

ASCEND MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC (dba Ascend Media)
All advertising subject to NMA approval.



Advertiser/Sponsor	Agency	Bill To	Materials From
Company Name _____	_____	_____	_____
Contact Name _____	_____	_____	_____
Address _____	_____	_____	_____
City, State Zip _____	_____	_____	_____
Contact Phone _____	_____	_____	_____
Contact Email _____	_____	_____	_____

Print Show Directory

Covers	
Three-Page Gatefold	___ \$30,000
Cover Tip*	___ \$25,000
Cover Corner Ad	___ \$15,000
Back Cover	___ \$14,050
Inside Back Cover	___ \$11,105

Tabbed Dividers (one side)

General Information front	___ \$9,985
General Information back	___ \$9,985
Educational Sessions front	___ \$9,985
Educational Sessions back	___ \$9,985
Exhibitor Listings Tab 1 front	___ \$9,985
Exhibitor Listings Tab 1 back	___ \$9,985
Exhibitor Listings Tab 2 front	___ \$9,985
Exhibitor Listings Tab 2 back	___ \$9,985
Exhibit Hall Maps front	___ \$9,985
Exhibit Hall Maps back	___ \$9,985
Exhibitors by Product Category front	___ \$9,985
Exhibitors by Product Category back	___ \$9,985

Two-Sided Bookmark _____ \$11,550

Premium Display Pages

Opposite IFC/Page 1	___ \$12,350
Opposite TOC	___ \$11,285
Opposite NMA Welcome	___ \$10,210
Opposite Chair Welcome	___ \$10,210
Other premium pages	___ \$10,210

Standard Display Ads

Full Page Spread	___ \$15,880
Half Page Spread	___ \$11,635
Full Page	___ \$8,980
Two-Thirds Page	___ \$7,650
Half Page	___ \$6,985
Third Page	___ \$5,655
Quarter Page	___ \$4,855

Product Category Ad _____ \$1,000

*Advertiser supplies printed Cover Tip.

Mobile App

Mobile App Sponsor	
Exclusive Sponsorship	___ \$45,000
Home Page Banner (five available)	___ \$7,500
Rotating Banners (10 available)	___ \$5,500

Online Show Directory

Display Ads	
Leaderboard	___ \$4,000
<i>(limited to five advertisers in each position.)</i>	
Vertical 300x600	___ \$3,000
<i>(limited to five advertisers in each position.)</i>	
Medium Rectangle	___ \$2,500
<i>(limited to five advertisers in each position.)</i>	
Leaderboard/Medium Rectangle combinations on home page before search terms are entered	___ \$5,000
<i>(limited to five advertisers)</i>	
Leaderboard/Medium Rectangle combinations on super categories. <i>(limited to five advertisers)</i>	___ \$5,000

Video Ad (five available) _____ \$5,000

Featured Exhibitors

One Category	___ \$2,000
Additional Category	___ \$1,500

Print & Digital Packages

Exhibit Hall Map Sponsorship	
North Hall	___ \$25,000
Central Hall	___ \$25,000
South Hall 1	___ \$25,000
South Hall 2	___ \$25,000

Own the Category (one available per category) _____ \$7,200

Enhanced Listing (print and mobile only) _____ \$950

SIGN AND RETURN TO YOUR ACCOUNT MANAGER:

Lauren Andrews
Company names A-C
804-490-7734
landrews@ascendmedia.com

Tracy Mulligan
Company names D-H
206-465-8346
tmulligan@ascendmedia.com

Kelly Alexis
Company names I-O
703-909-2256
kalexis@ascendmedia.com

Suzee Dittberner
Company names P-Z
913-344-1420
sdittberner@ascendmedia.com

Please write your initials next to selected ad sizes. TOTAL AMOUNT: \$ _____

TO PAY BY CREDIT CARD, PLEASE CONTACT YOUR ACCOUNT MANAGER BY PHONE OR EMAIL. CREDIT CARD PAYMENT IS QUICK, EASY AND SECURE.

