Frontline Medical Communications is pleased to be publishing *The AATS Daily News* once again in 2019. There will be three on-site issues available at the meeting being held in Toronto, Ontario, Canada, May 4 - 7, 2019. Also available will be a series of five e-newsletters to the full AATS database of 10,000 cardio-thoracic professionals – a great way to complement your newspaper advertising.

The 2019 version of *The AATS Daily News* will have the important information needed for participants to make the most of their time in Toronto. Exceptional editorial design and production quality make the official newspaper of the AATS Annual Meeting an essential marketing tool for delivering your message to this key audience. All issues of this publication are also available on-line at aats.org, so you can reach all of the attendees as well as those who couldn’t make it to the meeting.

There is no better way to reach attendees and prospective attendees before, during, and after the 2019 Annual Meeting than by advertising in *The AATS Daily News*.

**Prices** *(all prices listed are net)*

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>3 On-Site Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Black-and-white Rates</strong></td>
<td></td>
</tr>
<tr>
<td>King Page</td>
<td>$12,500</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>11,500</td>
</tr>
<tr>
<td>Island (A-Size)</td>
<td>10,500</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>9,000</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>6,000</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>4,500</td>
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<tr>
<td><strong>Color (in addition to black-and-white rates)</strong></td>
<td></td>
</tr>
<tr>
<td>Four Color</td>
<td>$2,300</td>
</tr>
<tr>
<td><strong>Special Positions (in addition to King page and color required for special positions)</strong></td>
<td></td>
</tr>
<tr>
<td>Inside Front</td>
<td>$5,000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>5,000</td>
</tr>
</tbody>
</table>
Additional advertising opportunities

► COVER TIP
Be assured of exceptional visibility and impact by delivering your message with a cover tip on every issue of The AATS Daily News. Advertiser supplies printed materials.
• 3 On-Site Issues $19,000

► AATS ANNUAL MEETING E-NEWSLETTER
A series of five e-newsletters (a preview edition, 3 delivered during the meeting in Toronto and a post-meeting edition) will be mailed to the AATS database of some 10,000 cardio-thoracic professionals. Don’t miss this opportunity to reach thousands of attendees as well as those surgeons unable to attend the meeting in Toronto.
• $6,000 total for 5 e-newsletters (must be an advertiser in The AATS Daily News)

► DISTRIBUTION RACK ADVERTISING
All advertisers in The AATS Daily News are entitled to have their corporate logos displayed on the distribution racks placed strategically within the convention center. Increase your visibility throughout the AATS Annual Meeting.
• Corporate Logo Advertising $1,000 (includes 5 distribution racks)

ISSUE AND CLOSING DATES

<table>
<thead>
<tr>
<th>Issue Dates</th>
<th>Space Close</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Site Issues</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 5</td>
<td>April 1</td>
<td>April 8</td>
</tr>
<tr>
<td>May 6</td>
<td>April 1</td>
<td>April 8</td>
</tr>
<tr>
<td>May 7</td>
<td>April 1</td>
<td>April 8</td>
</tr>
</tbody>
</table>

ADVERTISING SALES CONTACT
Valerie Bednarz
Phone: 973.206.8954 / E-mail: vbednarz@mdedge.com

CONTRACT AND COPY REGULATIONS
a. All contracts and contents of advertisements are subject to Frontline Medical Communications’s (FMC) approval. FMC reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitments.
b. FMC reserves the right to put the word “Advertisement” on advertising which, in FMC’s opinion, resembles editorial material.
c. FMC guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.

CANCELLATIONS
a. Notification in writing of space cancellations must be received by space closing deadline.
b. If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
c. Cover positions are non-cancelable.

ADVERTISING AGENCIES
Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due FMC for contracted and published ad space.

FULL-PAGE BLEEDS
Bleed size: 10-3/4” x 13-1/4”
Trim: 10-1/2” x 13”
Keep live matter 1/2” from all trim edges.

REPRODUCTION REQUIREMENTS
a. Black-and-white or Color Advertisements
• PDFs required. We accept CD-ROM or the file may be transmitted to our FTP site:
  Host: ftp.digilink-inc.com/_kiKlmCudStmbCR
  (Our FTP site is available through your web browser using the web address above and does not require use of FTP software, a user name, or password.)
• Please contact Maria Aquino 240-221-2418 or maquino@mdedge.com with the name of the file when uploading an ad.
• File name must include name of product.
• All files must be 100%. Digital files will not be altered.
• Trapping must be included in file.
The AATS Daily News
2019 Rate Card

Bleed Size: 10 3/4" x 13 1/4" Trim Size: 10 1/2" x 13"

Ad Size: 4 1/2" x 11 3/4" Ad Size: 7 1/8" x 10" Ad Size: 14 5/8" x 11 3/4" Ad Size: 20" x 10"

Journal Trim Size: 10 3/4" x 13" Live matter: Allow 1/4" safety from all trim edges Type of Binding: Saddle Stitch

(REPRODUCTION REQUIREMENTS cont.)
• All images must be CMYK (RGB images cannot be processed).
• Third-party fonts are not accepted.
• For further questions, please contact Maria Aquino at 240-221-2418.

b. Color Proofs
Provide a digital proof with color bars. Color laser proofs are not accepted as color guidance. Proofs must be provided at 100% size.

c. Provider Information
Please provide the following with your media:
• Publication name and issue date
• Advertiser, product and agency name
• Contact name and phone number
• Directory of disk or CD

E-NEWSLETTER ADVERTISING
Top Leaderboard: 728 x 90 (Desktop and tablet only)
Medium Rectangle: 300 x 250 (All devices)
Bottom Leaderboard: 728 x 90 (Desktop and tablet only)
Maximum Banner File Size: 40kb
• Static images only, including .gif and .jpg
• Destination URL Needed
In-column Text Ad: Headline: 60 characters;
Body: 210 characters excluding space; Both plain text and HTML allowed; HTML will be accepted upon approval with appearance; No scripting.

SHIPPING INSTRUCTIONS
Send all contracts and insertion orders to:
AATS Daily News
Frontline Medical Communications
7 Century Drive
Parsippany, NJ 07054
Attn: Joan Friedman
jfriedman@mdedge.com
Tel: 973-290-8211 Fax: 973-206-9378

Send all digital files and proofs to:
AATS Daily News
Frontline Medical Communications
2275 Research Blvd, Suite 400
Rockville, MD 20850
Attn: Advertising Production
maquino@mdedge.com
Tel: 240-221-2418
NOTE: Unless otherwise notified, Frontline Medical Communications accepts this insertion order as a written contract for space with the client.

The AATS Daily News 2019
Issues: Please indicate package selection
- 3 On-site Issues of *The AATS Daily News*
- AATS Annual Meeting e-Newsletter (5 issues)

Company: ____________________________

Product: ____________________________

Space Unit: ____________________________

Color: ____________________________

Headline: ____________________________

Position: ____________________________

Price: ____________________________ *net*

MATERIALS TO: Frontline Medical Communications
2275 Research Blvd, Suite 400
Rockville, MD 20850
Attn: Maria Aquino
Email: maquino@mdedge.com
Phone: 240.221.2418

Advertising contact: ____________________________

Billing address: ____________________________

Ph/Fx: ____________________________

Email: ____________________________

Signature ____________________________ Title ____________________________ Date ____________________________

Please fax this order to: Joan Friedman, Frontline Medical Communications, 973-206-9378
or e-mail to jfriedman@mdedge.com