b>
<b>Tuesday, May 21</b>	<b>11:30 a.m.-12:15 p.m. 1:15-2 p.m.</b>	<b>\$45,000</b>



## MEDIUM THEATER

45-minute presentation for 125 people. Limited to one per day.

<b>Sunday, May 19</b>	<b>12:20 p.m.-1:05 p.m.</b>	<b>\$32,500</b>
<b>Monday, May 20</b>	<b>12:20 p.m.-1:05 p.m.</b>	<b>\$27,500</b>
<b>Tuesday, May 21</b>	<b>12:20 p.m.-1:05 p.m.</b>	<b>\$22,500</b>

## MINI THEATERS

30-minute presentation for 50 people. Limited to three per day.

<b>Sunday, May 19</b>	<b>11:30 a.m.-12 p.m. 12:30-1 p.m. 1:30-2 p.m.</b>	<b>\$18,000</b>
<b>Monday, May 20</b>	<b>11:30 a.m.-12 p.m. 12:30-1 p.m. 1:30-2 p.m.</b>	<b>\$16,000</b>
<b>Tuesday, May 21</b>	<b>11:30 a.m.-12 p.m. 12:30-1 p.m. 1:30-2 p.m.</b>	<b>\$14,000</b>

**Important Note:** We can accommodate international-only or U.S.-only Industry Theaters to comply with regulatory restrictions. For more information, please contact your account manager.

## Application Process for all Industry Programs:

1. Applications are accepted in time-stamp order starting at 11:30 a.m. EST, on Sept. 27, 2018. **SPACE SELLS OUT QUICKLY!**
2. Application links are available on the ATS conference website at the time of opening. Visit <http://conference.thoracic.org/exhibitors/industry-programs/>.
3. Deposits are not required to be submitted with applications.
4. Applications are processed in time-stamp order within two weeks of submission.
5. Contracts and invoices are sent with a 30-day return deadline.
6. Full payment is due Feb. 1, 2019.

A capture content package is available from PSAV to help extend the life of your program. Please see [conference.thoracic.org](http://conference.thoracic.org) for more details and pricing.



# Industry Programs



## Practical Workshops

Medical device companies and manufacturers are invited to organize hands-on education in the Exhibit Hall with a Practical Workshop.

Companies can demonstrate their products and present new techniques while offering invaluable training to attendees. Practical Workshops are 90 minutes, requiring at least 50 minutes dedicated to hands-on demonstration and skill-building through four educational stations. All programs are non-accredited.

### Workshop includes:

- Theater-style seating for 100 people with podium
- Four tables and wireless microphones for hands-on learning stations
- Standard A/V package with dedicated technical assistance
- Listing on ATS-provided signage
- Listing in pre-conference and onsite marketing materials
- Listing on the ATS 2019 International Conference website and Conference Mobile App
- Complimentary attendee pre-registration list for one-time use
- Two badge scanners to capture attendee leads

### WORKSHOPS

<b>Sunday, May 19</b>	<b>12:30-2 p.m.</b>	<b>\$15,000</b>
<b>Monday, May 20</b>	<b>12:30-2 p.m.</b>	<b>\$14,000</b>
<b>Tuesday, May 21</b>	<b>12:30-2 p.m.</b>	<b>\$13,000</b>

### *Does **not** include boxed lunch.*

*Boxed lunches can be arranged for Practical Workshop presentations by contacting Fiona Zheng at [fzheng@thoracic.org](mailto:fzheng@thoracic.org).*



## Guru Bars

Industry expert-led sessions in one of four small presentation areas organized by categories of interest:

**Guru Bars 1 and 2:** Education/Awareness/Prevention or Diagnosis  
**Guru Bars 3 and 4:** Treatment or Adherence/Compliance

Available Sunday through Tuesday, this learning experience consists of burst sessions of 15-20 minutes, led by subject-matter experts from industry. A Burst Session consists of a 10-minute burst outlining a problem statement, mitigating factors, the host's perspective/solution, and a challenge or question posed to attendees, who discuss for the remaining 5-10 minutes.

### Bar includes:

- Seating for 25 people with standing room around the perimeter of the space
- Standard A/V package with dedicated technical assistance
- Listing on ATS-provided signage
- Listing in pre-conference and onsite marketing materials, including the Exhibit & Innovation Guide, Final Program, the ATS 2019 Conference website and the Conference Mobile App
- Complimentary attendee pre-registration list for one-time use

Guru Bars are 20-minute programs and run every 30 minutes in the Exhibit Hall.

For complete details on availability and what's included, please visit

<http://conference.thoracic.org/exhibitors/industry-programs/>.

**\$3,500**

## GURU BAR

20-minute presentation for 25 people. Four locations available. Limited to ten per day.

<b>Sunday, May 19</b>	<b>Guru Bar 1 and 3</b> 11:30– 11:50 a.m. 12:30–12:50 p.m. 1:30–1:50 p.m. <b>Guru Bar 2 and 4</b> 12–12:20 p.m. 1–1:20 p.m.	<b>\$3,500</b>
<b>Monday, May 20</b>	<b>Guru Bar 1 and 3</b> 11:30– 11:50 a.m. 12:30–12:50 p.m. 1:30–1:50 p.m. <b>Guru Bar 2 and 4</b> 12–12:20 p.m. 1–1:20 p.m.	<b>\$3,500</b>
<b>Tuesday, May 21</b>	<b>Guru Bar 1 and 3</b> 11:30– 11:50 a.m. 12:30–12:50 p.m. 1:30–1:50 p.m. <b>Guru Bar 2 and 4</b> 12–12:20 p.m. 1–1:20 p.m.	<b>\$3,500</b>

*See page 11 for details on the application process for all Industry Programs.*



# Industry Programs

## Non-CME Symposia

The ATS encourages Non-CME Symposia in conjunction with the ATS 2019 International Conference. Presentations should be scientific in nature and cannot offer CME/CE or any other form of professional credit, or be used to create CME/CE enduring content post-conference. **Independent programs from MECCs are also welcome, but require a letter of approval from ATS prior to submission of any requests or funding.** Meeting rooms are available on a first-come, first-served basis.

