

NASHVILLE CHEST 2022

OCT.  16-19

Digital & Email Marketing

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ADVERTISING OPPORTUNITIES

CHEST DAILY NEWS WEBSITE

The CHEST Daily News Website provides supporters the opportunity to run targeted media campaigns directly to the CHEST audience. Choose from a variety of high-performing ad units on this cutting-edge digital platform to begin maximizing your ROI and delivering meaningful impressions with actionable data.

2021 METRICS



Users

17,956



Pageviews

41,591



Sessions

26,403



Multiple touchpoints for
7+ Months!
(September-April)



Campaign Period

Ads will be posted approximately September 16, 2022, and will run until April 30, 2023, unless otherwise specified by the advertiser.



Deadlines

August 19 Ad space/payment
August 26 Ad materials due



Special Notes

- Ad creatives, tags, or URLs changing out will incur additional fees. Contact your TriStar Media Strategists to discuss scope of work and associated costs.
- See page 17 for information regarding TriStar's policy on third-party ad tag requirements.

Targeted Traffic Acquisition



Association-
delivered emails



Association website
call-outs



Dashboard icon on
the CHEST Mobile
Event App



Select print
communications



Social media
posts

VIEW CHESTDAILYNEWS.CHESTNET.ORG →



Advertising Rates

Ad Unit (Inventory)	Rates
Leaderboard (3)	\$10,200 per ad \$35,200 buyout rate
Docked Bottom Banner (1)	\$21,000 exclusive
Half-page Top (3)	\$8,715 per ad \$30,000 buyout rate
Half-page Bottom (3)	\$7,980 per ad \$27,500 buyout rate
Sponsored Content (2) <i>Includes video and image gallery</i>	\$16,000 per ad
Banner Ad Package (3) <i>3 Packages of 5 Banners</i>	\$17,000 per package \$55,500 buyout rate
Medium Rectangle Top (3)	\$5,800 per ad \$20,000 buyout rate
NEW Medium Rectangle Bottom (3)	\$5,500 per ad \$18,975 buyout rate

ATTENDEE MAP & PHOTO GALLERY UPGRADE!

Pin your your brand to this highly engaging content as CHEST celebrates their return to in-person.

\$7,000 for exclusive support



CLICK TO LEARN MORE

The screenshot shows the Nashville Chest 2022 website layout with various advertising opportunities highlighted in orange boxes:

- LEADERBOARD**: Located at the top of the page.
- BANNER AD**: Located below the header.
- Latest News**: A section with a large image placeholder and text.
- SPONSORED CONTENT**: A section with a small image placeholder and text.
- TOP HALF-PAGE**: A large vertical ad space on the right side.
- TOP MEDIUM RECTANGLE**: A medium-sized vertical ad space on the right side.
- BOTTOM MEDIUM RECTANGLE**: A medium-sized vertical ad space on the right side.
- BOTTOM HALF-PAGE**: A large vertical ad space on the right side.
- DOCKED BOTTOM BANNER**: A horizontal ad space at the bottom of the page.

For illustrative purposes only.

CHEST DAILY NEWS EMAILS

Stay in the conversation by marketing your brand to CHEST's hyper-targeted audience in all 16 news emails! With proven performance that exceeds industry standards, these emails are perfect for advertisers looking to maximize their ROI.

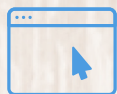
2021 METRICS



Average
Open Rate

37.4%

Industry
Benchmark
23.7%*



Average
CTR

4.9%

Industry
Benchmark
3%*

2X

THE AUDIENCE
AS 2021!



Distribution Dates & Times

Pre-Meeting

September 21	AM
October 5	AM
October 15	PM

Annual Meeting

October 16	AM & PM
October 17	AM & PM
October 18	AM & PM
October 19	AM

Post-Meeting

November 2	AM
November 16	AM
December 7	AM
December 21	AM
January 11	AM
January 25	AM

INCREASED EXPOSURE
IN 16 EMAILS!



