

ATS 2018 INTERNATIONAL CONFERENCE  
**MARKETING OPPORTUNITIES**



**13,000+**  
researchers  
& clinicians

**BOOST YOUR  
PRESENCE AT THE  
LEADING SCIENTIFIC  
CONFERENCE IN  
RESPIRATORY MEDICINE**



**ATS 2018**  
*Where today's science  
meets tomorrow's care™*

**MAY 18-MAY 23, 2018**

San Diego, California

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



## PROFESSIONAL ATTENDANCE

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

### TOP 5 ATTENDEE COUNTS

by Work Setting, Specialty, and Topics of Interest

TOPICS OF INTEREST (ATTENDEES COULD SELECT MORE THAN ONE RESPONSE)	ATTENDEE #
ARDS	3,573
Asthma	5,345
COPD	5,405
Idiopathic Pulmonary Fibrosis	3,137
Pulmonary Hypertension	3,041

WORK SETTING (BUSINESS TYPE)	ATTENDEE #
Academic Institution, Private	2,350
Academic Institution, Public	3,287
Hospital, Community	1,389
Hospital, University	4,787
Industry/Pharma	1,457

ATTENDEES BY SPECIALTY (ATTENDEES COULD SELECT MORE THAN ONE RESPONSE)	ATTENDEE #
Critical Care (Adult)	3,247
Internal Medicine	1,325
Pulmonary (Adult)	6,179
Research (Basic Science)	1,729
Research (Clinical)	1,749

### TOTAL OVERALL ATTENDANCE

**16,169**

**58%** UNITED STATES (includes Puerto Rico, Guam, and APO military bases)  
**42%** INTERNATIONAL

### TOTAL PROFESSIONAL ATTENDANCE

**13,496**

### NON-PROFESSIONAL ATTENDANCE

**2,318** Exhibitors  
**95** Press  
**260** Guests

### NET ATTENDEE TO EXHIBITOR RATIO

**67:1**

(Industry standard: 22:1; Exhibit Surveys 2016)

# ATS 2018 International Conference Marketing Opportunities

## Convention Center

Opportunity	Price Range	Space Deadline	Page
5K Run	\$175,000	December 2017	4
Aisle Signage	\$1,000	March 2018	4
Banner Advertising	\$10,000 - \$25,000	March 2018	4
Charging Station Advertising	\$6,000 - \$11,000	March 2018	4
Coffee & Connections	\$12,000	March 2018	5
Column Wraps and Window Cling Package	\$40,000	March 2018	5
Column Wraps	\$15,000 - \$18,500	March 2018	5
Entrance Door Clings	\$10,000	March 2018	5
Escalator Clings & Banner Packages	\$35,000	March 2018	6
Escalator Clings & Runners Package	\$18,000	March 2018	6
Exhibit Hall Wayfinder Kiosks	\$20,000	March 2018	6
Exterior Street Banners	\$20,000	March 2018	6
Floor Clings	\$10,000 - \$25,000	March 2018	6
Graphic Panel Advertising in Registration	\$3,000	March 2018	7
Hall B2 Lobby Stair Risers	\$40,000	March 2018	7
Hydration Stations	\$50,000	March 2018	7
Important Event Schedule	\$15,000	March 2018	7
Meterboards, Digital	\$12,500 - \$17,000	March 2018	8
Meterboards, Print	\$7,000 - \$10,000	March 2018	8
Park Benches in the Exhibit Hall	\$10,000	March 2018	8
Premium Wall Clings	\$20,000-\$25,000	March 2018	8
Professional Headshots	\$55,000	March 2018	9
Relax & Recharge Lounges	\$45,000-\$65,000	March 2018	9
Rotating Kiosks	\$15,000	March 2018	9
Shoe Shine	\$35,000	March 2018	10
Shuttle Buses	\$45,000	March 2018	10
Table Clings	\$8,000 - \$12,000	March 2018	10
You Are Here Floor Map Sign	\$5,500 - \$10,000	March 2018	10

## Industry Programs and Practical Workshops

Opportunity	Price Range	Space Deadline	Page
Guru Bars	\$2,500	February 2018	12
Industry Theaters	\$13,000 - \$65,000	February 2018	11
Non-CME Symposia	\$35,000 - \$55,000	February 2018	13
Practical Workshops	\$15,000	February 2018	12

ATS 2018 Industry Program applications launch at 11:30 a.m. ET on Sept. 19, 2017. All MECCs interested in reserving space should contact [spayne@thoracic.org](mailto:spayne@thoracic.org) for required application documents prior to application launch.

## Hotel

Opportunity	Price Range	Space Deadline	Page
Banner and Escalator Clings at the Marriott Marquis	\$20,000	March 2018	14
Bar Napkins	\$25,000	March 2018	14
Coffee Sleeves at Manchester Grand Hyatt	\$7,500	March 2018	14
Door Hanger	\$24,000 per day	April 2018	16
Elevator Clings	\$15,000	March 2018	14
Glass Clings	\$10,000 - \$15,000	March 2018	14
Hotel Key Cards	\$7,000 - \$12,000	March 2018	15
Individual Door Drop	\$24,000 per day	April 2018	16
Interactive Floor at Marriott Marquis	\$10,000 - \$15,000	April 2018	15
Light Wall at Hilton Bayfront	\$20,000	March 2018	15
Medical Bag	\$5,670 - \$8,600	March 2018	16
Medical Bag Premium Inserts	\$12,500	March 2018	16
Wall Clings	\$5,000 - \$10,000	March 2018	15

## Print

Opportunity	Price Range	Space Deadline	Page
ATS Daily Bulletin	\$725 - \$17,300	April 2018	18
Exhibit & Innovation Guide	\$400 - \$10,300	February 2018	19
Final Program	\$1,360 - \$17,200	February 2018	20
Highlights for Clinicians	\$1,000	March 2018	21
Non-CME Symposia Locator Guide	\$3,500 - \$8,200	February 2018	13
Print Preview	\$685 - \$9,000	February 2018	17
Quick Start Guide	\$25,000	March 2018	20
Rare Lung Disease Guide	\$10,000	February 2018	20
Road Map for Early Career Professionals	\$1,000	March 2018	21

## Digital

Opportunity	Price Range	Space Deadline	Page
Abstracts on USB/DVD	\$55,000	March 2018	24
Advance Program	\$10,000	November 2017	24
Article Index Page	\$4,600 - \$7,200	April 2018	23
Discovery Quest	\$600	March 2018	24
eDaily	\$4,500 - \$9,000	April 2018	23
ePreviews	\$2,800 - \$7,000	March - May 2018	23
Post-Conference Exhibit Tracker Banner Ad	\$7,500	March 2018	24
Registration Confirmation Banner Ad	\$15,000	November 2017	24

- 2017 sponsors/advertisers have the first right of refusal on their 2018 opportunities. The first right of refusal deadline is Nov. 8, 2017. 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 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