### Sponsorship includes:

- Hotel meeting space and AV package
- Promotion in pre-conference and onsite materials
- Listing on the ATS 2019 International Conference website and Conference Mobile App
- Listing in the Non-CME Symposia Locator Guide distributed in the Medical Bag
- Listing in onsite Exhibit & Innovation Guide
- Includes one-time use of attendee pre-registration list
- ATS "Ask Me" staff in hotel lobby to direct attendees to symposia

Audio/video content capture is available from PSAV. Contact Fiona Zheng at [fzheng@thoracic.org](mailto:fzheng@thoracic.org) for more information.

### SUNDAY MAY 19, 2019

Hotel	Fairmont Dallas		Hyatt Regency Dallas				Sheraton Dallas				
	International Ballroom	Regency Ballroom	Landmark Ballroom A	Landmark Ballroom B	Landmark Ballroom C	Marsalis Exhibit Hall A	Austin Ballroom	Houston Ballroom	Lone Star Ballroom A2-A4	Lone Star Ballroom B	Lone Star Ballroom C2-C4
Classroom	256	260	206	208	208	200	204	188	268	354	236
Crescent Rounds	245	245	210	210	210	196	196	147	245	329	245
Rate	\$55,000	\$55,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$45,000	\$55,000	\$60,000	\$55,000

### MONDAY, MAY 20, 2019

No symposia are offered Monday evening due to high attendance at ATS Assembly membership meetings and dinners.

### TUESDAY MAY 21, 2019

Hotel	Fairmont Dallas		Hyatt Regency Dallas					Sheraton Dallas		
	International Ballroom	Regency Ballroom	Landmark Ballroom A	Landmark Ballroom C	Marsalis Exhibit Hall A	Reunion ABC	Reunion Ballroom GH	Austin Ballroom	Lone Star Ballroom A2-A4	Lone Star Ballroom B
Classroom	256	260	206	208	200	140	140	204	268	354
Crescent Rounds	245	245	210	210	196	161	161	196	245	329
Rate	\$50,000	\$50,000	\$45,000	\$45,000	\$45,000	\$35,000	\$35,000	\$45,000	\$50,000	\$55,000

## Non-CME Symposia Locator Guide

A locator guide promoting the sponsored evening symposia is provided to all attendees in the Medical Bag delivered on Saturday evening. The Non-CME Locator Map is also available on the ATS Conference website and Conference Mobile App.

### Space Reservation Deadline:

March 19, 2019

### Materials Due:

March 26, 2019

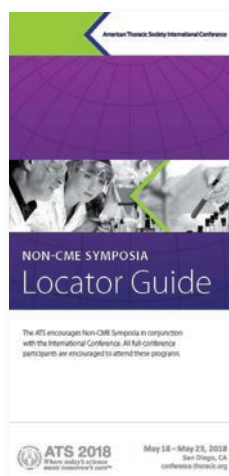
**Half Page: \$3,600**

**Full Page: \$6,180**

**Inside Front Cover: \$7,725**

**Back Cover: \$8,450**

**Please note:** Non-CME Symposia are not scheduled on Monday night of the ATS International Conference, when the majority of the ATS Assemblies and Alumni Groups hold their events. The ATS Assemblies on Behavioral Science and Health Services Research (BSHSR) and Pediatrics (PEDS), and the Sections on Genetics and Genomics, and Terrorism and Inhalation Disorders hold their membership meetings on Sunday evening. If you are targeting these Assemblies, you may prefer to avoid requesting that time to maximize your potential audience. Combined rooms are available with discounted pricing. Please contact Maureen Mauer at [mmauer@ascendmedia.com](mailto:mmauer@ascendmedia.com) for details.



# Hotel



## Charging Station/Window Cling Package at the Omni Hotel

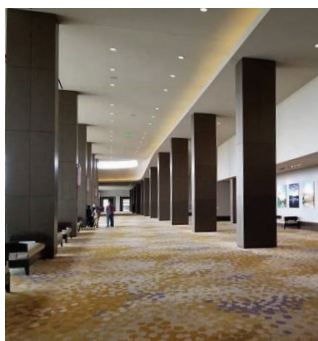
- Located on Level 2 across from the Bishops Art Boardroom
- Includes one charging station, seating, and two 55"W x 109-1/2"H branded Window Clings
- PI: Available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$15,000**

*Rights only  
Exclusive sponsorship opportunity*



## Column Wraps at the Omni Hotel

- Feature your brand on 11' H column-builds located on the third floor of the Omni, near session rooms and along the walkway to the convention center.
- Four available
- PI: Available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$10,000 each**

*Rights only*



## Escalator Packages at the Omni Hotel

- High-profile branding at an ATS headquarter hotel where sessions are taking place
  - Inner panel branding only
- Two packages available:
  - Main Escalators: Includes two sets of escalators from Level 1 to Level 2, and Level 2 to Level 3, with four escalators total, two at each level
  - Skybridge: Includes one set of escalators from Level 3 down to the Skybridge and leading into the convention center
- PI: Available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$20,000 Main Escalators  
\$15,000 Skybridge**

*Rights only*



## Gobo at the Fairmont Hotel

- Located in the hotel lobby bar, viewable by attendees at the bar and also passing by the lobby on their way in and out
- Sponsor able to change ads daily, or rotate ads throughout the day
- ATS has a 400-room block in this hotel, and will hold non-CME Symposia in the Fairmont on Sunday and Tuesday evenings
- PI: Not available

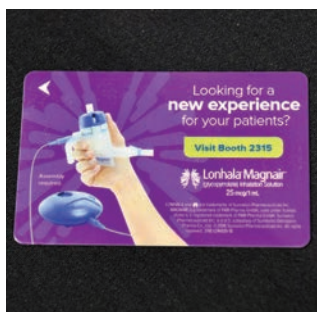
**Space Reservation Deadline:**  
April 1, 2019