Audience

Pre-Meeting

- Approximately **20,000** international and domestic CHEST members, attendees, and the broader CHEST audience

Annual Meeting and Post-Meeting

- Approximately **10,000** international and domestic CHEST members and attendees



Deadlines

August 26	Ad space/payment
September 2	Ad materials due

**Industry benchmarks published in a report
by Campaign Monitor*

33.5%

of the nearly 18,000
CHEST Daily News website users
originated from emails in 2021!



Advertising Rates

Ad Space	Rates
Banner A	\$42,000
Banner B	\$41,000
Banner C	\$39,500
Banner D	\$33,000
Banner E	\$27,000



Special Notes

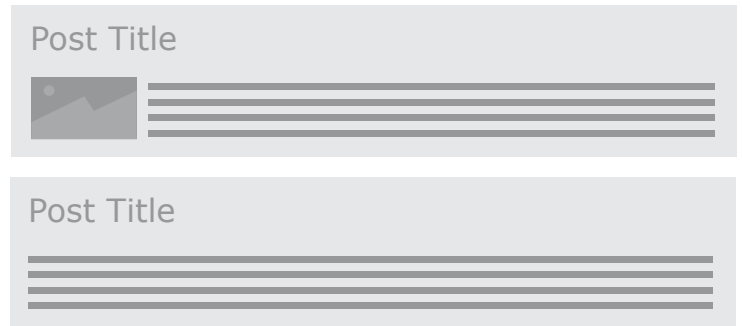
- Ad creatives or URLs changing out will incur additional fees. Contact your TriStar Media Strategists to discuss scope of work and associated costs.
- Distribution dates may vary based on editorial schedules. Advertisers will be notified should a change occur.



EMAIL BANNER A



EMAIL BANNER B



EMAIL BANNER C



EMAIL BANNER D



EMAIL BANNER E

If you are no longer interested in receiving these emails, you can [unsubscribe instantly](#).

For illustrative purposes only.

FEATURED EVENT LISTING

Spotlight your CHEST Industry Event on a platform dedicated to promoting your event content and delivering important program details to the CHEST audience. Designed with events in mind, this opportunity provides measurable ROI for your event engagement and campaign performance.



Opportunity Includes

Featured Event Landing Page

- Featured event listing
- Rotating half-page and banner ad, with equal SOV

Event Schedule Page(s)

- Highlighted event listing within the schedule
- Rotating half-page and banner ad, with equal SOV

Exclusive Detail Page

- Dedicated detail page for your featured content and event details
- Exclusive half-page and banner ad, with 100% SOV
- Add to My Calendar feature



Deadlines

Submit all ad materials by **August 26** to guarantee maximum exposure



Campaign Period

Ads will be posted approximately September 16, 2022 and will run until April 30, 2023, unless otherwise specified by the advertiser.



Advertising Rate

\$7,600 per listing

Targeted Traffic Acquisition



Link in the primary navigation of the CHEST Daily News Website



Call-outs in select CHEST Daily News Emails



CHEST Daily News Website homepage promotion



Social media posts

Event Schedule Page



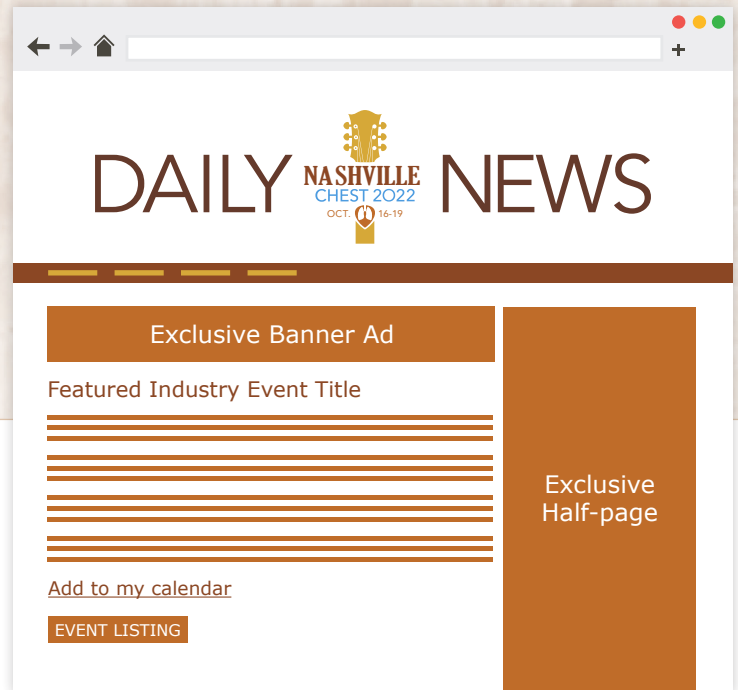
For illustrative purposes only.