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

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

# Convention Center



## 5K Run

- Packet pickup in your exhibit booth on Sunday and Monday; race Tuesday morning
- Recognition in pre-conference marketing materials, three *ATS Daily Bulletins*, the Exhibit & Innovation Guide and Final Program (when confirmed prior to production deadlines)
- Company logo/branding on the following:
  - 5K registration page and website
  - Photo gallery pages
  - 5K onsite registration desk
  - Banners on Start/Finish structure
  - Stage backdrop banner
  - Fabric fencing banners (120"W)
  - Six 16"H custom teardrops
  - Branded cups at hydration stop (when cups are provided by sponsor)
  - Registration confirmation email
  - Pre- and post-email blasts to participants
  - Metrics and analytics from all web pages

**Space reservation/payment due date:**  
 December 1, 2017

**Materials due:**  
 March 1, 2018

**\$175,000**

*Production fees included  
 Sponsor to provide branded cups*



## Aisle Signage

- Help attendees find your booth
- Branding on bottom portion of sign
- One company per aisle

**Space reservation/payment due date:**  
 March 30, 2018

**Materials due:**  
 April 6, 2018

**\$1,000 per aisle**

*Production fees included*



## Banner Advertising

- Standard and premium banner opportunities throughout the convention center

**Space reservation/payment due date:**  
 March 30, 2018

**Materials due:**  
 April 6, 2018

**\$10,000 - \$25,000**

*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 80" monitor, a 19"W x 25"H graphic on charging station kiosk, and four ottomans

**Space reservation/payment due date:**  
 March 23, 2018

**Materials due:**  
 April 6, 2018

**\$6,000 kiosk  
 \$11,000 lounge**

*Production fees included  
 Five 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; corporate or brand logo on overhead sign; branded coffee sleeves and coffee stir sticks

**Space reservation/payment due date:**  
March 23, 2018

**Materials due:**  
April 6, 2018

**\$12,000 each (4 available)**  
*Production fees included  
Sponsor to provide coffee sleeves and coffee stir sticks*



## Column Wraps and Window Cling Package

- Located in highly trafficked area outside Ballroom 20, on the way to Sail Pavilion and other educational session rooms
- Gets twice the exposure as window clings are double-sided
- Includes two column wraps and five double-sided glass panel window clings

**Space reservation/payment due date:**  
March 30, 2018

**Materials due:**  
April 6, 2018

**\$40,000**  
*Rights only  
Exclusive sponsorship opportunity*



## Column Wraps

- Highly visible column wraps located in lobby areas of convention center
- Column wraps vary in size
- Column locations: Street level lobbies A through H, Ballroom 20 lobby, Ballroom 6 lobby

**Space reservation/payment due date:**  
March 30, 2018

**Materials due:**  
April 6, 2018

**\$15,000-\$18,500**  
*Rights only*



## Entrance Door Clings

- Secure prime real estate at convention center with corporate or product branding on busiest sets of entrance door into convention center
- Includes every other entrance door at:
  - Lobby A: leading from/to the Marriott Marquis and Manchester Grand Hyatt (5 clings)
  - Lobby D: leading from/to registration and shuttle bus stop (5 clings)
  - Lobby H: leading from/to Hilton Bayfront and General Session room in the convention center (8 clings)
- All clings are interior facing

**Space reservation/payment due date:**  
March 30, 2018

**Materials due:**  
April 6, 2018

**\$10,000 for 18 clings**  
*Rights only  
Exclusive sponsorship opportunity*

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

# Convention Center



## Escalator Clings and Banner Packages

- Catch attendees coming from Marriott Marquis, Manchester Grand Hyatt, and shuttle buses with a combination package to highlight your presence at conference
- Lobby B and C Packages:
  - One long, double-sided banner, approximately 9'W x 48'H
  - Double-sided glass clings on two escalators
- Lobby D Package:
  - Two escalator runners, approximately 7"W x 80'H
  - Double-sided, overhead banner at foot of escalator, approximately 15'W x 3'H
  - Single-sided panel clings on three escalators

**Space reservation/payment due date:**  
 March 30, 2018

**Materials due:**  
 April 6, 2018

**\$35,000 each**  
*Rights only*



## Escalator Clings and Runners Package

- Your graphics displayed in Lobby H outside of General Session room
- Two escalator runners, approximately 7"W x 80'H
- Single-sided panel clings on three escalators

**Space reservation/payment due date:**  
 March 30, 2018

**Materials due:**  
 April 6, 2018

**\$18,000**  
*Rights only*



## Exhibit Hall Wayfinder Kiosks

- Three Wayfinder Kiosks in high-traffic areas in the Exhibit Hall, with "Here-to-There" navigation from kiosk to selected booth
- Sponsorship includes exclusive banner ad on Interactive Floorplan, link to advertiser's company profile listing, and an upgraded platinum listing on the ATS Online Exhibitor Directory
- Sponsor receives usage metrics from each kiosk

**Space reservation/payment due date:**  
 March 23, 2018

**Materials due:**  
 April 6, 2018

**\$20,000 for 3 kiosks**  
*Production fees included*  
*Exclusive sponsorship opportunity*



## Exterior Street Banners

- Advertising on ATS 2018 welcome banners along front drive of convention center
- Advertising on eight sets of two banners measuring approximately 2'W x 7'H
- Sponsor able to brand bottom (20%) portion of each banner

**Space reservation/payment due date:**  
 March 30, 2018

**Materials due:**  
 April 6, 2018

**\$20,000**  
*Rights only*  
*Exclusive sponsorship opportunity*



## Floor Clings

- High-visibility floor clings in the Exhibit Hall
- One 20'W x 10'H floor cling inside the entrance at Halls D/E
- One 20'W x 10'H floor cling inside the entrance at Halls F/G
- One 10'W x 10'H floor cling inside the entrance at Hall D or F
- Two 10'W x 10'H floor clings inside the entrance at Hall C

**Space reservation/payment due date:**  
 March 30, 2018

**Materials due:**  
 April 6, 2018

**Halls D/E or F/G: \$25,000 each**  
**Halls C, D or F: \$10,000 each**  
*Production fees included*

# Convention Center



## Graphic Panel Advertising in Registration

- Visibility in high-traffic areas
- Company and/or product logo on graphic panels in registration area or satellite bag pick-up locations in Lobby A and Lobby H

**Space reservation/payment due date:**  
March 30, 2018

**Materials due:**  
April 6, 2018

**\$3,000 per panel**  
*Rights only*



## Hall B2 Lobby Stair Risers

- Promote your company or brand in heavily trafficked location within convention center
- Stair risers lead from street level to second floor session rooms
- Opportunity includes the most visible first 14 risers from ground floor to mid-level
- Includes two separate sets of stair risers about 20' apart (with restaurant reservation booth in between)
- First 14 risers each measure 11'8"W x 6"H

**Space reservation/payment due date:**  
March 30, 2018

**Materials due:**  
April 6, 2018

**\$40,000 for both sets**  
*Rights only*  
*Exclusive sponsorship opportunity*



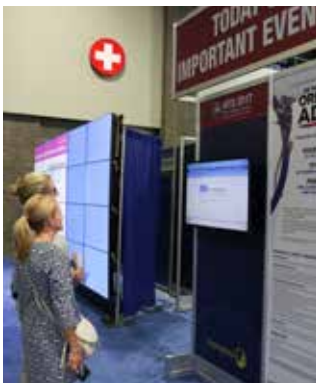
## Hydration Stations

- Branded wall clings above 21 water fountains throughout the convention center
- Branded signage at 10 water coolers throughout the convention center
- Promotion of stations on three one-sided, full-color print meterboards
- Promotion in pre-conference and onsite marketing materials
- The ATS provides BPA-free, eco-friendly, branded water bottles to each attendee to encourage the use of Hydration Stations. Water bottles not included in sponsorship