**Materials Due:**  
April 19, 2019

**\$10,000**

*Rights only;  
Exclusive sponsorship opportunity*

# Hotel



## Hotel Key Cards

- Make an impression as attendees check in to their hotels with custom key cards
  - Sheraton Dallas: 1,400 rooms
  - Hyatt Regency Dallas: 1,050 rooms
  - Omni Dallas: 900 rooms
  - Fairmont: 400 rooms

**Space Reservation Deadline:**  
April 1, 2019

**Materials Due:**  
April 8, 2019

**\$5,000-\$15,000**

*Rights only*



## Table Cling/Column Wrap Package at the Omni Hotel

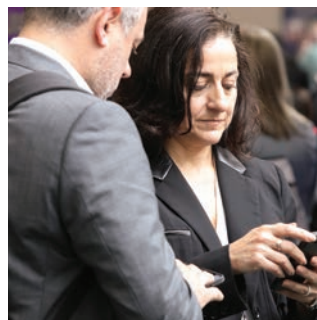
- Brand tables with your message for a bold impact as attendees take a break or grab lunch at this headquarter hotel during the conference
- Custom graphics cover eight rectangular 30"W x 88"L tables, and a three-sided column-build located on Level 3, by sessions
- PI: Available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$15,000**

*Rights only;  
Exclusive sponsorship opportunity*



## Wi-Fi Network at the Omni Hotel

- Reach attendees logging into Wi-Fi at the Omni, the main ATS HQ Hotel, where educational sessions are taking place, and connected to the convention center with a Skybridge
- Includes a custom password and recognition on prominent signage throughout Omni meeting space
- Recognition in Final Program, Exhibit & Innovation Guide, ATS 2019 Conference website, ePreview, ATS Daily Print Preview

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$15,000**

*Exclusive sponsorship opportunity*



## Window Clings at the Omni Hotel

- Window Cling Level 2 Walkway
  - Located just before the Skybridge connector to the convention center, this opportunity includes five window panels each 53"W x 137"H (single-sided, facing into building)
- Window Cling Top of Escalators
  - Located at the top of the escalators from Level 2 to educational sessions on Level 3
  - Five panes of glass
- Window Cling Level 3 Seating Area
  - Located outside of educational sessions and on the way to the Skybridge
- PI: Available

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$15,000 Top of Escalators  
\$18,000 Level 2 Corridor  
\$20,000 Level 3 Seating Area**

*Rights only*

# Hotel Deliveries



## Door Hanger

**Distribution:** Approximately 4,300\* per day delivered to hotel rooms on the date of your choice. Limited to one advertiser per day on May 18, 19, 20, 21, or 22, 2019.

**Content:** Highlights your products and services. Advertiser provides item to be distributed, subject to ATS approval.

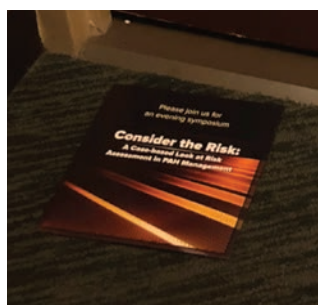
*Limited to one door hanger per day. Advertiser arranges production and shipping details for Door Hanger, and has items delivered to hotels each morning. Ascend manages distribution only.*

**Space Reservation Deadline:**  
April 24, 2019

**Materials Due:**  
April 24, 2019

**\$24,000 per day**

*Price is based on individual items. If you would like to distribute more than one item, please contact your account manager.*



## Individual Door Drop

**Distribution:** Approximately 4,300\* per day are delivered to hotel rooms on May 18, 19, 20, and 21, 2019.

**Content:** Advertiser provides item to be distributed, subject to ATS approval.

*Limited to one individual door drop per day. Advertiser arranges production and shipping details for Individual Door Drop and has items delivered to hotels each morning. Ascend manages distribution only.*

**Space Reservation Deadline:**  
April 24, 2019

**Materials Due:**  
April 24, 2019

**\$24,000 per day**

*Price is based on individual items. If you would like to distribute more than one item, please contact your account manager.*



## Medical Bag

**Distribution:** Delivered to hotel rooms on the evenings of May 18 and 19 and distributed at the convention center on May 19 and 20, 2019.

**Content:** Advertiser provides item to be distributed, subject to ATS approval.

*A minimum of four inserts must be reserved for the Medical Bag to be delivered on a particular day. Bulk items will be assessed an additional fee based on weight and dimension. For more information, see mechanical specifications sheet.*

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**Regular Distribution:**  
**\$8,800 per insert, per day**

**Approximate Quantity** . . . . . 5,300 per day\*  
**Insert Sizes** . . . . . Maximum size is 8-1/2" x 11"  
Maximum weight is 2 oz.

**Limited Distribution:**  
**\$5,840 per insert, per day**

**Approximate Quantity** . . . . . 3,500 per day\*  
**Insert Sizes** . . . . . Maximum size is 8-1/2" x 11"  
Maximum weight is 2 oz.



## Medical Bag Premium Inserts

**Distribution:** Be the first message attendees see when they pick up their Medical Bags. Your message is inserted in an open, clear pocket on one side of the bag, drawing extra attention to your message without restricting access to it.

**Content:** Advertiser provides item to be distributed, subject to ATS approval.

**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

**\$12,900 per day**

*\*Please be advised that quantities may change depending on hotel room block fluctuations.*



# Print

## ATS Daily Bulletin

**Audience and Distribution:** Distributed in newsstands, and handed to attendees at the convention center on May 19, 20, and 21.

**Content:** This daily newspaper reports on the scientific breakthroughs presented at the ATS 2019 International Conference. It also highlights Non-CME Symposia, Industry Theater, and Practical Workshop schedules each day, as well as new technologies and products on display in the Exhibit Hall. Features include other important aspects of the conference program, such as award ceremonies, special lectures, and other ATS member business.