Special Notes

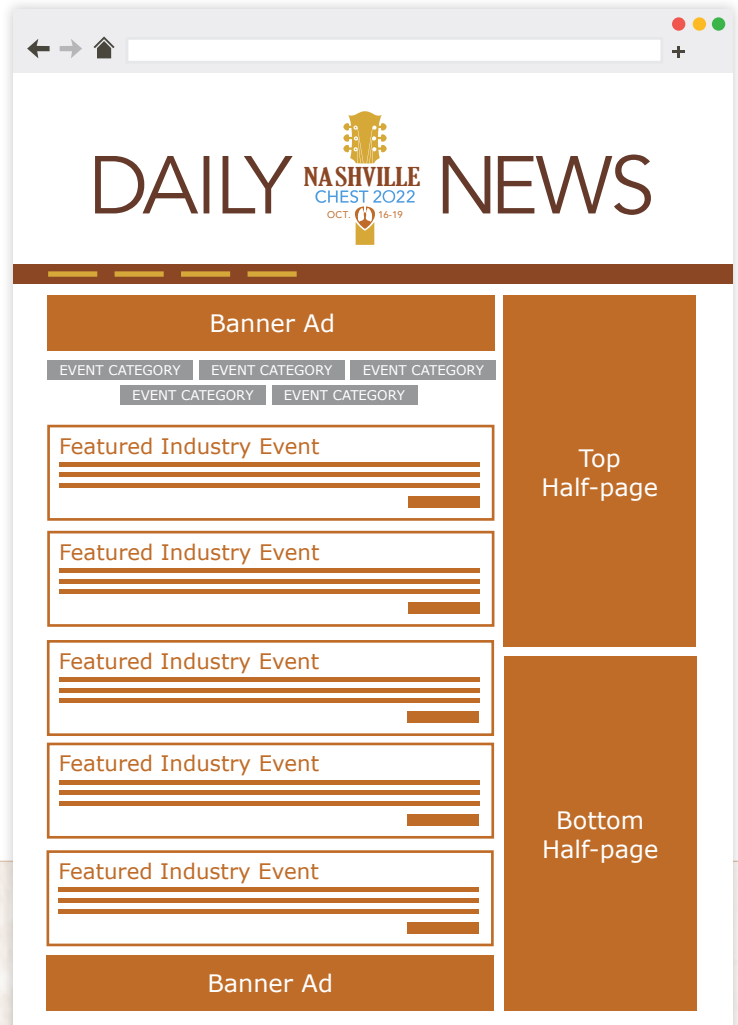
- Ad creatives or URLs changing out will incur additional fees. Contact your TriStar Media Strategists to discuss scope of work and associated costs.

Exclusive Detail Page



For illustrative purposes only.

Featured Event Landing Page



For illustrative purposes only.

CHEST 2022: WELCOME BACK EDITION

Welcome CHEST 2022 attendees back to the annual meeting with this limited edition, single-issue print publication! Feature your company, product, booth, or event alongside must-read articles in this important attendee resource.