By signing this agreement, you are agreeing to Ascend Media's Terms and Conditions enclosed and attached to this Advertising Agreement

Ascend Media Account Manager Signature Date

Ascend Media Account Printed Name

Advertiser/Sponsor/Agency Signature Date

Advertiser/Sponsor/Agency Printed Name

Advertiser/Sponsor/Agency Company Name

Each party agrees that the electronic signatures, whether digital or encrypted, of the parties included in this Agreement, are intended to authenticate this writing and to have the same force and effect as manual signatures.



Print Mechanical Specifications

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at www.swop.org or www.adobe.com/designcenter/acrobat/articles/acrópdfx.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).
- Submit full-page spreads as a single-page file.

Document setup

- Use 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 OpenType (Type 1 and 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.

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 account manager.

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

Submitting color proofs

Mail proofs to:

Ascend Media LLC
 Attn: MINExpo INTERNATIONAL® 2021
 7171 W. 95th St., Suite 300
 Overland Park, KS 66212
 913-469-1110

Important notes

- All advertising is subject to NMA approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- 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.

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.

PRINT SHOW DIRECTORY Ad sizes and dimensions (width x height)

Publication size: 8.375" x 10.875" (trim)

Trim: Final page dimensions.

Bleed: Size required for an ad to bleed off the edges of a page. (0.125" past trim)

Safety/Live Area: All text and graphics not intended to bleed. (0.25" from trim)

Cover Corner Triangle

Bottom: 3.25"

Right: 3.25"

Diagonal: 4.625"

Allow 0.125" bleed on all sides

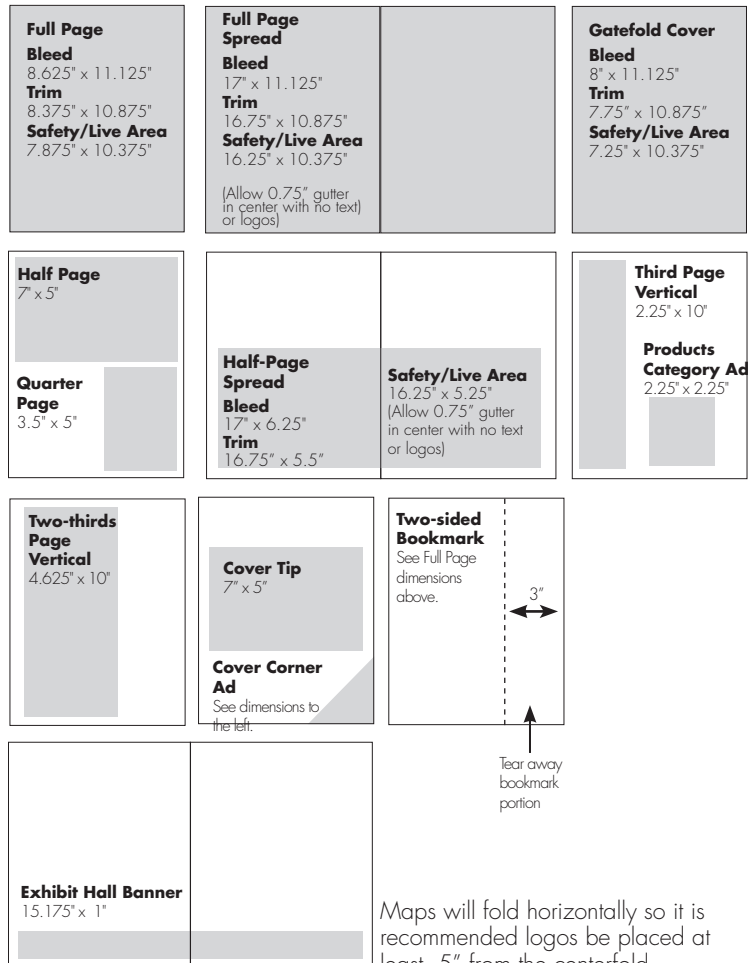
Please allow 0.25" safety/live area on all sides

Two-sided Bookmark

Advertiser provided insert. Additional specifications will be provided.

Logos

Logos for Enhanced Listings should be submitted at 300 dpi at a minimum size of 2.25" x 1" in JPG or EPS format. Transparent background preferred.