### Standard Options (4C)

Full Page	<b>\$9,900</b>
Full Page PI Space	<b>\$7,730</b>
Junior Page	<b>\$8,960</b>
Half Page	<b>\$7,110</b>
Quarter Page	<b>\$5,670</b>
Product & Services Showcase Ad	<b>\$750</b>

### Premium Options (4C)

Back Cover	<b>\$12,880</b>
Inside Front Cover	<b>\$12,260</b>
Inside Back Cover	<b>\$12,260</b>
Front Page Banner & Full Page	<b>\$15,350</b>
Front Page Banner	<b>\$9,790</b>
Cover Flap	<b>\$13,200</b>
Newsstand Premium	<b>\$17,820</b>

### Space Reservation Deadline:

April 3, 2019

### Materials Due:

April 10, 2019

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



## Newsstand Premium

- Your ad is featured on panels of the official ATS Daily Bulletin newsstands
- 10 stands are placed throughout the convention center
- Includes a Full Page ad within each day of the publication
- Advertiser art is included on both side panels and bottom front panel

### Space Reservation Deadline::

March 1, 2019

### Materials Due:

March 8, 2019

**\$17,820**

## Cover Flap

- Cover Flap is attached to the cover of the ATS Daily Bulletin newspaper offering first-glance visibility
- Includes a Full Page ad within the publication

### Space Reservation Deadline:

April 3, 2019

### Materials Due:

April 10, 2019

**\$13,200 per day**

*Advertiser to supply Cover Flap.*



## Front Page Banner

Banner ad is printed at the bottom of the front page of ATS Daily Bulletin newspaper.

**\$9,790**

**Front Page Banner (only)**

**\$15,350**

**with Full Page ad within publication**

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

# Print

## Exhibit & Innovation Guide

**Audience and Distribution:** More than 13,000 copies are distributed to professional attendees throughout the convention center, and are available at all Exhibit Hall entrances.

**Content:** Includes information on the companies, manufacturers, and organizations exhibiting at the ATS 2019 International Conference, as well as Non-CME Symposia, Industry Theater and Guru Bar schedules, Practical Workshops, and other learning opportunities at ATS 2019.



**Space Reservation Deadline:**  
March 29, 2019

**Materials Due:**  
April 5, 2019

### Standard Options (4C)

Full Page	<b>\$6,590</b>
Half Page	<b>\$4,640</b>
Product & Services Showcase Ad	<b>\$515</b>
Highlighted Listing With Logo	<b>\$410</b>

### Premium Options (4C)

Back Cover	<b>\$10,610</b>
Inside Front Cover	<b>\$9,270</b>
Inside Back Cover	<b>\$8,240</b>
Cover Tip*	<b>\$10,100</b>
Floor Map Premium	<b>\$9,790</b>

\*Advertiser to supply cover tips



### Cover Tip

Your message attaches to the cover of the Exhibit & Innovation Guide.  
Advertiser provides tip-on piece, subject to ATS approval.

**\$10,100**



### Product & Services Showcase Ad

Offer attendees a quick visual reference to your products and services. 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

**\$515**



### Floor Map Premium Package

**Includes:**

- Full Page ad
- Banner ad on floor map page spread
- Highlighted Listing with Logo

**\$9,790**

Please note the banner ad on the floor map page may have a gutter depending on the map layout. (Not guaranteed to be the center spread.)

### Recruitment Advertising Options

(in dedicated section)

Find the job candidates you need by placing a recruitment ad in the Exhibit & Innovation Guide.

**Full Page: \$3,100**  
**Half Page: \$1,550**  
**Quarter Page: \$820**

You must be an exhibitor to advertise in the Exhibit & Innovation Guide, with the exception of recruitment ads.

# Print

## Print Preview

**Audience and Distribution:** Mailed to 16,000 adult and pediatric pulmonary, critical care, and sleep professionals one month before the ATS 2019 International Conference. Distribution includes ATS members, conference attendees, and past attendees (U.S. and Canada).

**Content:** Previews Exhibit Hall attractions, Non-CME Symposia, Industry Theaters, Practical Workshops, and ceremonies scheduled during the conference

**Publication Date:** Mails mid-April

**Space Reservation Deadline:**

Feb. 25, 2019

**Materials Due:**

March 4, 2019

### Standard Options (4C)

Full Page	\$5,975
Full Page PI Space	\$4,740
Half Page	\$4,225
Quarter Page	\$2,470
Product & Services Showcase Ad	\$705

### Premium Options (4C)

Back Cover	\$9,270
Inside Front Cover	\$8,550



## Inside ATS 2019

Distributed to conference attendees at hotel check-in or ATS Satellite Registration desks, Inside ATS 2019 includes the shuttle bus schedule, badge pick-up information, and key details attendees need to get their experience at the conference off to a great start.

Advertiser receives back panel ad and front cover logo recognition.



**Space Reservation Deadline:**  
March 28, 2019

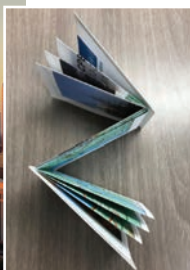
**Materials Due:**  
April 4, 2019

**\$25,000**

Exclusive sponsorship opportunity



# Print



## City & Convention Center Map

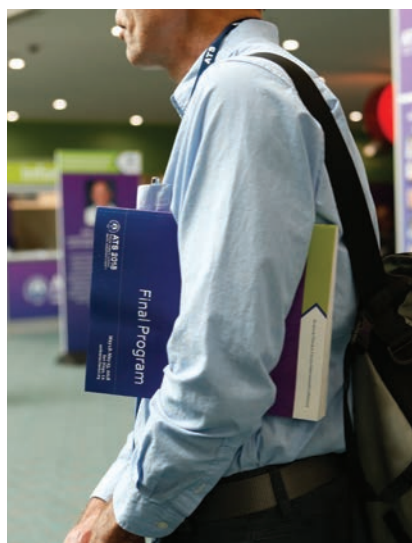
- Distributed to 16,000 attendees at registration, this pocket-size map is invaluable to attendees as they traverse this new ATS location
- City map on one side with hotel and restaurants noted, with a convention center map on the other side
- Includes shuttle schedule and routes
- Advertiser receives back panel display ad, logo recognition on the map and two full panels on the inside
- Panels are 3"W x 4-1/4"H each

**Space Reservation Deadline:**  
Feb. 27, 2019

**Materials Due:**  
March 6, 2019

**\$35,000**

*Exclusive sponsorship opportunity*



## Final Program

**Audience and Distribution:**  
Distributed onsite to more than 13,000 professional attendees through registration.

**Content:** Includes session dates, times, and descriptions; abstract session information; and details about the Exhibit Hall. In addition to helping attendees plan their schedules at the ATS 2019 International Conference, the program includes floor plans of the convention center and surrounding hotels.