**Space reservation/payment due date:**  
March 16, 2018

**Materials due:**  
April 6, 2018

**\$50,000**  
*Production fees included*  
*Exclusive sponsorship opportunity*



## 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

**Space reservation/payment due date:**  
March 23, 2018

**Materials due:**  
April 6, 2018

**\$15,000**  
*Production fees included*  
*Exclusive sponsorship opportunity*

# Convention Center



## 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

**Space reservation/payment due date:**  
 March 23, 2018

**Materials due:**  
 April 20, 2018

**\$12,500 single-sided**  
**\$17,000 double-sided**

*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
- Several locations available

**Space reservation/payment due date:**  
 March 30, 2018

**Materials due:**  
 April 6, 2018

**\$7,000-\$10,000 each**

*Rights only*  
*Eight locations available*



## Park Benches in the Exhibit Hall

- Grab their attention as attendees walk main cross-aisle in Exhibit Hall
- Each location includes messaging on back-to-back park benches; floor cling in front of each bench
- Floral and PI holder available upon request

**Space reservation/payment due date:**  
 March 30, 2018

**Materials due:**  
 April 6, 2018

**\$10,000 per set of 2 benches**  
**(5 sets available)**

*Rights only*



## Premium Wall Clings

- Two locations available on ground level of convention center
- Lobby E: One 20'W x 13'H wall cling next to Starbucks, leading into Exhibit Hall
- Lobby H: One 25'W x 13'H wall cling outside of General Session room

**Space reservation/payment due date:**  
 March 30, 2018

**Materials due:**  
 April 6, 2018

**Lobby E: \$20,000**  
**Lobby H: \$25,000**

*Rights only*

*Cling shown is maximum size available. This sponsor opportunity is smaller size.*



# Convention Center



## Professional Headshots

- World-class portraits; highly visible on the show floor
- Booth space on exhibit floor in prime location or in exhibitor's booth
- Integrated lead capture provides instant access to leads; customizable questions capture custom data; integrated ROI tracking; direct import to Salesforce
- Instant 6"W x 4"H prints – can include logo, message, and custom URL
- Branded slideshow on 60" HD monitor to drive traffic, increase impressions
- Three branded social media kiosks for attendees to email or post to social media
- Branded email to attendees with photos – customize subject and message
- Recognition in: ATS Print Preview, ATS ePreview, ATS Membership Newsletters, ATS Final Program, ATS Exhibit & Innovation Guide, *ATS Daily Bulletin*, ATS 2018 conference website, and mobile app

**Space reservation/payment due date:**  
March 23, 2018

**Materials due:**  
April 6, 2018

**\$55,000**

*Production fees included  
Exclusive Premium Sponsorship*



## Relax & Recharge Lounges

- Available for attendees Friday through Wednesday; extensively used with long dwell times
- Indoor Lounge: located outside of the Exhibit Hall, in a high-traffic area of convention center
  - 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; and corporate or product logo recognition on overhead banner
- Bayside Outdoor Lounge:
  - Outdoor seating on Center Terrace facing San Diego Bay
  - Three Cabanas with loveseat and chairs – can be used as VIP area
  - Three sectionals with coffee table
  - Two branded outdoor charging stations with seating
  - One branded 10'W x 20'H carpet cling leading out to lounge
  - Two branded vinyl banners – 3'W x 10'H
  - Three 3'W x 3'H branded sidewalk clings

**Space reservation/payment due date:**  
March 23, 2018

**Materials due:**  
April 6, 2018

**\$45,000 Indoor Lounge**  
**\$65,000 Bayside Outdoor Lounge**

*Production fees included*



## Rotating Kiosks

- Eye-catching, backlit rotating structures placed in prominent areas throughout convention center
- Sponsor submits up to four different corporate or brand ads per kiosk
- Three kiosks available
- Sponsor brands entire kiosk

**Space reservation/payment due date:**  
March 30, 2018

**Materials due:**  
April 6, 2018

**\$15,000 each**

*Rights only*

# Convention Center



## Shoe Shine

- Attendees are surrounded by sponsor messaging as they enjoy complimentary shoe shine
- Four stations with professional attendants uniformed in color of choice
- Advertising signage on each of four chair bases
- Branded floor mats in front of each chair
- Two 55" monitors on stands showing brand or corporate message (PI holders upon request)
- Shoe shine open Friday through Wednesday
- Sponsor may erect its own branded backwall, or work with Freeman to create a branded backwall for additional cost

**Space reservation/payment due date:**  
 March 23, 2018

**Materials due:**  
 April 6, 2018

**\$35,000**

*Production fees included  
 Exclusive sponsorship opportunity*



## Shuttle Buses

- Company/brand logo on shuttle bus signs at convention center
- Company/brand logo on signs in hotel lobbies
- Company/brand logo on shuttle bus fliers distributed at hotels and convention center
- Opportunity to brand shuttle buses

**Space reservation/payment due date:**  
 March 9, 2018

**Materials due:**  
 March 23, 2018

**\$45,000**

*Rights only  
 Exclusive sponsorship opportunity*



## Table Clings

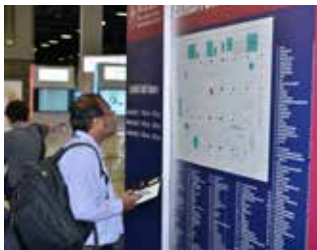
- Brand tables with your message for a bold impact on attendees as they take a break during conference
- Custom graphics cover round tables located on second level, outside session rooms
- 30" table clings cover entire surface
- 48" clings cover much of 72" tables

**Space reservation/payment due date:**  
 March 30, 2018

**Materials due:**  
 April 6, 2018

**\$8,000 for five 30" tables  
 \$12,000 for five 72" tables**

*Production fees included*



## You Are Here Floor Map Sign

- Located at eight 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
- Some locations could be wall clings rather than sign structure

**Space reservation/payment due date:**  
 March 23, 2018

**Materials due:**  
 April 6, 2018

**\$5,500-\$10,000**

*Production fees included*

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

# Industry Programs

## Industry Theaters

Located inside the Exhibit Hall, ATS Industry Theaters are available to enhance attendees' education at the ATS 2018 International Conference.

Held May 20, 21, and 22, 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.