CONTENT SNEAK PEAK



Welcome back from
CHEST leadership

What to expect from
the CHEST 2022
in-person experience

Newsmakers at
CHEST 2022

CHEST's role in
advancing diversity,
equity, and inclusion

Daily schedules,
previews, and
exhibitor information



Deadlines

September 9 Ad space/payment
September 16 Ad materials due



Distribution Quantity

4,000 copies

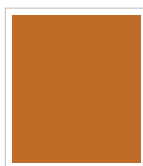


Distribution Method

- 3,000 copies inserted into the Doctor's Bag, if supported, and distributed via handout personnel
- 1,000 copies placed in racks at registration or other high-traffic areas of the convention center

Advertising Rates & Dimensions

Rates include placement in one issue



FULL-PAGE

10 ¼" x 14"

■ \$14,300

■ \$5,600



JUNIOR PAGE

7 ½" x 10"

■ \$12,100



HALF-PAGE (HORIZONTAL)

10 ¼" x 7"

■ \$9,800



HALF-PAGE (VERTICAL)

5" x 14"

■ \$9,800



QUARTER PAGE

5" x 7"

■ \$7,300



SHOWCASE AD

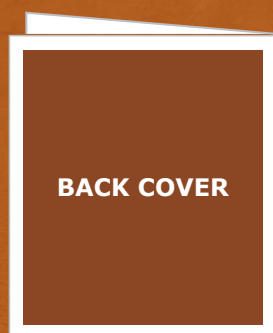
5" x 3 ½"

■ \$1,000



PREMIUM ADVERTISING

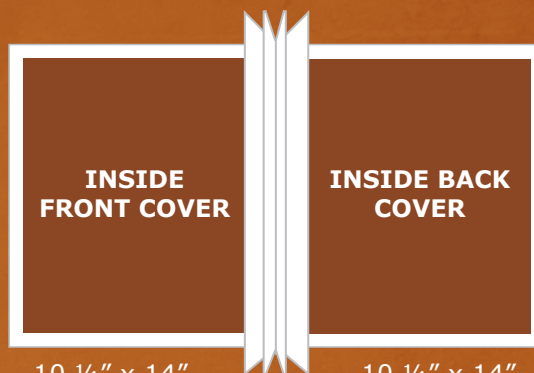
Rates include placement in one issue



BACK COVER

10 1/4" x 14"

\$23,300



INSIDE
FRONT COVER

10 1/4" x 14"

\$17,200

INSIDE BACK
COVER

10 1/4" x 14"

\$17,200



CENTER SPREAD

21" x 14"

\$15,820 per page

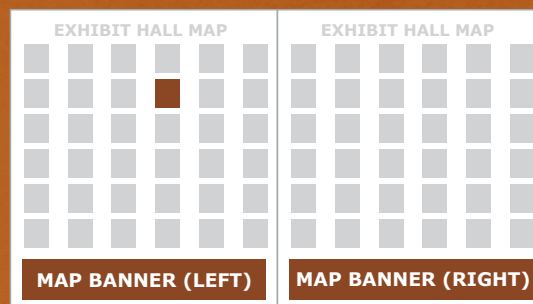


EXHIBIT HALL MAP

EXHIBIT HALL MAP

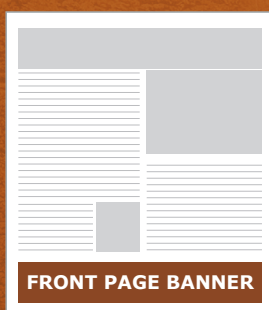
MAP BANNER (LEFT)

MAP BANNER (RIGHT)

10 1/4" x 2" per page

\$24,500

*Includes banner below the map, booth highlight,
and one full-page, 4/c ad*

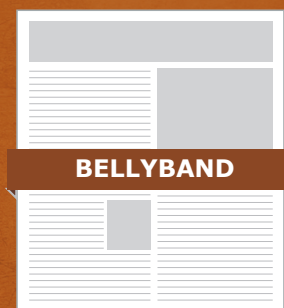


FRONT PAGE BANNER

10 1/4" x 2"

\$18,900

Includes one full-page, 4/C ad

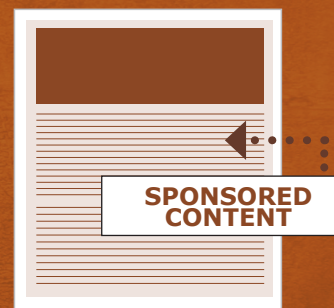


BELLYBAND

26" x 2 1/2"

\$16,000

*Advertiser must supply printed
bellybands.*



SPONSORED
CONTENT

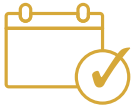
10 1/4" x 14"

\$18,875

Exclusive to one advertiser.