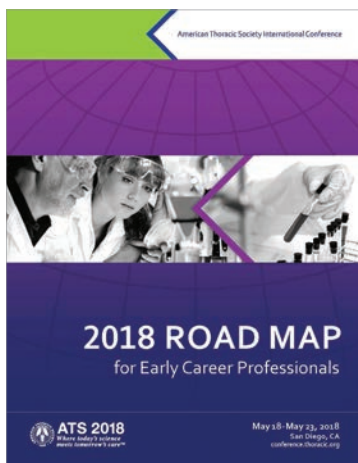
**Space Reservation Deadline:**  
February 21, 2019

**Materials Due:**  
March 19, 2019

<b>Standard Options</b>	<b>B&amp;W</b>	<b>4C</b>
Full Page	<b>\$2,840</b>	<b>\$6,700</b>
Full Page Spread	<b>\$5,690</b>	<b>\$13,390</b>
Half Page	<b>\$1,400</b>	<b>\$3,890</b>
Quarter Page	<b>n/a</b>	<b>\$2,310</b>

### Premium Options (4C)

Back Cover	<b>\$17,720</b>
Inside Front Cover	<b>\$11,720</b>
Inside Back Cover	<b>\$8,960</b>
Across from Program-at-a-Glance	<b>\$7,720</b>
Across from Welcome Letter	<b>\$7,720</b>
Across from Table of Contents	<b>\$7,720</b>



## Road Map for Early Career Professionals

- Distributed to 300+ Association of Pulmonary and Critical Care Medicine Program Directors for internal distribution
- Posted at thoracic.org, and in the conference Conference Mobile App
- Emailed to more than 800 U.S.-based pulmonary, critical care, and sleep training program directors post-conference as a guide to packaged ATS 2019 content
- Part of the online ATS Fellows Resource Kit that welcomes new fellows as they begin their new programs

**Content:** Highlights sessions and other events of interest to fellows, junior professionals, and others in career transition to ensure they get the most out of the conference's 500 sessions, 800 speakers, and more than 6,000 abstracts and case reports

**Space reservation deadline:**  
March 15, 2019

**Materials due:**  
March 22, 2019

**\$1,000 (three positions available)**

**2018 online metrics in addition to print**

**Clicks: 2,909**

**Downloads: 241**



# Booth Traffic Drivers on a Budget!

## Booth Traffic Driver Package

- ATS Exhibit & Innovation Guide: Highlighted Listing with Logo
- ATS Exhibit & Innovation Guide: Products & Services Showcase Ad
- ATS Daily Bulletin: Products & Services Showcase Ad

**\$1,350**

**Savings of  
\$325!**

## À La Carte Options

Product & Services  
Showcase Ad in the  
ATS Exhibit & Innovation Guide

**\$515\***

Highlighted Listing with Logo in the  
ATS Exhibit & Innovation Guide

**\$410\***

Product & Services  
Showcase Ad in the  
ATS Daily Bulletin

**\$750\***

Product & Services  
Showcase Ad in the  
ATS Print Preview

**\$705**

## Discovery Quest

A great traffic-building game for attendees — perfect for 10' x 10', 10' x 20', and 10' x 30' exhibitors. ATS awards four Apple watches per day. (See Page 23)

**\$600**



*\*We are able to handle production for the Product & Services Showcase Ad, as well as the Highlighted Listing with Logo, at no additional charge.*

# Digital



## Abstracts on USB/DVD

**Audience and Distribution:** USB drives are distributed to attendees from the sponsor's booth and the ATS membership booth when the Exhibit Hall is closed. DVDs and USB drives are distributed from the ATS booth at other industry meetings extending the reach of the branding.

**Content:** Users can quickly access abstract information from the 2019 Conference through searches on keywords, abstract titles, or author names.

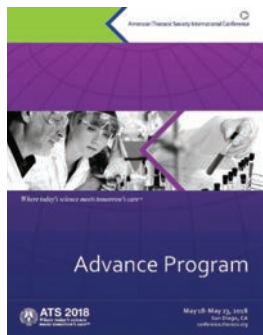
### Sponsorship includes:

- 3,000 USBs to be distributed from sponsor's booth
- Sponsor logo on the opening screen and on the search page
- Corporate logo on USB, USB box, DVD and DVD holder
- Recognition in Final Program
- Recognition on signage directing attendees to sponsor booth

**Space Reservation Deadline:**  
March 1, 2019

**Materials Due:**  
March 8, 2019

**\$55,000**  
*Exclusive sponsorship opportunity*



## Advance Program

- A preview of the Final Program, this digital flipbook resides on the ATS conference website from January through April
- Promotion of the Advance Program is sent to approximately 35,000 people
- One exclusive Full Page ad in the Advance Program

**Space Reservation Deadline:**  
Nov. 1, 2018

**Materials Due:**  
Nov. 8, 2018

**\$10,000**  
*Exclusive sponsorship opportunity*

**9,329**  
2018 Advance Program downloads from Jan. 31-May 31



## Conference Mobile App Premium

- Reach ATS 2019 attendees with at-hand information before, during, and after the conference
- Your corporate brand is seen each time the app is opened
- Sponsorship includes:
  - Exclusive homepage banner ad
  - Exclusive rotating banner ad
  - Two push notifications
  - Sponsor recognition on an ATS-prepared Medical Bag insert promoting the Conference Mobile App
  - Recognition on two meterboards promoting the Conference Mobile App
  - Recognition in the Final Program and in the Know Before You Go email to all pre-registered attendees

**Space Reservation Deadline:**  
March 1, 2019

**Materials Due:**  
March 8, 2019

**\$50,000**  
*Exclusive Sponsorship*

## Conference Mobile App Push Notifications

Two per day available from Saturday to Wednesday (one a.m. and one p.m.)

