

Opportunities

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Professional Heart Daily

Science News

Science News Weekly



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Professional Heart Daily

[VIEW THE SITE](#)

Professional Heart Daily provides users year-round access to the latest science, research, journals, lifelong learning courses, and the many opportunities available to AHA cardiovascular and stroke professionals.

Ads rotate through the home page, five channel pages, 37 sub-pages and 1,000+ content pages!

Key Metrics*

- 585,091 average total ad impressions/month
- 726,843 average pageviews/month
- 189,435 average users/month
- 280,930 average sessions/month

Devices*

- Desktop: 53%
- Mobile: 45%
- Tablet: 2%

Ad Sizes

- Banner Ad: 728 x 90 (desktop) and 300 x 250 (mobile)
- Square Ad: 250 x 250

*Source: Google Analytics, Jan. 1-Dec. 31, 2023

INSERTION ORDER/SPECS

Please submit web-ready artwork 14 business days prior to campaign start date to Andrea Johnson at ajohnson@ascendmedia.com.

Monthly Frequency Rates	Banner Ad	Square Ad
1X	\$6,500	\$3,500
3X	\$5,850	\$3,150
6X	\$5,265	\$2,835
12X	\$4,739	\$2,552

Up to four advertisers rotate in each position. \$150 change-out fee applies for each ad materials change-out requested.



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Science News

An award-winning newsletter at just \$326 per issue!*

Trusted by a loyal audience of U.S. cardiovascular and stroke professionals, Science News covers breaking news and offers authoritative clinical guidance.

Science News is sent when AHA journal articles, association statements, guidelines and other important science need to be disseminated. AHA Science and Medicine advisors dictate the specific communities and councils to receive each issue. Distribution is U.S. only.

Key Metrics**

- 46 issues in 2023
- 374,031 total emails delivered
- 61% average total open rate

Ad Size

- Banner Ad: 650 x 90

*Based on 46 issues in 2023.

**Source: Exact Target, Jan. 1-Dec. 31, 2023

INSERTION ORDER/SPECS

Please submit web-ready artwork 14 business days prior to campaign start date to Andrea Johnson at ajohnson@ascendmedia.com.

Annual Rate	
Banner Ad	\$15,000

Limit three advertisers per year.

Specific number of issues or circulation is not guaranteed. 2023 metrics represent a typical year.



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Science News Weekly

More than 14 million emails sent in 2023!

The Science News Weekly edition is sent every Thursday to U.S. subscribers. Content includes top stories for the week as published in Professional Heart Daily, recommended related content, and opportunities for readers to get involved in AHA initiatives. Distribution is U.S. only.

Key Metrics*

- Average weekly distribution: 250,000+
- Average open rate: 43%

Ad Size

- Banner Ad: 650 x 90

INSERTION ORDER/SPECS

Please submit web-ready artwork 14 business days prior to campaign start date to Andrea Johnson at ajohnson@ascendmedia.com.

Monthly Rates	
Banner 1	\$5,000
Banner 2	\$4,500
Banner 3	\$4,000

Includes your ad in all issues in calendar month, plus the bonus distribution issues in that month (see 2024 Meeting Dates table).

Science News is not delivered the last two weeks of December.

Translational and Health Equity in Older Adults With Heart Failure

Heart failure (HF) affects more than 6.7 million Americans. Among adults 65 and older, HF is the most common chronic condition diagnosed. The use of evidence-based interventions to reduce morbidity and mortality among older adults with HF and improve quality of care and outcomes needs particularly for patients in under-represented regions or for those with limited mobility or transportation options. The research presented includes one conference abstract on telehealth services for older adults with HF, effects on outcomes of bundles for discharge process, and cognitive interventions (auditory or visual, experiential, and educational) to improve access to HF (CHF) adults with HF for shared telemonitoring and outcomes in a high quality of life.

[View abstracts and materials](#)

END ADVERTISING!

Banner Ad: 650 x 90



Mitochondrial Cardiomitotoxic Biomarkers: Mitochondrial Adaptation and Mitochondrial Dysfunction

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Conference Bonus Distribution

In addition to the weekly editions of Science News Weekly, your message also targets professional attendees at cardiovascular and stroke conferences with additional bonus issues.**

2024 Meeting Dates	
International Stroke Conference	Feb. 7-9, 2024
EPI Lifestyle	March 18-21, 2024
American College of Cardiology Conference	April 6-8, 2024
Vascular Discovery: From Genes to Medicine	May 15-18, 2024
Basic Cardiovascular Sciences	July 22-24, 2024
European Society of Cardiology Congress	Aug. 30-Sept. 2, 2024
Hypertension	Sept. 5-8, 2024
Resuscitation Science Symposium	Nov. 16-17, 2024

*Source: Exact Target, Jan. 1-Dec. 31, 2023.

**If an event date falls on a Thursday (the day each week when Science News Weekly is distributed), there will not be an additional conference issue on that day.

A separate set of ad materials for meeting issues is allowed for a \$150 change out fee.

Content and materials are subject to AHA approval and must adhere to AHA's [Advertising Policy](#). Please contact your account manager for full advertising policies and more detailed information.