DOCTOR'S BAG

Don't miss this high-impact opportunity to put your booth, product, or special program promotions directly in the hands of attendees.



Deadlines

August 19 Ad space/prototype/payment
August 26 Ad materials due



Quantity

3,000 inserts per distribution
(one distribution per day)



Advertising Rates

\$6,100 per insert, per day



Prototype Submission

Send PDF to Meghan Kraft
(mkraft@tristarpub.com)



Distribution Dates

October 16
October 17 (first day of exhibits)
October 18
October 19



Distribution Method

Distribution racks and handout personnel in high traffic areas throughout the convention center



Special Notes

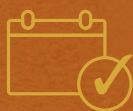
See page 16 for special note and conditions.

**PREMIUM VISIBILITY WITH
CONVENTION CENTER
DISTRIBUTION**



PREMIUM ADVERTISING

For guaranteed exposure, take advantage of this exclusive opportunity to brand the outside of the Doctor's Bag with your corporate, product, and/or booth recognition. The clear plastic pocket on the outside of the bag will hold one promotional insert, while your corporate or product logo and booth number will be printed above the pocket. CHEST will brand the opposite side of the bag.



Deadlines

July 15	Ad space/payment
July 22	Logo artwork due
August 19	Insert prototype due
August 26	Printed insert due



Premium Rate

\$12,500 per day



Specifications

- Window pocket insert cannot exceed 5 1/2" x 4"
- Logo not to exceed 9" x 6" (directly above pocket)
- The participating advertiser is allotted a maximum of three colors (including black) for graphics submitted



GUEST CHECK-IN PROMOTION

Receive early and elite exposure for your corporate, product, or event promotion as you greet attendees checking in to their hotels with this exclusive opportunity!



Deadlines

September 16	Ad space/prototype/payment
October 4	Finished product samples due to TriStar
October 13	Finished products due to hotels



Quantity

2,700
(includes overage)



Advertising Rates

\$29,500



Special Notes

- Material dimensions should not exceed 5" x 7".
- See page 16 for special notes and conditions.



PREMIUM ROOM DROP

Greet attendees with your message delivered directly to their hotel room doors in the morning or afternoon! The Premium Room Drop is a great way to stand out from the crowd while promoting your company, product, event or booth.



Deadlines

September 16	Ad space/prototype/payment
October 4	Finished product samples due to TriStar
October 13	Finished products due to hotels



Quantity

2,750 per distribution
(includes overage)



Advertising Rates

\$31,500 per distribution



Distribution Dates

October 16
October 17 (first day of exhibits)
October 18
October 19



Special Notes

See page 16 for special notes and conditions for hotel opportunities



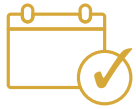
Prototype Submission

Send PDF to Meghan Kraft
(mkraft@tristarpub.com)



NASHVILLE AIRPORT ADVERTISING

Make your message land with attendees of CHEST 2022 with one of these unique marketing opportunities available at the Nashville International Airport!



Deadlines

August 19 Ad space/prototype
August 26 Ad materials due



Campaign Period

October 10–23, 2022

TACTIC	QUANTITY	RATES
Baggage Claim LCD Screen Package <i>Impactful package of LCD screens hung over all 8 baggage claim carousels; includes one 10 second spot</i>	16 screens	\$13,500 per package
Arrivals & Departures LCD Screen Package <i>Comprehensive coverage throughout Concourses A, B, C, & D with 5 screens placed in high-traffic areas; includes one 10 second spot</i>	5 screens	\$15,000 per package
Concourse C Lit Column Wrap <i>One lit column wrap centrally located near retail and food concessions in Concourse C</i>	1 column wrap	\$24,000 for exclusive support
Charging Station Package <i>Powerful package of free charging stations located throughout Concourses A, B, & C</i>	7 stations	\$24,600 for exclusive support
Escalator Video Wall Package <i>Elevate your messaging with this package of video walls located over the escalators leading down to baggage claim and the airport exit; includes one 10 second spot</i>	2 video walls	\$36,000 per package
Concourse A Departures Banner <i>Impressive banner visible to all passengers departing from Concourse A</i>	1 banner	\$19,400 for exclusive support