Digital Mechanical Specifications



Leaderboard: 970 x 90 and 300 x 50 pixels

Medium Rectangle: 300 x 250 pixels

Vertical 300 x 600: 300 x 600 pixels

Video Ads

- Format required: HTML 5 creative
 - Rectangle ad - 300 x 250 pixels
 - Total playing time must be 30 seconds or less.
 - Creatives must include a user-initiatable "replay" button.
 - Creatives must play inline by including the playsinline parameter
 - Expandable creative with accepted with base dimensions at 300 x 250. For more information click here: https://support.google.com/displayvideo/answer/6074444?hl=en&ref_topic=10260434
 - Image GIF/JPG: 40 KB initial load, 2.2 MB total load with video.
 - Aspect ratio: 4:3 aspect ratio recommended; other aspects will be accepted but may be letter boxed.
 - Border: 1x1 contrasting border is suggested.
 - Frame rate: Minimum 14 frames-per-second (30 FPS recommended).
 - Audio: Must be encoded at a volume less than or equal to -12 dB.
 - Animation: 30 seconds maximum. Opening image can't be animated.

Specifications for Online Directory Ads

- Leaderboard, Medium Rectangle and Vertical 300 x 600 ads must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted.)
- Ads link internally to your listing in the Online Show Directory.
- 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.

Ascend Ad Tagging Policy

- We do allow specific types of ad tags.
- For the privacy of our clients' members, we DO NOT allow tracking pixels or tracking mechanisms that expose any personal identifying information or that would attempt to extract personal identifying information in either email deployments or landing pages or other Websites.
- For advertising on landing pages and other websites, we allow:
 - JavaScript Double-Click (DCM) Ad Tags
 - We also support all ad tags that are supported by Google Ad Manager.
- We will provide a standard report for any ad upon request. Requests for custom reporting may incur an additional fee.

Specifications for Mobile App

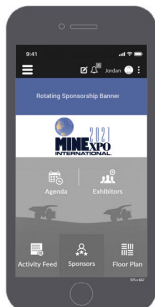
- Banner ads must be in PNG or JPG format, RGB and submitted at actual size.
- Maximum ad file size is 100kb - 125kb.
- No animated or looping ads allowed.

Logos

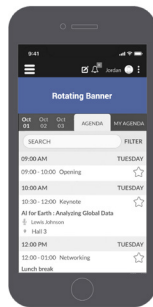
- Logos for Enhanced Listings should be submitted at 300 dpi at a minimum size of 2.25" x 1" in JPG or EPS format. Transparent background preferred.



600 x 240 pixels



656 x 261 pixels



656 x 261 pixels



700 x 100 pixels



480 x 120 pixels

MINExpo INTERNATIONAL® 2021

Advertising Policies and Materials Submission Procedures

All ads, inserts and promotional items require approval by NMA. Please allow five business days for approval. NMA is not liable for any expenses that may be incurred if changes must be made.

Submit a copy of your ad via email for approval. Please indicate the name of the exhibiting company and provide the name of the meeting in the Subject line of the email. Email MINExpo2021@ascendmedia.com

Print and Digital Packages

	Online Directory	Print Directory	Mobile App
Exhibit Hall Sponsorship	<ul style="list-style-type: none"> • Leaderboard Materials Due: Aug. 23, 2021*	<ul style="list-style-type: none"> • Banner • Full Page Materials Due: July 19, 2021	<ul style="list-style-type: none"> • Footer Ad Materials Due: Aug. 23, 2021*
Enhanced Exhibitor Listing	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • Logo Materials Due: July 19, 2021	<ul style="list-style-type: none"> • Logo Materials Due: Aug. 23, 2021*
Mobile App Sponsor	<ul style="list-style-type: none"> • Logo Materials Due: June 28, 2021	<ul style="list-style-type: none"> • Full Page Materials Due: July 12, 2021	<ul style="list-style-type: none"> • Splash Page Ad • Rotating Banner Ad • Logo Materials Due: Aug. 4, 2021
Own the Category	<ul style="list-style-type: none"> • Leaderboard • Medium Rectangle Materials Due: Aug. 23, 2021*	<ul style="list-style-type: none"> • Full Page • Logo • Product Category Ad Materials Due: July 19, 2021	<ul style="list-style-type: none"> • Logo Materials Due: Aug. 23, 2021*

*Latest deadline to be included for the show. Materials may be submitted earlier and will post 14 business days after receipt.

