

ASCEND MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Media, LLC
All advertising subject to SIR approval.

SIR 2010

Please complete the following information:

Advertiser: _____ Agency (if applicable): _____

Billing Information: Agency Advertiser Contact Name: _____

Billing Address: _____ City, State, Zip: _____

Phone: _____ Fax: _____ E-mail: _____

SIR Daily 2010

Job #100154

| Premium options | Four-color |
|-------------------------|----------------|
| Back Cover | _____ \$7,200 |
| Inside Front Cover | _____ \$6,300 |
| Inside Back Cover | _____ \$5,625 |
| Belly Band | _____ \$8,500* |
| Map Premium | _____ \$7,500* |
| Standard options | |
| Full Page | _____ \$4,500 |
| Junior Page | _____ \$3,600 |
| 1/2 Page | _____ \$3,150 |

*includes full-page, four-color ad

SIR Doctor's Bag 2010

Job #100569

| | | | |
|-----------------|---------------|------------------|---------------|
| March 14 Insert | _____ \$4,950 | March 14 Premium | _____ \$8,000 |
| March 15 Insert | _____ \$4,950 | March 15 Premium | _____ \$8,000 |
| March 16 Insert | _____ \$4,950 | March 16 Premium | _____ \$8,000 |

Please write your initials next to selected ad sizes & color. Total Amount: \$ _____

Terms

Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also binding. **No cancellations accepted.**

Advertising agency and/or client are liable should one or the other default.

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.

Option to pay by credit card

VISA MasterCard American Express Discover Expiration Date _____

Card Number _____ Authorized Signature _____

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title _____ PO# (if necessary) _____

Ascend Media, LLC • 7015 College Blvd., Suite 600 • Overland Park, KS 66211

SOCIETY OF
INTERVENTIONAL
RADIOLOGY

Enhanced care through advanced technology*

SIR 35th Annual Scientific Meeting
March 13-18, 2010 • Tampa, Florida

Daily deadlines

Space reservation/payment due:

Jan. 27, 2010

Materials due: Feb. 5, 2010

Doctor's Bag Insert deadlines

Space reservation/prototype/payment due:

Jan. 21, 2010

Materials due: Feb. 4, 2010

Doctor's Bag Premium deadlines

Space reservation/prototype/payment due:

Dec. 10, 2009

Materials due: Dec. 18, 2009

Sales Contact

Toni Haggerty (A-L)

609-654-0472

Fax: 609-654-0621

thaggerty@ascendmedia.com

Suzee Dittberner (M-Z)

913-344-1420

Fax: 913-344-1492

sdittberner@ascendmedia.com

Addresses

Please send insertion orders to:

Ascend Media, LLC

Attn: Suzee Dittberner

7015 College Blvd., Suite 600

Overland Park, KS 66211

913-344-1420

Fax: 913-344-1492

sdittberner@ascendmedia.com

www.ascendmedia.com

Please remit payments to:

Ascend Media, LLC

P.O. Box 414674

Kansas City, MO 64141-4674

Sign and return to:

Suzee Dittberner

Ascend Media, LLC

7015 College Blvd.,

Suite 600

Overland Park,

KS 66211

Fax: 913-344-1492



SIR MECHANICAL SPECS

Dailies ad sizes and dimensions
(width x height)

Publication size:
11-3/8" x 15" (finished size)

Newspaper ads **do not** bleed.

Newspapers do not take a final bindery trim.

**Covers
and Full Page**
10-1/4" x 14"

Junior Page
7-1/2" x 10"

**1/2 Page
Horizontal**
10-1/4" x 7"

**1/2 Page
Vertical**
5" x 14"

**Please send insertion orders
and correspondence to:**

Toni Haggerty (Companies A-L)
609-654-0472
Fax: 609-654-0621
thaggerty@ascendmedia.com

Suzee Dittberner (Companies M-Z)
913-344-1420
Fax: 913-344-1492
sdittberner@ascendmedia.com

Ascend Media, LLC
Attn: SIR
7015 College Blvd., Suite 600
Overland Park, KS 66211
www.ascendmedia.com

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at www.swop.org or <http://www.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 (12-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.)

Document setup

- Use QuarkXPress or Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit www.adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be Type 1 or OpenType (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.

Inserts

- Insert will be bound in and should not exceed 8-3/8" x 10-7/8", minimum size is 4" x 6".
- Prototype required.

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 Media sales representative.

Submitting digital files

- Contact your Ascend Media representative for your upload instructions and unique login and password.

Proofs

- Contract proofs are required 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 www.swop.org. Without an accurate SWOP-provided proof, Ascend Media cannot be held responsible for the outcome of color on press.

Submitting required proofs

Mail proofs to:
Ascend Media, LLC
Attn: SIR 2010
7015 College Blvd., Suite 600
Overland Park, KS 66211
913-469-1110

Please remit payments to:

Ascend Media, LLC
P.O. Box 414674
Kansas City, MO 64141-4674

How to participate in the Doctor's Bag

1. Reserve space in the Doctor's Bag on or before the space deadline.
2. Supply a prototype of your insert for approval by SIR. Inserts may not weigh more than 2 oz. A copy of the insert must be pre-approved by SIR 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 Media representative or submit two copies by overnight service to Ascend Media LLC, 7015 College Blvd., Suite 600, Overland Park, KS 66211.
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, LLC, 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 growth of room blocks.

Important notes

- All advertising is subject to the approval of SIR.
- 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. No cancellations are accepted.
- No agency commission or cash discounts accepted.
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Doctor's Bag inserts.
- The Doctor's Bag price is based on an average-sized paper insert. Contact an Ascend Media sales representative for other options and pricing.
- A minimum of four inserts from any combination of advertisers must be reserved for a Doctor's Bag to be delivered on a particular day.
- Doctor's Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.

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, publisher is not responsible for lost or damaged advertising materials after publication.