Important Information

- **Prepayment is required to secure airport tactics with the vendor.**
- TriStar is the exclusive partner through which CHEST 2022 exhibitors have the opportunity to book airport branding. All tactics must be vetted and secured through TriStar.
- Airport branding opportunities are subject to availability at time of reservation.
- Opportunities may not be exclusive to one advertiser.
- Airport branding opportunities are subject to the terms and conditions set forth by CHEST.
- All airport branding is subject to CHEST and Vendor approval. In the event a creative is not approved, the advertiser will be given the opportunity to submit a new creative. There will be no refunds given for non-approved campaigns.

OUT-OF-HOME OPPORTUNITIES

Boldly display your corporate, product, or event promotions beyond the halls of the convention center with these highly visible Out-of-Home opportunities. Strategically selected for the broadest exposure, these out-of-the-box advertising opportunities will keep your message top-of-mind as attendees explore CHEST 2022 and Nashville.

OUT-OF-HOME TACTIC	QUANTITY	DURATION	RATES	AD SPACE/ PROTOTYPE	MATERIALS DEADLINE
Trolley Cars <i>Single cling placed on the back of Nashville's tallest street vehicles</i>	1 trolley	4 week campaign	\$16,000 each	August 26	September 2
Pedicabs	5 pedicabs	October 17-19; 6 hrs per day	\$67,100	August 26	September 2
Mobile Billboards (static)	1 vehicle	3-5 day campaigns available	\$17,700-\$23,000 each	August 26	September 2
Mobile Billboards (digital)	1 vehicle	3-5 day campaigns available	\$27,300-\$45,500 each	August 26	September 2
Wrapped Minivans	1 minivan	3-5 day campaigns available	\$31,725-\$45,525 each	August 26	September 2
Billboards (print & digital) <i>Choose from a variety of print and digital billboards in high-traffic areas around Nashville</i>	1 billboard	October 10-23	\$14,400-\$24,800 each	August 19	August 26

Important Information

- **Prepayment is required to secure out-of-home tactics with the vendor.**
- TriStar is the exclusive partner through which CHEST 2022 exhibitors have the opportunity to book out-of-home branding. All tactics must be vetted and secured through TriStar.
- Out-of-home branding opportunities are subject to availability at time of reservation.
- Opportunities may not be exclusive to one advertiser.
- Out-of-home branding opportunities are subject to the terms and conditions set forth by CHEST.
- All out-of-home marketing is subject to CHEST and Vendor approval. In the event a creative is not approved, the advertiser will be given the opportunity to submit a new creative. There will be no refunds given for non-approved campaigns.

SPECIAL NOTES, TERMS & CONDITIONS

DOCTOR'S BAG

1. All inserts must be submitted to TriStar for advance approval by CHEST. A copy of the insert must be approved by CHEST regardless of prior approval for other promotional opportunities at the meeting.
2. TriStar will notify you of approval. If changes are necessary, a copy of the corrected insert must be resubmitted and TriStar will notify you of final approval.
3. TriStar will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped.
4. All shipments must be sent directly to the insertion facility. The advertiser is responsible for sending the correct number of pieces. TriStar will not be responsible for shortages due to an incorrect number of pieces being received.
5. Do not ship inserts to the TriStar office. The advertiser will be responsible for costs incurred to ship to the insertion fulfillment house.
6. Specifications for inserts placed inside the Doctor's Bag: maximum dimensions are 8 1/2" x 11"; maximum weight is four ounces.
7. Price based on an average-sized insert. Insertion fee is subject to change at publisher's discretion or pending advertiser's selection of collateral to be distributed.
8. Due to weight and bulk of magazines, newspapers, and other publications, these items will not be permitted.
9. Supporter to supply all printed advertising materials.
10. A minimum of four pieces must be secured per day for bag delivery to occur.