**Space Reservation Deadline:**  
March 1, 2019

**Materials Due:**  
March 8, 2019

**\$5,000 each**

# Digital



## Discovery Quest

- A great traffic builder for 10' x 10', 10' x 20', and 10' x 30' exhibitors
- Exhibitors purchase space on the Discovery Quest in the Conference Mobile App
- Attendees visit all participating exhibitors and answer a question related to their product or service (Exhibitors supply the multiple-choice question)
- Correct entries are eligible for a daily prize drawing. ATS awards four Apple watches per day.
- Discovery Quest is promoted in the Exhibit & Innovation Guide, ATS Daily Bulletin, ATS social media outlets, and four single-sided meterboards in high-traffic areas

**Space Reservation Deadline:**  
March 1, 2019

**Materials Due:**  
March 8, 2019

**\$600**  
*Limit 15 companies*



## Post-Conference Exhibit Tracker Banner Ad

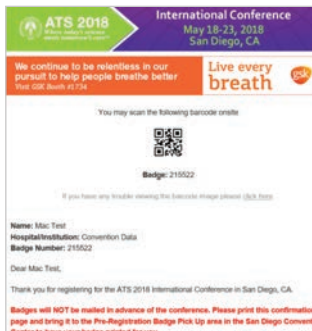
- Stay on the minds of attendees after the conference with your ad on their exhibit tracker email
- Sponsorship includes one Leaderboard ad (at top, below ATS masthead) on post-conference email listing the booths the attendee visited and where his or her badge was scanned

**Space Reservation Deadline:**  
March 1, 2019

**Materials Due:**  
March 8, 2019

**\$5,500**  
*Exclusive sponsorship opportunity*

The exhibit tracker email went to  
**9,204**  
attendees in 2018



## Registration Confirmation Banner Ad

- Reach every ATS attendee with the registration confirmation email
- Sponsorship includes one Leaderboard ad (at top, below ATS masthead) on registration confirmation email sent to all registrants

**Space Reservation Deadline:**  
Nov. 1, 2018

**Materials Due:**  
Nov. 8, 2018

**\$18,000**  
*Exclusive sponsorship opportunity*

The registration confirmation email was sent to  
**12,898**  
attendees in 2018

Contact a medical sales account manager today to reserve your preferred placement!

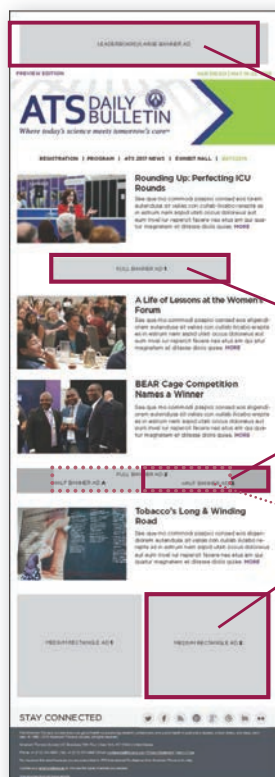
Bridget Blaney  
Company names (A-D, Q-R)  
773-259-2825  
bblaney@ascendmedia.com

Cathleen Gorby  
Company names (E-L, S-Tt)  
913-780-6923  
cgorby@ascendmedia.com

Maureen Mauer  
Company names (M-P, Tu-Z)  
913-780-6633  
mmauer@ascendmedia.com



# Digital



Leaderboard

Full Banner 1

Half Banner

Full Banner 2

Rectangle

## ePreviews

### Audience and Distribution:

ePreviews launch before the conference to the ATS membership, previous attendees, and ATS 2019 pre-registrants (more than 25,000 U.S. and international recipients).

**Content:** Each issue previews a wide range of topics to be presented at the conference, industry events, and the Exhibit Hall activities.

### ePreview 1: Deploys in March 2019

#### Space Reservation Deadline:

Feb. 14, 2019

#### Materials Due:

Feb. 21, 2019

### Industry ePreview 2: Deploys April 2019

#### Space Reservation Deadline:

March 14, 2019

#### Materials Due:

March 21, 2019

### Know Before You Go ePreview 3: Deploys May 2019

#### Space Reservation Deadline:

April 4, 2019

#### Materials Due:

April 11, 2019

Leaderboard  
**\$7,350**

Full Banner 1  
**\$4,725**

Full Banner 2  
**\$4,300**

Half Banner (each)  
**\$3,900**

Rectangle (each) **\$3,675**

*ePreview rates are per issue*

## 2018 METRICS

58.25% average unique open rate for ATS ePreview and eDaily.

4.61% average unique click-through rate.

## eDaily

**Audience and Distribution:** eDailies launch daily during the International Conference to the ATS membership, previous attendees, and ATS 2019 registrants (more than 20,000 U.S. and international recipients)

**Content:** Each eDaily reports on scientific breakthroughs presented at the conference, as well as non-scientific aspects of the program such as awards ceremonies and other key events

### Launch Dates:

May 19, 20, and, 21, 2019

### Space Reservation Deadline:

April 19, 2019

### Materials Due:

April 26, 2019

Leaderboard  
**\$9,450**

Full Banner 1  
**\$7,875**

Full Banner 2  
**\$6,700**

Half Banner (each)  
**\$6,000**

Rectangle (each)  
**\$5,510**

*eDaily rates include all three issues*



Leaderboard

## Article Index Page

During the event cycle, ePreviews and eDailies are sent to the ATS list of more than 25,000 U.S. and international recipients. Each click on an article's "read more" button brings the reader to the Article Index page.

