NASHVILLE
CHEST 2022
OCT. 16-19

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ADVISING OPPORTUNITIES
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

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

For more information, contact Nan Blunk at nblunk@tristarpub.com or 913-491-4200
## Advertising Rates

<table>
<thead>
<tr>
<th>Ad Unit (Inventory)</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (3)</td>
<td>$10,200 per ad</td>
</tr>
<tr>
<td></td>
<td>$35,200 buyout rate</td>
</tr>
<tr>
<td>Docked Bottom Banner (1)</td>
<td>$21,000 exclusive</td>
</tr>
<tr>
<td>Half-page Top (3)</td>
<td>$8,715 per ad</td>
</tr>
<tr>
<td></td>
<td>$30,000 buyout rate</td>
</tr>
<tr>
<td>Half-page Bottom (3)</td>
<td>$7,980 per ad</td>
</tr>
<tr>
<td></td>
<td>$27,500 buyout rate</td>
</tr>
<tr>
<td>Sponsored Content (2)</td>
<td>$16,000 per ad</td>
</tr>
<tr>
<td>Includes video and image gallery</td>
<td></td>
</tr>
<tr>
<td>Banner Ad Package (3)</td>
<td>$17,000 per package</td>
</tr>
<tr>
<td>3 Packages of 5 Banners</td>
<td>$55,500 buyout rate</td>
</tr>
<tr>
<td>Medium Rectangle Top (3)</td>
<td>$5,800 per ad</td>
</tr>
<tr>
<td></td>
<td>$20,000 buyout rate</td>
</tr>
<tr>
<td>Medium Rectangle Bottom (3)</td>
<td>$5,500 per ad</td>
</tr>
<tr>
<td></td>
<td>$18,975 buyout rate</td>
</tr>
<tr>
<td>NEW</td>
<td></td>
</tr>
<tr>
<td>ATTENDEE MAP &amp; PHOTO GALLERY UPGRADE!</td>
<td>Pin your your brand to this highly engaging content as CHEST celebrates their return to in-person.</td>
</tr>
<tr>
<td>CLICK TO LEARN MORE</td>
<td></td>
</tr>
</tbody>
</table>
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.

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2021 METRICS

**Average Open Rate**

37.4%

*Industry Benchmark 23.7%*

**Average CTR**

4.9%

*Industry Benchmark 3%*

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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

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*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

<table>
<thead>
<tr>
<th>Ad Space</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner A</td>
<td>$42,000</td>
</tr>
<tr>
<td>Banner B</td>
<td>$41,000</td>
</tr>
<tr>
<td>Banner C</td>
<td>$39,500</td>
</tr>
<tr>
<td>Banner D</td>
<td>$33,000</td>
</tr>
<tr>
<td>Banner E</td>
<td>$27,000</td>
</tr>
</tbody>
</table>

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.

For more information, contact Nan Blunk at nblank@tristarpub.com or 913-491-4200
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
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.

For more information, contact Nan Blunk at nblunk@tristarpub.com or 913-491-4200
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.

**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

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**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

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**Advertising Rates & Dimensions**
Rates include placement in one issue

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
<th>Full Page Price</th>
<th>Junior Page Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL-PAGE</td>
<td>10 ¼” x 14”</td>
<td>$14,300</td>
<td>$5,600</td>
</tr>
<tr>
<td>JUNIOR PAGE</td>
<td>7 ½” x 10”</td>
<td></td>
<td>$12,100</td>
</tr>
<tr>
<td>HALF-PAGE (HORIZONTAL)</td>
<td>10 ¼” x 7”</td>
<td>$9,800</td>
<td></td>
</tr>
<tr>
<td>HALF-PAGE (VERTICAL)</td>
<td>5” x 14”</td>
<td></td>
<td>$9,800</td>
</tr>
<tr>
<td>QUARTER PAGE</td>
<td>5” x 7”</td>
<td>$7,300</td>
<td></td>
</tr>
<tr>
<td>SHOWCASE AD</td>
<td>5” x 3 ½”</td>
<td>$1,000</td>
<td></td>
</tr>
</tbody>
</table>
**PREMIUM ADVERTISING**

Rates include placement in one issue

<table>
<thead>
<tr>
<th>Advertising Type</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>BACK COVER</td>
<td>10 ¼” x 14”</td>
<td>$23,300</td>
</tr>
<tr>
<td>INSIDE FRONT COVER</td>
<td>10 ¼” x 14”</td>
<td>$17,200</td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
<td>10 ¼” x 14”</td>
<td>$17,200</td>
</tr>
<tr>
<td>CENTER SPREAD</td>
<td>21” x 14”</td>
<td>$15,820  per page</td>
</tr>
<tr>
<td>FRONT PAGE BANNER</td>
<td>10 ¼” x 2”</td>
<td>$18,900</td>
</tr>
<tr>
<td>BELLYBAND</td>
<td>26” x 2 ½”</td>
<td>$16,000</td>
</tr>
<tr>
<td>EXHIBIT HALL MAP (LEFT)</td>
<td>10 ¼” x 2”</td>
<td>$24,500</td>
</tr>
<tr>
<td>EXHIBIT HALL MAP (RIGHT)</td>
<td>10 ¼” x 2”</td>
<td></td>
</tr>
<tr>
<td>SPONSORED CONTENT</td>
<td>10 ¼” x 14”</td>
<td>$18,875</td>
</tr>
</tbody>
</table>

For more information, contact Nan Blunk at nblunk@tristarpub.com or 913-491-4200
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.

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**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.

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PREMIUM VISIBILITY WITH CONVENTION CENTER DISTRIBUTION
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 ½” 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

For more information, contact Nan Blunk at nblunk@tristarpub.com or 913-491-4200
ONSITE MARKETING

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.

For more information, contact Nan Blunk at nblunk@tristarpub.com or 913-491-4200.

CHEST 2022 Advertising Opportunities
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)

Distribution Dates
- October 16
- October 17 (first day of exhibits)
- October 18
- October 19

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

Advertising Rates
$31,500 per distribution

Special Notes
See page 16 for special notes and conditions for hotel opportunities

For more information, contact Nan Blunk at nblunk@tristarpub.com or 913-491-4200
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

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

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.

ONSITE MARKETING

For more information, contact Nan Blunk at nblunk@tristarpub.com or 913-491-4200.
## 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.

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

**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.

For more information, contact Nan Blunk at nblunk@tristarpub.com or 913-491-4200
# 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 ⅛” 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 average 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-cancellable 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 remaining 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.

For more information, contact Nan Blunk at nblunk@tristarpub.com or 913-491-4200.
For advertising reservations, contact:

HILARY BAIR
Sr. Media Strategist
hbair@tristarpub.com
913-491-4200, ext. 496

MELANIE HOLT
Sr. Media Strategist
mholt@tristarpub.com
913-491-4200, ext. 487

NAN BLUNK
Sr. Media Strategist
nblunk@tristarpub.com
913-491-4200, ext. 457

READY TO ADVERTISE?

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.

For more information, contact Nan Blunk at nblunk@tristarpub.com or 913-491-4200