PREMIUM ROOM DROP & GUEST CHECK-IN

1. Participant is allowed on piece per opportunity.
2. Fee is subject to change pending advertiser's selection of collateral to be distributed.
3. Company to supply all advertising material. Quantities may vary due to hotel policies and staff availability.
4. All shipments must be sent directly to hotels. TriStar will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped.
5. Due to stringent hotel labor policies, TriStar is not liable for a hotel's failure to distribute at guest check-in or deliver to rooms in the designated hotels' room block. There will be no discounts or refunds given.
6. All hotel marketing creatives are subject to CHEST and hotel property approval. In the event a creative is not approved, the advertiser will be given the opportunity to submit a new creative. There will be no refunds given for non-approved campaigns.
7. Participating hotel material restrictions may apply. Contact your TriStar representative for more information.

GENERAL NOTES

1. All advertisements are subject to advance approval by CHEST.
2. CHEST reserves the right to update the rate card based on project developments.
3. Advertising purchases will not increase sponsorship level with CHEST.
4. The advertiser and/or its agency (representative) assumes liability for all advertising content published by TriStar Event Media. The advertiser and/or its agency (representative) grants TriStar Event Media the rights and license to use, reproduce, transmit and distribute all creative material supplied by or on behalf of the advertiser.
5. Digital ad units are considered sponsorship advertising. The analytics presented are based on the prior year and may vary annually. There are no CPM guarantees provided due to the nature of target audience access. TriStar will not credit the advertiser based on data shortfalls from the analytics presented.
6. TriStar Event Media does not offer any guarantees regarding non-human traffic, which is consistent with industry standards for sponsorship advertising. Spam filtering to remove invalid clicks and impressions is executed via the Google Ad Manager platform; TriStar relies on Google to implement best practices and standards to reduce invalid traffic for quality reporting.
7. Likewise, TriStar Event Media does not offer viewability threshold guarantees. Viewability is dependent on device type and ad unit. When developing its advertising inventory, TriStar prioritized placements that provide the strongest ROI and visibility.
8. Email circulation includes both domestic and international recipients. For specific targeting opportunities, inquire with your TriStar Media Strategist.
9. Circulation is based on projected attendance at the time of rate card creation. Should quantities surpass the quantity listed on the rate card, the overage will not be included in the final distribution. There will be no monetary adjustments should attendance numbers decrease.

NON-EXHIBITOR ADVERTISING

1. Companies must be an official exhibitor of CHEST 2022 in order to participate in the corporate support and/or advertising opportunities during the annual meeting.

FINANCIAL CONSIDERATIONS

1. Ad agreements are considered firm and non-cancelable upon receipt of any of the following: email confirmation, signed agreement, purchase order, or payment.
2. The advertiser and/or agency (representative), if third party is used, shall be jointly and severally liable for all monies due and payable to TriStar Event Media.
3. No agency commission or cash discounts permitted. Rate card prices are NET.