Directories

	Opportunities	Deadline
Online Directory	<ul style="list-style-type: none"> • Display Ads • Video Ad • Featured Exhibitors 	Materials due for site launch: July 8, 2021 Materials deadline to be added prior to the show: Aug. 23, 2021*
Print Directory	<ul style="list-style-type: none"> • Covers • Tabbed Dividers • Two-Sided Bookmark • Premium Display Ads • Standard Display Ads • Product Category Ads • Enhanced Exhibitor Listing 	Materials Due: July 19, 2021
Mobile App	<ul style="list-style-type: none"> • Home Page Banner • Rotating Banners • Enhanced Exhibitor Listing 	Materials to be included at app launch: Aug. 6, 2021 Materials deadline to be added prior to the show: Aug. 23, 2021*

A \$500 late fee will be charged for materials received after the deadline.

Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.

Please make note of these important advertising policies:

- If the show name appears in advertisement, it must be printed as: MINExpo INTERNATIONAL® 2021, MINExpo INTERNATIONAL®, MINExpo® or MINExpo® 2021.
- If using the MINExpo INTERNATIONAL® 2021 logo in advertisement, it must be the official logo from NMA.
- All ads (print, online and mobile) must represent the exhibiting company. An exhibitor may not primarily promote brands or subsidiaries in their advertising materials.



ADVERTISING TERMS AND CONDITIONS

This agreement is between Ascend Integrated Media, LLC (dba Ascend Media) and the Advertiser/Sponsor and its Agency as listed on the attached "Advertising Agreement - Insertion Order".

TERMS AND CONDITIONS

1. Insertion orders, advertisements and space reservations are subject to materials approval and the provisions of the current rate card.
2. Cancellations are non-refundable.
3. Requested ad positions are not guaranteed unless the Advertiser/Sponsor or its Agency purchases a "special position" at an additional cost.
4. Advertiser/Sponsor and/or Agency will not be allowed to revise materials which are not received by Ascend Media's published "materials due" date.
5. Advertiser/Sponsor agrees that Ascend Media's liability (if any) on account of omissions or errors in purchased products and/or services shall in no event exceed the amount of charges for the products and/or services which were omitted or in which the error occurred, and such liability shall be discharged by (abatement of the charges) or (an advertising allowance) commensurate with the error for the particular products and/or services in which the omission or error occurred, but in no event exceeding the contract price of the particular products and/or services in which the omission or error occurred. No adjustment is applicable to any free products and/or services.
6. Ascend Media is not liable for any costs or real or consequential damages resulting from the failure to produce purchased products and/or services.
7. Ascend Media is not liable for any delays in delivery or for non-delivery of purchased products and/or services due to factors beyond the control of Ascend Media.
8. No conditions other than those set forth herein will be binding on Ascend Media unless specified in writing by Ascend Media. Ascend Media will not be bound by conditions printed or appearing on insertion orders, purchase orders, or similar documents when such conditions conflict with any provision contained herein.
9. A \$500 late fee may be charged for materials received after the materials due deadline.

PAYMENT AND COMMISSIONS POLICY

1. Event products are invoiced upon reservation, and payment is due upon receipt or no later than 45 days prior to the event start date. Non-event products are invoiced upon publication, and payment is due thirty (30) days from the invoice date.
2. Orders for space are accepted subject to Ascend Media's credit requirements. Space reservations or insertion orders for an Advertiser/Sponsor whose account is more than sixty (60) days past due may be refused. Advertisers/Sponsors with delinquent accounts lose their place in any waiting list for consideration of preferred positions.
3. Any outstanding invoice balance over thirty (30) days past due will be assessed 3% interest per month to the extent permitted by law.
4. If Ascend Media takes an Advertiser's/Sponsor's account to collection, the Advertiser/Sponsor agrees to pay all costs associated with the collection, including paying Ascend Media's attorney fees and all court costs, if it is determined by a court of competent jurisdiction that the Advertiser/Sponsor is at fault.
5. Ascend Media reserves the right to hold the Advertiser/Sponsor and/or its Agency jointly and severally liable for such monies as are due and payable to Ascend Media for advertising or sponsorships which the Advertiser/Sponsor or its Agency ordered and which advertising/sponsorship was produced, even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.