Tower

### Space Reservation Deadline:

April 19, 2019

### Materials Due:

April 26, 2019

**Leaderboard:**  
**\$7,560 per position**

*Limited to three rotating advertisers*

**Tower:**  
**\$4,830 per position**

*Limited to three rotating advertisers*

*Ads maintain their positions for six months.*

## 2018 METRICS (January-May)

Total Page Views:  
20,054

Total Visits: 13,403

Total Unique Visitors: 9,893



# ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

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



## ATS 2019

Where today's science  
meets tomorrow's care™

## ATS 2019 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

Aisle Signage	_____	\$1,500 per aisle
Banner Advertising	_____	\$10,000-\$35,000
Charging Stations Advertising	_____	
Kiosk	_____	\$6,000-\$8,000
Lounge	_____	\$11,000-\$13,000
Charging Furniture and Window Cling Package	_____	\$20,000
Coffee & Connections	_____	\$14,000 - \$16,000
Column Wrap and Window Cling Package	_____	\$35,000
Entrance Door Clings	_____	\$10,000 - \$12,000
Escalator Package Lobby A/B	_____	\$30,000-\$35,000
Escalator Package Lobby C	_____	\$45,000
Escalator Package Lobby D Atrium	_____	\$35,000
Escalator Package Lobby D to Level 3	_____	\$15,000
Escalator Package Lobby D Premium	_____	\$65,000
Exhibit Wayfinder Kiosks	_____	\$10,000
Hydration Stations	_____	\$40,000
Important Events Schedule	_____	\$15,000-\$17,000
Medical Meeting Concierge	_____	\$45,000
Meterboards, Digital	_____	\$12,500-\$19,000
Meterboards, Print	_____	\$7,000-\$12,000
Park Benches in the Exhibit Hall	_____	\$10,000-\$12,000
Professional Headshots	_____	
Relax & Recharge Lounge	_____	\$55,000
Rotating Kiosks	_____	\$18,000
Shuttle Bus Advertising	_____	\$15,000
Wi-Fi Network	_____	\$75,000
Window Clings	_____	
Lobby A/B	_____	\$10,000
Lobby C	_____	\$23,000
Lobby D	_____	\$25,000
Lobby F	_____	\$18,000
You Are Here Floor Map Sign	_____	\$5,500-\$12,000

### Hotel Opportunities

Charging Station/Window Cling at the Omni Hotel	_____	\$15,000
Column Wraps at the Omni Hotel	_____	\$10,000
Escalator Packages at the Omni Hotel	_____	
Main Escalators	_____	\$20,000
Skybridge	_____	\$15,000
Gobo at the Fairmont Hotel	_____	\$10,000
Hotel Key Cards	_____	\$5,000-\$15,000
Individual Door Drop	_____	
Door Drop	_____ \$24,000 May <input type="checkbox"/> 18 <input type="checkbox"/> 19 <input type="checkbox"/> 20 <input type="checkbox"/> 21 <input type="checkbox"/> 22	
Door Hanger	_____ \$24,000 May <input type="checkbox"/> 18 <input type="checkbox"/> 19 <input type="checkbox"/> 20 <input type="checkbox"/> 21 <input type="checkbox"/> 22	
Medical Bag	_____	
Regular Distribution (PM drop)	_____ \$8,800 per item May <input type="checkbox"/> 18 <input type="checkbox"/> 19	
Limited Distribution (PM drop)	_____ \$5,840 per item May <input type="checkbox"/> 18 <input type="checkbox"/> 19	
Premium (PM drop)	_____ \$12,900 per item May <input type="checkbox"/> 18 <input type="checkbox"/> 19	
Table Cling/Column Wrap Package at the Omni Hotel	_____	\$15,000
Wi-Fi Network at the Omni Hotel	_____	\$15,000
Window Cling at the Omni Hotel Level 2	_____	\$18,000
Window Cling at the Omni Hotel Level 3	_____	
Top of Escalator	_____	\$15,000
Window Cling at the Omni Level 3 Seating Area	_____	\$20,000

### Print Opportunities

ATS Daily Bulletin	_____	
Size	_____	4C
Back Cover	_____	\$12,880
Inside Front Cover	_____	\$12,260
Inside Back Cover	_____	\$12,260
Front Page Banner (plus Front Page ad)	_____	\$15,350
Front Page Banner (only)	_____	\$9,790
Cover Flap*	_____	\$13,200
Newsstand Premium	_____	\$17,820
Full Page	_____	\$9,900
Full Page PI Space	_____	\$7,730
Junior Page	_____	\$8,960
Half Page	_____	\$7,110
Quarter Page	_____	\$5,670
Product & Services Showcase Ad	_____	\$750
Budget Package	_____	
Booth Traffic Driver Package	_____	\$1,350
City & Convention Center Map	_____	
Exclusive Sponsorship	_____	\$35,000
Exhibit & Innovation Guide	_____	
Full Page	_____	\$6,590
Half Page	_____	\$4,640
Product & Services Showcase Ad	_____	\$515
Highlighted Listing With Logo	_____	\$410
Back Cover	_____	\$10,610
Inside Front Cover	_____	\$9,270
Inside Back Cover	_____	\$8,240
Cover Tip*	_____	\$10,100
Floor Map Premium Package	_____	\$9,790
Recruitment ads	_____	
Full Page	_____	\$3,100
Half Page	_____	\$1,550
Quarter Page	_____	\$820
Final Program	_____	
Size	_____	B&W 4C
Full Page	_____	\$2,840
Full Page Spread	_____	\$13,390
Half Page	_____	\$3,890
Quarter Page	_____	\$2,310
Back Cover	_____	\$17,720
Inside Front Cover	_____	\$11,720
Inside Back Cover	_____	\$8,960
Across from Program-at-a-Glance	_____	\$7,720
Across from Welcome Letter	_____	\$7,720
Across from Table of Contents	_____	\$7,720
Inside ATS 2019	_____	\$25,000
Non-CME Symposia Locator Guide	_____	
Half Page	_____	\$3,600
Full Page	_____	\$6,180
Inside Front Cover	_____	\$7,725
Back Cover	_____	\$8,450
Print Preview	_____	
Size	_____	4C
Full Page	_____	\$5,975
Full Page PI	_____	\$4,740
Half Page	_____	\$4,225
Quarter Page	_____	\$2,470
Product & Services Showcase Ad	_____	\$705
Back Cover	_____	\$9,270
Inside Front Cover	_____	\$8,550
Room Map for Early Career Professionals	_____	\$1,000