### Theater includes:

- Theater-style seating for 250 people (50 for Mini Theater)
- A/V package with dedicated technical assistance
- Listing on ATS-provided signage
- Listing in pre-conference and onsite marketing materials
- Listing on the ATS 2018 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 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 20</b>	<b>11:30 a.m.-12:15 p.m.</b> <b>1:15-2 p.m.</b>	<b>\$65,000</b>
<b>Monday, May 21</b>	<b>11:30 a.m.-12:15 p.m.</b> <b>1:15-2 p.m.</b>	<b>\$55,000</b>
<b>Tuesday, May 22</b>	<b>11:30 a.m.-12:15 p.m.</b> <b>1:15-2 p.m.</b>	<b>\$45,000</b>

**Boxed lunch provided by ATS**

## MINI THEATERS

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

<b>Sunday, May 20</b>	<b>11:30 a.m.-12 noon</b> <b>12:30-1 p.m.</b> <b>1:30-2 p.m.</b>	<b>\$17,000</b>
<b>Monday, May 21</b>	<b>11:30 a.m.-12 noon</b> <b>12:30-1 p.m.</b> <b>1:30-2 p.m.</b>	<b>\$15,000</b>
<b>Tuesday, May 22</b>	<b>11:30 a.m.-12 noon</b> <b>12:30-1 p.m.</b> <b>1:30-2 p.m.</b>	<b>\$13,000</b>

## Application Process for all Industry Programs:

1. Applications are accepted in time-stamp order starting Sept. 19, 2017.
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 10-business-day return deadline.
6. Full payment is due Jan. 19, 2018.

*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.*

# 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 1.5 hours long, requiring at least 50 minutes dedicated to hands-on demonstration and skill-building. All programs are non-accredited.

### Workshop includes:

- Theater-style seating for 150 people with podium
- Four tables and wireless microphones for hands-on learning stations
- A/V package with dedicated technical assistance
- Listing on ATS-provided signage
- Listing in pre-conference and onsite marketing materials
- Listing on the ATS 2018 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 20</b>	<b>12:30-2 p.m.</b>	<b>\$15,000</b>
<b>Monday, May 21</b>	<b>12:30-2 p.m.</b>	<i>Does not include boxed lunch</i>
<b>Tuesday, May 22</b>	<b>12:30-2 p.m.</b>	

*Boxed lunches can be arranged for Practical Workshop presentations by contacting Shannon Payne at [spayne@thoracic.org](mailto:spayne@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.

Guru Bars run every 30 minutes from 11:30 a.m. to 2 p.m. in the Exhibit Hall. For complete details on availability and what's included, please visit <http://conference.thoracic.org/exhibitors/industry-programs/>.

**\$2,500**

## Application Process for all Industry Programs:

1. Applications are accepted in time-stamp order starting Sept. 19, 2017.
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 10-business-day return deadline.
6. Full payment is due Jan. 19, 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](mailto:bblaney@ascendmedia.com)

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

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

# Industry Programs

## Non-CME Symposia

ATS encourages Non-CME Symposia in conjunction with the ATS 2018 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 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 A/V package
- ATS “Ask Me” staff in hotel lobby to direct attendees to Symposia
- Promotion in pre-conference and onsite materials
- Listing on the ATS 2018 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

	HILTON BAYFRONT				MANCHESTER GRAND HYATT				MARRIOTT MARQUIS	
<b>SUNDAY May 20, 2018 6:30 - 9:30 p.m.</b>	Indigo Ballroom A/E	Indigo Ballroom D/H	Sapphire Ballroom A/B/E/F	Sapphire Ballroom I/J/M/N	Grand Hall A	Grand Hall D	Harbor Ballroom G-I	Seaport Ballroom G/H	Marina Ballroom DE	Marina Ballroom FG
Classroom	202	200	208	212	250	188	236	170	321	315
Crescent Rounds	231	231	238	238	238	203	245	161	210	210
Rate	\$40,000	\$40,000	\$45,000	\$45,000	\$50,000	\$40,000	\$55,000	\$40,000	\$55,000	\$55,000

**MONDAY  
May 21, 2018** No symposia are offered Monday evening due to high attendance at ATS Assembly membership meetings and dinners.

	HILTON BAYFRONT					MANCHESTER GRAND HYATT				
<b>TUESDAY May 22, 2018 6:30 - 9:30 p.m.</b>	Indigo Ballroom A/E	Indigo Ballroom C/G	Indigo Ballroom D/H	Sapphire Ballroom A/B/E/F	Sapphire Ballroom I/J/M/N	Grand Hall A	Grand Hall D	Harbor Ballroom G-I+Corr	Seaport Ballroom D-E+Corr	Seaport Ballroom G/H
Classroom	202	200	200	208	210	250	188	236	492	170
Crescent Rounds	231	231	231	238	238	238	203	245	322	161
Rate	\$35,000	\$35,000	\$35,000	\$40,000	\$40,000	\$45,000	\$40,000	\$45,000	\$45,000	\$35,000

## 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.

**Space reservation/payment due:** Feb. 28, 2018

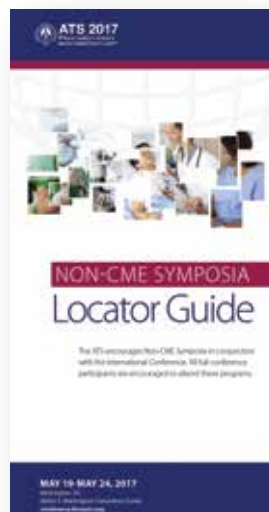
**Materials due:** March 7, 2018

**\$3,500 – ½-Page Ad**

**\$6,000 – Full-Page Ad**

**\$7,500 – Inside Front Cover**

**\$8,200 – Back Cover**



*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 TID 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



## Banner and Escalator Clings at Marriott Marquis

- High-profile branding at ATS headquarter hotel where sessions are taking place
- Sponsorship includes prime banner location on second floor of South Tower, at top of escalator; and clings on escalator leading from lobby to second floor

**Space reservation/payment due date:**  
 March 30, 2018

**Materials due:**  
 April 6, 2018

**\$20,000**

*Rights only  
 Exclusive sponsorship opportunity*



## Bar Napkins

- Hundreds of brand impressions every day via beverage napkins placed in restaurants and bars at ATS headquarter hotels during conference
- Napkins used at all three headquarter hotels

**Space reservation/payment due date:**  
 March 30, 2018

**Materials due:**  
 April 6, 2018

**\$25,000**

*Rights only  
 Exclusive sponsorship opportunity*



## Coffee Sleeves at Manchester Grand Hyatt

- Attain daily impressions at headquarter hotel Manchester Grand Hyatt
- Distributed at Market One pantry in hotel lobby

**Space reservation/payment due date:**  
 March 30, 2018

**Materials due:**  
 April 6, 2018

**\$7,500**

*Rights only  
 Exclusive sponsorship opportunity*



## Elevator Clings

- Sponsor messaging surrounds attendees waiting to enter elevators
- Elevator door branding available at ATS headquarter hotels — Marriott Marquis North and South Towers; Hilton Bayfront
  - Marriott Marquis: Four elevators in North Tower and five elevators in South Tower available for branding
  - Hilton Bayfront: Eleven elevators in two towers available for branding

**Space reservation/payment due date:**  
 March 30, 2018

**Materials due:**  
 April 6, 2018

**\$15,000 each tower at Marriott Marquis**  
**\$15,000 for two towers at Hilton Bayfront**

*Rights only*



## Glass Clings

- Available at Marriott Marquis and Manchester Grand Hyatt headquarter hotels
  - Double-sided clings on second floor escalator landing at Manchester Grand Hyatt allow attendees to see messaging from both meeting level lobby and lobby bar on ground floor
  - Single-sided glass clings paired with three floor clings in Marriott Marquis North Tower lobby. Glass clings face elevator bank; floor clings lead attendees to meeting rooms and hotel lobby