4. Full payment is due from the responsible party no later than 30 days after receiving tear sheets or proof of advertisement, when applicable.
5. Additional fees may be incurred for non-compliance with the shipping instructions or failure to fully complete shipping label provided.
6. A minimum \$650 late fee will be charged for materials received after the specified due date. Digital assets received after the extended material deadline may not be included in all scheduled traffic drivers. Inclusion is contingent on the types of creatives, complexity of setup, association approval, etc.
7. Digital ads requiring reformatting/manipulation by TriStar on the advertiser's behalf will incur a minimum fee of \$500, with final cost to be determined by the scope of work.
8. A minimum \$650 late fee will be charged. TriStar will be diligent in providing the highest quality products and services. TriStar will not provide any refunds or discounts on advertisements due to issues beyond the publisher's control.
9. All invoices are payable in USD and may be paid via check, ACH, credit card or wire transfer. TriStar will charge an additional 3 percent to the total purchase price for credit card payments. Wire transfers will be subject to a \$40 processing fee. TriStar cannot waive these fees.
10. Invoices that have not been paid within 45 days are deemed past due and may accrue a 3 percent late fee.
11. TriStar reserves the right to contact the agency/representative's client and association for all outstanding balances if the agency's account is delinquent. However, no action on the part of TriStar shall relieve the agency of its liability for outstanding amounts due.
12. TriStar reserves the right to prohibit future advertising if an account is past due 90 days.
13. TriStar reserves the right to cancel any publication or service in the event of revenue shortfalls. TriStar shall refund monies paid for participation in the publication or service. TriStar is not obligated to offer or replace the canceled publication or service.
14. The supporting advertiser understands the marketed fee is based on the costs provided by the vendor upon rate card creation. Pricing is subject to change for all CHEST 2022 hotel and out-of-home marketing tactics. The potential fee-change provisions are based on the hotel properties and out-of-home vendors reserving the right to alter their cost upon space commitment.
15. Full payment is due upon space reservation and/or agreement signature for all convention center sponsorships, out-of-home opportunities, and hotel tactics, without exception.



READY TO ADVERTISE?

For advertising reservations, contact:




 Book time with me

NAN BLUNK

Sr. Media Strategist

nblunk@tristarpub.com
913-491-4200, ext. 457




 Book time with me

HILARY BAIR

Sr. Media Strategist

hbair@tristarpub.com
913-491-4200, ext. 496



 Book time with me

MELANIE HOLT

Sr. Media Strategist

mholt@tristarpub.com
913-491-4200, ext. 487

FILE SUBMISSION SPECIFICATIONS

Acceptable File Formats

- Adobe InDesign
- Fonts: Packaged, outlined, or embedded
- Images dpi and ppi are ad buy specific
- Adobe Illustrator (fonts outlined) and Adobe Photoshop (flattened image)
- Press/print ready PDF (PDF/X compliant)
- All colors must be CMYK for print, RGB for digital

Color Proofs

Please send a color proof or PDF for checking color and content on print publications. Without a color proof, the publisher cannot be held responsible for the outcome of the color.

Submitting Files

Contact your TriStar representative for login information and upload instructions.

Unacceptable Programs

- Corel Draw
- Microsoft Publisher
- Microsoft Word and Microsoft PowerPoint



Deviation from these guidelines may require additional time and costs, and/or sacrifice reproduction predictability. Publisher cannot be held responsible for problems on press caused by improperly distilled PDF files.

THIRD-PARTY AD TAGS

Changing of Creatives

Creative changes during the campaign period are not allowed without permission and approval from TriStar and the Association. Non-compliance will result in ads being removed. There will be no financial reimbursement for the campaign period not fulfilled. Approved creative changes may be subject to a change-out fee.

Personally Identifiable Information (PII) Collection

No advertising shall include any pixels, tags, or any other type of information collection software code (i.e. any such pixel, tag, code or device commonly referred to as a "Pixel"), nor place any beacons, cookies, or other information collection devices on the browsers of users. Specifically, advertisers may not use such pixels to collect any PII with respect to any user of the site referenced in this rate card. Advertiser will not link any non-PII that is collected to any PII that it may have from any other source. Advertiser will not update any existing profile or create any profile in its database based on any data collected from sites affiliated with the Association, College, or Society referenced in this rate card, or any information derived from the information in the referring URL.

Internal Redirect Tags

Google Ad Manager compatible internal redirect tags are required when submitting third-party ad tags. This applies to website ads only.

For ad specification and material submission questions, contact:



MEGHAN KRAFT

Director of Project Management

mkraft@tristarpub.com
913-491-4200, ext. 498



T: 913-491-4200

Send advertising payments to

Accounts Payable
TriStar Event Media, LLC
7285 W. 132nd Street,
Suite 300
Overland Park, KS 66213

Payment Options

Payments may be made via check, ACH, wire transfer, or credit card. Payments made by credit card will have an additional fee of 3 percent added to the total purchase price. Wire transfers will be subject to a \$40 processing fee. These fees cannot be waived.