\*Advertiser to supply cover flap/cover tip

### Digital Opportunities

Abstracts on USB/DVD	_____	\$55,000
Advance Program	_____	\$10,000
Article Index Page	_____	
Leaderboard	_____	\$7,560
Tower Ad	_____	\$4,830
Conference Mobile App	_____	
Exclusive Premium Sponsorship	_____	\$50,000
Push Notification	_____	\$5,000 each
Discovery Quest	_____	\$600
eDaily (all three days)	_____	
Leaderboard	_____	\$9,450
Full Banner 1	_____	\$7,875
Full Banner 2	_____	\$6,700
Half Banner (each)	_____	\$6,000
Rectangle (each)	_____	\$5,510
ePreviews	_____	
Leaderboard	<input type="checkbox"/> #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3	\$7,350
Full Banner 1	<input type="checkbox"/> #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3	\$4,725
Full Banner 2	<input type="checkbox"/> #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3	\$4,300
Half Banner (each)	<input type="checkbox"/> #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3	\$3,900
Rectangle (each)	<input type="checkbox"/> #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3	\$3,675
Post-Conference Exhibit Tracker Banner Ad	_____	\$5,500
Registration Confirmation Banner Ad	_____	\$18,000

#### Terms

- Advertiser agrees to abide by the ATS Style Guide requirements as shown on <http://conference.thoracic.org/>.
- 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  
7171 W. 95th St., Suite 300, Overland Park, KS 66212

# Mechanical Specifications

All materials are required to follow the ATS Style Sheet and Ad Requirements found at: [conference.thoracic.org/exhibitors/tools/style-guide.php](http://conference.thoracic.org/exhibitors/tools/style-guide.php)

## Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at [swop.org](http://swop.org) or [adobe.com/designcenter/acrobat/articles/acr6pdfx.html](http://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](http://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](http://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  
7171 W. 95th St., Suite 300  
Overland Park, KS 66212  
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, 7171 W. 95th St., Suite 300, Overland Park, KS 66212.
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

- Limited to one individual door drop per day.
- Pricing is based on individual items. Advertisers wishing to distribute more than one item should contact their account manager.
- Advertiser arranges production and shipping details for Individual Door Drop, and has items 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 2019 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.
- All quantities are based on projected attendance and room blocks.
- A change-out fee applies to insertion of different ads per issue in dailies.

*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.*



All materials are required to follow the ATS Style Sheet and Ad Requirements found at: [conference.thoracic.org/exhibitors/tools/style-guide.php](http://conference.thoracic.org/exhibitors/tools/style-guide.php)

## EXHIBIT & INNOVATION 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 & 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"  
**Gutter** 1/2" in the center clear of text and/or logos

### Half 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"

### 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 GUIDE

Ad sizes and dimensions (width x height)

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

### 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"

### Half 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"

### Full Page 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"  
**Gutter** 1/2" in the center clear of text and/or logos

### Half Page Horizontal

10-1/4" x 7"

### Half Page Vertical

5" x 14"

### Junior Page

7-1/2" x 10"

### Quarter Page

5" x 7"

### Product & Services Showcase Ad

2-3/8" x 3-1/8"

### Banner Ad

Maximum  
10.25" x 2"

## ATS ROAD MAP FOR EARLY CAREER PROFESSIONALS

Ad sizes and dimensions  
(width x height)

**Publication size:** 8-1/2" x 11"  
(Digital publication 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"

## INSIDE ATS 2019

Ad sizes and dimensions (width x height)

**Bleed:** 3-15/16" x 8-3/4"

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

**Safety/Live Area:** 3-3/16" 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)

**Full Page Spread:**  
**Bleed:** 17-1/2" x 11-1/8"  
**Trim:** 17-1/4" x 10-7/8"  
**Safety/Live Area:** 16-1/2" x 10-3/8"

### 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"

### Half Page Horizontal

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

### Quarter Page

4-1/4" x 5-7/16"  
(no bleed)

## CITY & CONVENTION CENTER MAP

Ad sizes and dimensions  
(width x height)

**Panel size:** 3" x 4-1/4"

## NEWSSTAND

Ad sizes and dimensions  
(width x height)

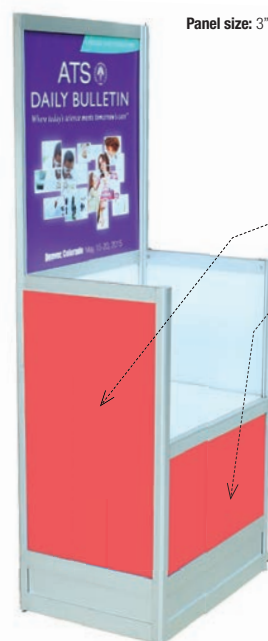
Available ad space (for advertisers):

**Side panels (2):**  
18-3/8" wide x 33" high

**Bottom front panel**  
18-3/8" wide x 33" high

Final rack dimensions:  
26-1/2" wide x 15" high

NOTE: Please include 1" bleed around all artwork.



## 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\*

600 x 100 pixels and 300 x 50 pixels

### Full Banner

468 x 60 pixels and 300 x 50 pixels

### Half Banner

300 x 50 pixels

### Medium Rectangle

300 x 250 pixels

### eBlast ads

### Leaderboard\*

728 x 90 pixels and 300 x 50 pixels

### Full Tower

160 x 600 pixels

### Square

160 x 160 pixels

### Article Index Page ads

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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# dallas