**Space reservation/payment due date:**  
 March 30, 2018

**Materials due:**  
 April 6, 2018

**\$10,000 - Manchester Grand Hyatt**  
**\$15,000 - Marriott Marquis**

*Rights only*

# Hotel



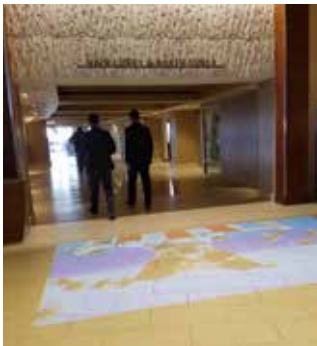
## Hotel Key Cards

- Make an impression as attendees check in to their hotels with custom key cards
- Marriott Marquis: 1,100 rooms
- Manchester Grand Hyatt: 1,200 rooms
- Hilton Bayfront: 1,161 rooms
- Additional hotels can be found by visiting [www.plantour.com/show/ats-2018](http://www.plantour.com/show/ats-2018)

**Space reservation/payment due date:**  
March 30, 2018

**Materials due:**  
April 13, 2018

**\$7,000-\$12,000**  
*Rights only*



## Interactive Floor at Marriott Marquis

- Located in the hotel lobby, interactive advertisement engages attendees on their way to and from sessions and meeting rooms
- Images play from 6:30 a.m. to 11 p.m. each day of conference
- Sponsor able to rotate ads throughout the day
- More than 70 graphic effects available for customization
- Brand the application with your corporate/brand logo or build your own interactive advertisement

**Space reservation/payment due date:**  
March 30, 2018

**Materials due:**  
April 6, 2018

**Sunday: \$15,000**  
**Monday: \$15,000**  
**Tuesday: \$15,000**  
**Wednesday: \$10,000**  
**\$55,000 for all four days**  
*Production fees included*



## Light Wall at Hilton Bayfront

- Sponsor message glows with Light Wall at Hilton Bayfront
- Wall located in main lobby near guest elevators
- Graphic cannot exceed 12 sections of light wall

**Space reservation/payment due date:**  
March 30, 2018

**Materials due:**  
April 6, 2018

**\$20,000**  
*Rights only*  
*Exclusive sponsorship opportunity*



## Wall Clings

- Marriott Marquis wall cling located at top of escalators from convention center to lobby level, next to hotel grab-and-go food outlet
- Hilton Bayfront wall clings located next to guest elevator on lobby level
- Marriott Marquis wall cling is 10'W x 10'H (one available)
- Hilton Bayfront wall clings are 3'W x 7'H (two available)

**Space reservation/payment due date:**  
March 30, 2018

**Materials due:**  
April 6, 2018

**\$10,000 Marriott Marquis**  
**\$5,000 each at Hilton Bayfront**  
*Rights only*

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  
Company names (E-L, S-Tt)  
913-780-6923  
[cgorby@ascendmedia.com](mailto:cgorby@ascendmedia.com)

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

# Hotel Deliveries



## Medical Bag

**Distribution:** Delivered to hotel rooms on the evenings of May 19 and 20, and distributed at the convention center on May 20, and 21, 2018

**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/payment due date:**  
 March 30, 2018

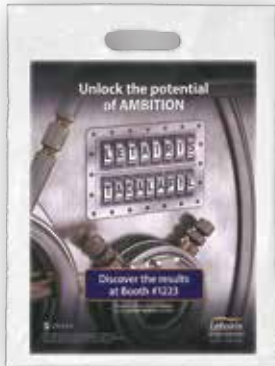
**Materials due:**  
 April 4, 2018

**Regular Distribution:**  
**\$8,600 per insert, per day**

**Approximate Quantity** . . . . . 5,300 per day\*  
**Insert sizes** . . . . . Maximum size is 8½" x 11"  
 Maximum weight is 2 oz.

**Limited Distribution:**  
**\$5,670 per insert, per day**

**Approximate Quantity** . . . . . 3,500 per day\*  
**Insert sizes** . . . . . Maximum size is 8½" 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/payment due date:**  
 March 30, 2018

**Materials due:**  
 April 4, 2018

**\$12,500 per day**



## 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 19, 20, 21, or 22, 2018.

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

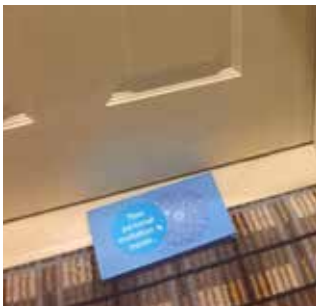
*Limited to one door hanger per day. Advertiser arranges production and shipping details for Door Hanger, and has items delivered to hotels each morning. Ascend manages distribution only.*

**Space reservation/payment due date:**  
 April 4, 2018

**Materials due:**  
 April 11, 2018

**\$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 delivered to hotel rooms on May 19, 20, 21, and 22, 2018

**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/payment due date:**  
 April 4, 2018

**Materials due:**  
 April 11, 2018

**\$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.*

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



# Print

## Print Preview

**Audience and Distribution:** Mailed to 16,000 adult and pediatric pulmonary, critical care, and sleep professionals one month before the ATS 2018 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/payment due:**

Feb. 28, 2018

**Materials due:**

March 7, 2018

### Standard Options (four-color)

Full Page	\$ 5,800
Full Page PI Space	\$ 4,600
½-Page	\$ 4,100
¼-Page	\$ 2,400
Product & Services Showcase Ad	\$ 685

### Premium Options (four-color)

Back Cover	\$ 9,000
Inside Front Cover	\$ 8,300



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

# Print

## ATS Daily Bulletin

**Audience and Distribution:** Distributed in newsstands, and handed to attendees at the convention center on May 20, 21, and 22.

**Content:** This daily newspaper reports on the scientific breakthroughs presented at ATS 2018 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

Full Page	<b>\$9,600</b>
Full Page P.I. Space	<b>\$7,500</b>
Junior Page	<b>\$8,700</b>
½-Page	<b>\$6,900</b>
¼-Page	<b>\$5,500</b>
Product & Services Showcase Ad	<b>\$725</b>

### Premium Options (four-color)

Back Cover	<b>\$12,500</b>
Inside Front Cover	<b>\$11,900</b>
Inside Back Cover	<b>\$11,900</b>
Front Page Banner Ad & Full-Page	<b>\$14,900</b>
Front Page Banner Ad	<b>\$9,500</b>
Belly Flap*	<b>\$12,800</b>
Newsstands (10)	<b>\$17,300</b>

**Space reservation/  
 payment due date:**  
 April 4, 2018

**Materials due:**  
 April 11, 2018

*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 placed throughout the convention center
- Includes a full-page, four-color ad within each day of the publication
- Advertiser art included on both side panels and bottom front panel

**Space reservation/payment due date:**  
 March 1, 2018

**Materials due:**  
 March 8, 2018

**\$17,300**



\* Advertiser to supply Belly Flap

## Belly Flap

- Belly Flap wraps around the cover of the ATS Daily Bulletin newspaper offering first-glance visibility.
- Includes a full-page, four-color ad within the publication

**\$12,800 per day**



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

## Front-Page Banner Ad

- Banner ad is printed at the bottom of the front page of official daily newspaper.

