MECHANICAL SPECIFICATIONS

All materials are required to follow the ATS Style Guide and Ad Requirements found at 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 or adobe.com/designcenter/acrobat/articles/acrpdfsxt.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 adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format; binary encoding (no JIP and no extra channels).
- Illustrator: Outline all fonts, flatten transparency, 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 2.25” x 1” in TIF, JPG, or EPS format (vector EPS preferred).

Inserts for directories
- Insert will be bound in and should not exceed 8.375” x 10.875”. Minimum size is 4” x 6”.
- Prototyped required.
- Bindery charges may apply.

Unacceptable file types
Microsoft Word, Excel, PowerPoint or Publisher, and Adobe Portable or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend 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 Media sales 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 Media cannot be held responsible for the outcome of color on press.

Color proofs
Mail proofs to: Ascend 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. Subs of 25¢ per insert should be flat via email to your Ascend Media account manager or submit two copies by overnight service to Ascend 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 Media will notify you of final approval.
4. Ship inserts to be received by the materials deadline. Ascend 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 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 Media will attempt to verify quantities received and notify advertisers of shortages. Ascend 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.

Medical Bag: important notes
- The ATS and Ascend Media encourage all advertisers and sponsors to use environmentally friendly printing, including recycled/recyclable paper and plant-based inks. No petroleum-based UV coating. Aqueous coating permitted.
- Limited to one Door Hanger 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 Door Hanger, and has items delivered to hotels each morning. Ascend manages distribution only.
- All items must be reviewed and approved by ATS.
- Please be advised that quantities may change depending on hotel room block fluctuations.

Specifications for eBlasts
- Premium Leaderboard, Leaderboard, Half Banner and Medium Rectangle ads must be in GIF or JPEG 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 JPEG 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 animated ads, 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 2020 Style Guide 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 charge-out fee applies to insertion of different ads per issue in doubles.

---

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproducive 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 rates are net. No agency discounts apply. Cancellations are non-refundable. All quantities are based on projected attendance and room blocks. Handling fees for shipments received by hotels may apply. Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.

May 15–20, 2020
Philadelphia, PA

29
All materials are required to follow the ATS Style Guide and Ad Requirements found at: conference.thoracic.org/exhibitors/tools/style-guide.php

**ATS 2020 RESOURCE GUIDE**

<table>
<thead>
<tr>
<th>Product &amp; Services Showcase Ad</th>
<th>Highlighted Listing with Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.25&quot; x 5&quot; (no bleed)</td>
<td>2.25&quot; x 1&quot; (no bleed)</td>
</tr>
</tbody>
</table>

**Non-CME Symposia Locator Guide**

<table>
<thead>
<tr>
<th>Publication Size</th>
<th>4.5&quot; x 9.125&quot;</th>
</tr>
</thead>
</table>

**Preview and Dailies**

<table>
<thead>
<tr>
<th>Publication Size</th>
<th>10.875&quot; x 15&quot;</th>
</tr>
</thead>
</table>

**Advance Program and Road Map for Early Career Professionals**

<table>
<thead>
<tr>
<th>Publication Size</th>
<th>8.5&quot; x 11&quot;</th>
</tr>
</thead>
</table>

**Inside ATS 2020**

<table>
<thead>
<tr>
<th>Publication Size</th>
<th>8.5&quot; x 11.25&quot;</th>
</tr>
</thead>
</table>

**Digital**

<table>
<thead>
<tr>
<th>Leaderboard and Premium Banners</th>
<th>Full Tower</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90 pixels and 300 x 600 pixels</td>
<td>160 x 600 pixels</td>
</tr>
</tbody>
</table>

**Virtual Final Program**

<table>
<thead>
<tr>
<th>Publication Size</th>
<th>TBD</th>
</tr>
</thead>
</table>

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 rates are net. Cancellations are non-refundable.