**\$9,500  
 Front-Page Banner Ad (only)**

**\$14,900 with full-page,  
 four-color ad within  
 publication**

# Print

## Exhibit & Innovation Guide

**Audience and Distribution:** More than 13,000 copies are distributed to professional attendees through registration, and are available at all Exhibit Hall entrances.

**Content:** Includes information on the companies, manufacturers, and organizations exhibiting at the ATS 2018 International Conference, as well as Non-CME Symposia, Industry Theater and Guru Bar schedules, Practical Workshops, and other learning opportunities at ATS 2018.



**Space reservation/payment due date:**  
Feb. 26, 2018

**Materials due:**  
March 5, 2018

### Standard Options

Full Page	<b>\$6,400</b>
½-Page	<b>\$4,500</b>
Product & Services Showcase Ad	<b>\$500</b>
Highlighted Listing With Logo	<b>\$400</b>

### Premium Options (four-color)

Back Cover	<b>\$10,300</b>
Inside Front Cover	<b>\$9,000</b>
Inside Back Cover	<b>\$8,000</b>
Cover Tip *	<b>\$9,800</b>
Floor Map Premium	<b>\$9,500</b>

\*Advertiser to supply belly bands



### Exhibit & Innovation Guide Cover Tip

Your message attaches to the cover of the Exhibit & Innovation Guide.

Advertiser provides tip-on piece, subject to ATS approval.

**\$9,800**



### Exhibit & Innovation Guide Product & Services Showcase Ad

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

#### Advertiser to supply:

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

**\$500**



### Exhibit & Innovation Guide Floor Map Premium Package

#### Includes:

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

**\$9,500**

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

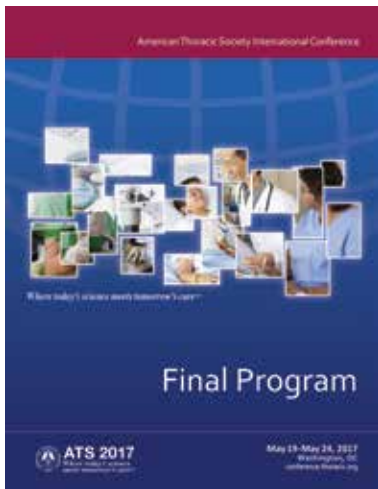
(in dedicated section)

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

**Full Page: \$3,000**  
**½ Page: \$1,500**  
**¼ Page: \$800**

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

# Print



## 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 2018 International Conference, the program includes floor plans of the convention center and surrounding hotels.

**Space reservation/payment due date:** February 20, 2018

**Materials due:** March 13, 2018

Standard Options	B&W	Four-Color
Full Page	\$2,760	\$6,500
Full Page Spread	\$5,520	\$13,000
½-Page	\$1,360	\$3,780
¼-Page	n/a	\$2,240

### Premium Options (four-color)

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 Table of Contents	\$7,500



## Quick Start Guide

Distributed to conference attendees at hotel check-in or ATS satellite registration desks, the Quick Start Guide 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/payment due date:** March 29, 2018

**Materials due:** April 5, 2018

**\$25,000**  
*Exclusive sponsorship opportunity*



## Rare Lung Disease Guide

**Audience and Distribution:** Distributed at key areas in the convention center, on the conference website, in the Clinicians Center, and can be distributed from the supporter's booth upon request.

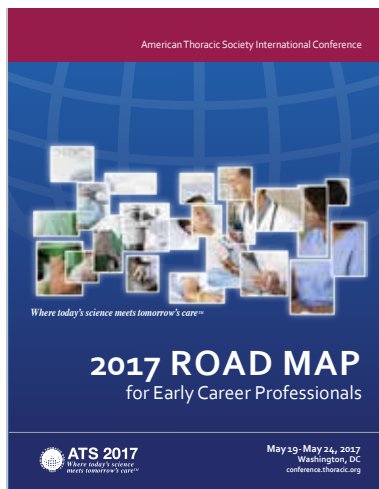
**Content:** With this guide, attendees can learn about the many rare disease discoveries to be presented during ATS 2018.

**Space reservation/payment due date:** Feb. 24, 2018

**Materials due:** March 3, 2018

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

# Print



## Road Map for Early Career Professionals

**Audience and Distribution:** Available at the ATS Center, the Center for Career Development, the Fellows Leadership Track, Resident Boot Camp, and the ATS Fellows Track Symposium. Pre-conference, it is:

- Distributed to 300+ Association of Pulmonary and Critical Care Medicine program directors for internal distribution
- Posted at [thoracic.org](http://thoracic.org)

Emailed to more than 800 U.S.-based pulmonary, critical care, and sleep training program directors post-conference as a guide to packaged ATS 2018 content. It is part of the online ATS Fellows Resource Kit that welcomes new fellows as they begin their new programs in July 2018.

**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/payment due date:**  
March 12, 2018

**Materials due:**  
March 23, 2018

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



## Highlights for Clinicians

**Audience and Distribution:** Distributed onsite to more than 6,000 clinicians at the ATS Center and Clinicians Center.

**Content:** The book lists all sessions and events of interest to practicing clinicians. Selected sessions also are indicated for RNs, PAs, RRTs, and many other professional team members.

**Space reservation/payment due date:**  
March 12, 2018

**Materials due:**  
March 23, 2018

**\$1,000 (three available ad spaces)**

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  
Company names (E-L, S-Tt)  
913-780-6923  
[cgorby@ascendmedia.com](mailto:cgorby@ascendmedia.com)

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

# 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

**\$1,300**

**A savings of \$325!**

The collage features several key components:
 

- ATS 2017 Exhibit & Innovation Guide:** A comprehensive directory of exhibitors and their products.
- ATS Daily Bulletin:** A daily publication during the conference featuring articles, news, and product showcases.
- Product & Services Showcase Ads:** Various advertisements for pharmaceutical and medical device companies, such as AstraZeneca, PFF Summit, and Sound Physicians.

## À La Carte Options

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

**\$500\***

This grid displays several highlighted listings from the ATS Exhibit & Innovation Guide, including:
 

- Allergy & Asthma Network:** A national organization for allergy and asthma patients.
- American College of Chest Physicians (ACCP):** A professional society for chest physicians.
- Association of Cape Cod, Inc. (ACC):** A local organization for Cape Cod residents.
- American Thoracic Society (ATS):** A professional society for thoracic physicians.
- Applied BioSystems, Inc. (ABI):** A company specializing in laboratory automation.
- AstraZeneca:** A multinational pharmaceutical company.
- ASTM International:** A global standards organization.
- ASTM International:** A global standards organization.
- ASTM International:** A global standards organization.

Highlighted Listing in the ATS Exhibit & Innovation Guide with Logo

**\$400**

Product & Services Showcase Ad in the *ATS Daily Bulletin*

**\$725\***

Product & Services Showcase Ad in the ATS Print Preview

**\$685\***

This collage features several key components:
 

- ATS 2017 Exhibit & Innovation Guide:** A comprehensive directory of exhibitors and their products.
- ATS Daily Bulletin:** A daily publication during the conference featuring articles, news, and product showcases.
- Product & Services Showcase Ads:** Various advertisements for pharmaceutical and medical device companies, such as PFF Summit, Sound Physicians, and Morgan.

\*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



## ePreviews

**Audience and Distribution:** Launches before the conference to the ATS membership, previous attendees, and ATS 2018 pre-registrants (more than 35,000 U.S. and international recipients)

**Content:** Showcases a wide range of topics to be presented at the conference, industry events, and the Exhibit Hall launch dates

**ePreview 1: deploys in March 2018**  
**Space reservation/payment due date:** Feb. 7, 2018

**Materials due:** Feb. 22, 2018

**ePreview 2: deploys April 2018**  
**Space reservation/payment due date:** March 8, 2018

**Materials due:** March 22, 2018

**Industry Programs ePreview 3: deploys May 2018**  
**Space reservation/payment due date:** March 29, 2018

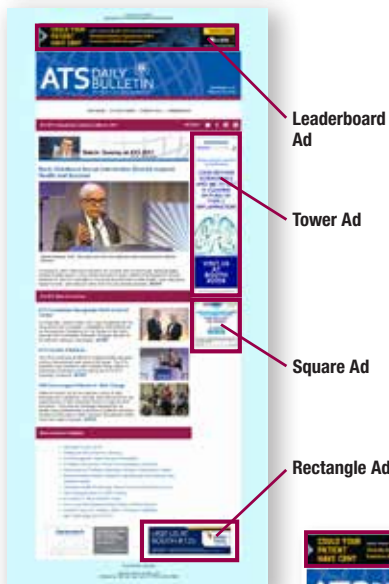
**Materials due:** April 12, 2018

**Exclusive Leaderboard Ad: \$7,000 per issue**  
 Limited to one advertiser

**Exclusive Tower Ad: \$4,500 per issue**  
 Limited to one advertiser

**Exclusive Rectangle Ad (two available): \$3,500 each, per issue**  
 Limited to one advertiser per position

**Exclusive Square Ad: \$2,800 per issue**  
 Limited to one advertiser



## eDaily

**Audience and Distribution:** Launches daily during the International Conference to the ATS membership, previous attendees, and ATS 2018 registrants (more than 35,000 U.S. and international recipients)

**Content:** 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 20, 21, and 22, 2018

**Space reservation/payment due date:** April 16, 2018

**Materials due:** April 30, 2018

**Exclusive Leaderboard Ad: \$9,000**  
 Limited to one advertiser

**Exclusive Tower Ad: \$7,500**  
 Limited to one advertiser

**Exclusive Rectangle Ad: \$5,250 each**  
 Limited to one advertiser per position

**Exclusive Square Ad: \$4,500**  
 Limited to one advertiser

*Rates include all three issues*

## 2017 METRICS

Each blast is sent to more than 30,000 U.S. and international recipients.

16.6% average open rate for ATS ePreview and eDaily.

1.91% average click-through rate.

*According to the June 2016 edition of Campaigner, the average unique open rate for the Healthcare industry was 15.9%. The average unique click-through rate for the Healthcare industry was 0.8%*



## Article Index Page

During the event cycle, ePreviews and eDailies are sent to the ATS list of more than 35,000 U.S. and international recipients. Each click on an article's "read more" button brings the reader to the Article Index page.

**Space reservation/payment due date:** April 16, 2018

**Materials due:** April 30, 2018

**Leaderboard Ad: \$7,200 per position**  
 Limited to three rotating advertisers

**Tower Ad: \$4,600 per position**  
 Limited to three rotating advertisers

*Ads maintain their positions for six months.*

## 2017 METRICS (March - May)

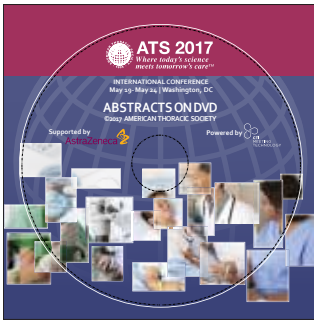
Total Page Views: 16,014

Total Visits: 9,243

Total Unique Visitors: 6,723

2017 Article Index Page metrics were double the 2016 metrics!

# Digital



## Abstracts on USB/DVD

**Audience and Distribution:** USB drives distributed to more than 13,000 professional attendees from the sponsor's booth and ATS Membership booth when Exhibit Hall is closed. DVD and USB drives distributed from the ATS booth at other meetings, extending the reach of the branding.

**Content:** Enduring access to abstracts from the 2018 Conference. Users can quickly access information through searches on keywords, abstract titles, or author names

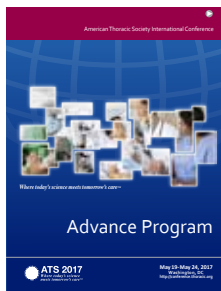
Sponsorship includes corporate logo on packaging, USB, and opening screen, as well as on all marketing pieces

**Space reservation/payment due date:**  
 March 9, 2018

**Materials due:**  
 March 16, 2018

**\$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 43,000 people.
- One exclusive full-page ad in the Advance Program

**Space reservation/payment due date:**  
 November 27, 2017

**Materials due:**  
 December 4, 2017

**\$10,000**

*Exclusive sponsorship opportunity*

**7,943**

2017 Advance Program downloads from Jan. 24, 2017 to May 31, 2017



## 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 provided by the ATS
- Discovery Quest is promoted in the Exhibit & Innovation Guide; Daily Bulletin; ATS social media outlets; and four single-sided meterboards in high-traffic areas

**Space reservation/payment due date:**  
 March 2, 2018

**Materials due:**  
 April 6, 2018

**\$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 exhibit booths the attendee visited and had his or her badge scanned

**Space reservation/payment due date:**  
 March 16, 2018

**Materials due:**  
 March 23, 2018

**\$7,500**

*Exclusive sponsorship opportunity*

The exhibit tracker email went to  
**8,558**  
 attendees in 2017



## 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/payment due date:**  
 November 2, 2017

**Materials due:**  
 November 9, 2017

**\$15,000**

*Exclusive sponsorship opportunity*



# 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	May <input type="checkbox"/> 19 <input type="checkbox"/> 20 <input type="checkbox"/> 21 <input type="checkbox"/> 22
Door Hanger	_____ \$24,000	May <input type="checkbox"/> 19 <input type="checkbox"/> 20 <input type="checkbox"/> 21 <input type="checkbox"/> 22
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	May <input type="checkbox"/> 20 <input type="checkbox"/> 21
Limited Distribution		
(PM drop)	_____ \$5,670 per item	May <input type="checkbox"/> 20 <input type="checkbox"/> 21
Premium		
(PM drop)	_____ \$12,500 per item	May <input type="checkbox"/> 20 <input type="checkbox"/> 21
Wall Clings	_____	\$5,000-\$10,000

### Print Opportunities

<b>ATS Daily Bulletin</b>		
<b>Size</b>		<b>Four-Color</b>
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
<b>Budget Package</b>		
Booth Traffic Driver Package	_____	\$1,300
<b>Exhibit &amp; Innovation Guide</b>		
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
<b>Final Program</b>		
<b>Size</b>	<b>B&amp;W</b>	<b>Four-Color</b>
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
<b>Highlights for Clinicians</b>		
<b>Non-CME Symposia Locator Guide</b>		
1/2-Page Ad	_____	\$3,500
Full-Page Ad	_____	\$6,000
Inside Front Cover	_____	\$7,500
Back Cover	_____	\$8,200
<b>Print Preview</b>		
<b>Size</b>		<b>Four-Color</b>
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
<b>Quick Start Guide</b>	_____	\$25,000
<b>Rare Lung Disease Guide</b>	_____	\$10,000
<b>Road Map for Early Career Professionals</b>	_____	\$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

# 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  
6710 W. 121st St.  
Overland Park, KS 66209  
913-469-1110

## How to participate in the Medical Bag

1. Reserve space in the Medical Bag on or before the space deadline.
2. Supply a prototype of your insert for approval by ATS. Inserts may not weigh more than 2 oz. A copy of the insert must be pre-approved by ATS regardless of prior approval for other promotional opportunities at the meeting. Early submission is to your benefit. Submit a PDF of your prototype via email to your Ascend Integrated Media account manager or submit two copies by overnight service to Ascend Integrated Media LLC, 6710 W. 121st St., Overland Park, KS 66209.
3. If changes are necessary, a copy of the revised insert must be resubmitted. Ascend Integrated Media will notify you of final approval.
4. Ship inserts to be received by the materials deadline. Ascend Integrated Media will supply a shipping label with complete shipping information. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box that is shipped. Please do not ship the full quantity to Ascend Integrated Media office, or you may incur additional costs.

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

## ATS Medical Bag: important notes

- All quantities are based on projected attendance and room blocks at the time the rate card is printed.
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Medical Bag inserts.
- The Medical Bag price is based on an average-sized paper insert. Contact an Ascend Integrated Media account manager for other options and pricing.
- An insert is considered one 8-1/2" x 11" printed piece, maximum weight of 2 oz. Insert should be flat with no protruding items attached. Any insert that does not fit these specifications will be considered a "bulk item" and is subject to an additional fee. Bulk items may not exceed 4 oz. This includes, but is not limited to, items such as: all types of product samples (bottles, bars or packets); pens; notepads; non-perishable food items; branded materials such as lanyards, water bottles, clips, pins, or other giveaway items; printed materials that are packaged or of odd shapes and sizes; printed materials containing loose sheets and/or disclaimers; printed materials with promotional items attached; magazines, brochures, or other multiple-page collateral pieces. "Bulk item" is defined at the discretion of the publisher.

- A minimum of four inserts from any combination of advertisers must be reserved for a Medical Bag to be delivered on a particular day.
- Please contact your sales account manager for more information. Inclusion of the promotional materials in this bag does not imply endorsement of any company or product by the American Thoracic Society, nor does commercial support influence the content of conference sessions. All conference sessions are controlled by ATS members, and are free of the control of commercial interests.

## ATS Individual Door Drop

- 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 2018 Style Sheet and is subject to ATS approval. All ads that do not meet required specifications will be returned.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.
- A change-out fee applies to insertion of different ads per issue in dailies.

## Please remit payments to:

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

*Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, the publisher is not responsible for lost or damaged advertising materials after publication.*



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)

<b>Covers &amp; Full Page</b> 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"	<b>Full-Page Spread</b> 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"
--	--

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

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

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

**Half-Page Spread**  
Gutter in center: 1" (avoid text and/or pictures with critical registration in this area)  
Bleed 17" x 5-3/4" (only bleeds at sides and bottom)  
Trim 16-3/4" x 5-1/2"  
Safety/Live Area 16-1/4" x 5"  
Non-Bleed Ad 15" x 5"

**NON-CME SYMPOSIA LOCATOR GUIDE**

Ad sizes and dimensions (width x height)  
**Publication Size:** 4-1/2" x 9-1/8"

<b>Covers and Full Page</b> 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"	<b>1/2 Page Horizontal Panel</b> 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)

<b>Covers and Full Page</b> Bleed: 11-1/8" x 15-1/4" Trim: 10-7/8" x 15" Safety/Live Area: 10-3/8" x 14-1/2"	<b>Center Spread</b> 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"	
<b>1/2 Page Horizontal</b> 10-1/4" x 7"	<b>1/2 Page Vertical</b> 5" x 14"	<b>Junior Page</b> 7-1/2" x 10"
<b>1/4 Page</b> 5" x 7"	<b>Product &amp; Services Showcase Ad</b> 2-3/8" x 3-1/8"	<b>Banner Ad</b> Maximum 10.25" x 2"

**RARE LUNG DISEASE GUIDE**

Ad sizes and dimensions (width x height)  
**Publication size:** 11" x 6" (finished size)

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

**ATS ROAD MAP FOR EARLY CAREER PROFESSIONALS**

Ad sizes and dimensions (width x height)  
**Publication size:** 8-1/2" x 11" (finished size)

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

**QUICK START GUIDE**

Ad sizes and dimensions (width x height)  
**Bleed:** 3-15/16" 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)

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

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

**HIGHLIGHTS**

Ad sizes and dimensions (width x height)  
**Publication size:** 4" x 7" (finished size)

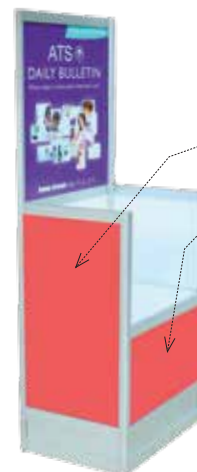
**Covers & Full Page**  
Bleed 4-1/4" x 7-1/4"  
Trim 4" x 7"  
Safety/Live Area 3-1/2" x 6-1/2"

**eMEDIA**

Ad sizes and dimensions (width x height)

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

<b>Leaderboard Ad*</b> 728 x 90 pixels and 300 x 50 pixels Full Tower Ad 160 x 600 pixels Rectangle Ads 300 x 100 pixels	<b>Leaderboard Ad*</b> 728 x 90 pixels and 300 x 50 pixels Full Tower Ad 160 x 600 pixels
eBlast ads Square ad 160 x 160 pixels	Article Index Page ads Square ad 160 x 160 pixels



**NEWSSTAND**

Ad sizes and dimensions (width x height)

Available ad space (for advertisers):  
**Side panels (2):** 18-3/8" wide x 33" high  
**Bottom front panel:** 18-3/8" wide x 33" high  
Final rack dimensions: 24" wide x 72" high

NOTE: Please include 1" bleed around all artwork.



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.



# ATS 2018

*Where today's science  
meets tomorrow's care™*

**Advertising representative:**  
ASCEND INTEGRATED MEDIA  
6710 W. 121st St., Ste. 100  
Overland Park, KS 66209

## Reach your target audience...when it matters most.

*Reach clinicians and researchers at the leading conference for pulmonary,  
critical care, and sleep medicine.*

**Don't just show up;  
stand out!**

## San Diego, CA



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