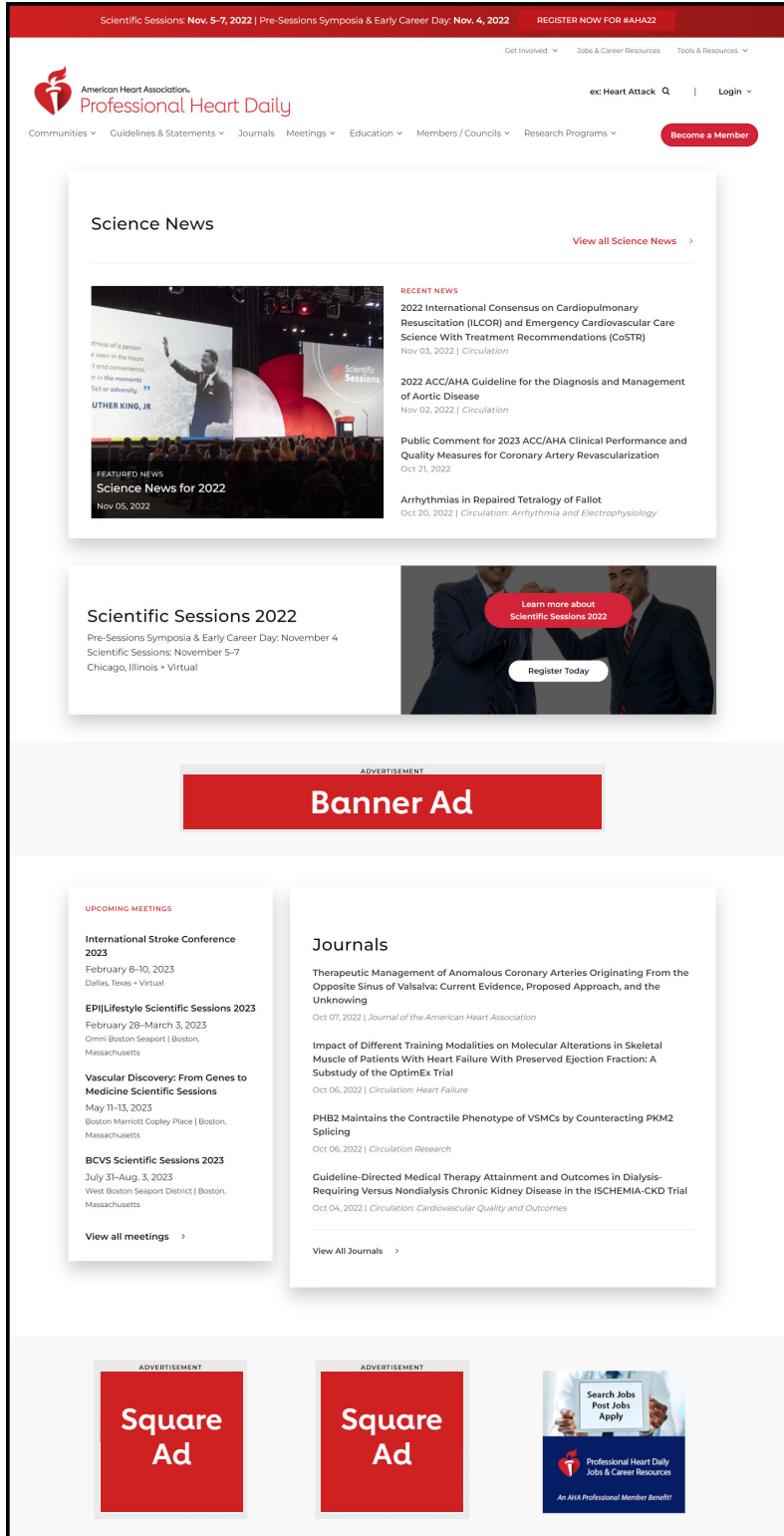


Professional Heart Daily Ad Specifications



Ad Sizes

- Banner Ad: 728x90 and 300x250 pixels
- Square Ad: 250x250 pixels

Specifications

- Banner and Square Ad must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted.)
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of the American Heart Association.
- The maximum ad file size is 100kb–125kb.


Please submit web-ready artwork 14 business days prior to campaign start date to Andrea Johnson at ajohnson@ascendmedia.com. All ads must adhere to AHA's Advertising Policy: professional.heart.org/advertisingpolicy

Email Ad Specifications

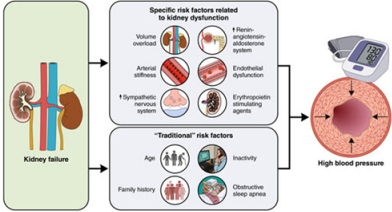


Science News

Science News Weekly



Just Published | Scientific Statement | April 24, 2023



Hypertension in Patients Treated With In-Center Maintenance Hemodialysis


The majority of patients undergoing treatment for in-center maintenance hemodialysis due to kidney failure also has hypertension (HTN), a significant but modifiable risk factor for cardiovascular disease (CVD). However, the pathophysiology of HTN in patients treated with maintenance hemodialysis has multiple causes distinct from those seen in other hypertensive populations and requires different treatment approaches. This scientific statement reviews the current evidence on defining, diagnosing, and treating HTN in patients treated with maintenance hemodialysis and highlights opportunities for future investigation, including studies on blood pressure targets and treatment strategies. Better assessment and management of hypertension in these patients could significantly improve cardiovascular outcomes for the almost 500,000 American receiving in-center hemodialysis each year.

[View supporting materials](#)


Banner Ad: 650x90 pixels

Recommended

- [2017 Hypertension Clinical Guidelines](#)
- [Cardiovascular Effects of Home Dialysis Therapies](#)
- [Heart Disease and Stroke Statistics - 2023 Update](#)



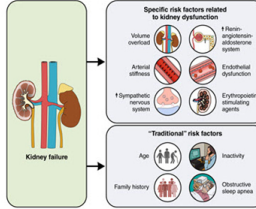
Science News Weekly | April 21 - April 27, 2023



Popular Dietary Patterns: Alignment With Am 2021 Dietary Guidance

A healthy diet is now widely understood to play an essential role in overall health, and as a result many Americans now follow a variety of dietary patterns in hopes of improving their overall well-being. This scientific statement reviews commonly practiced US dietary patterns with the 2021 Dietary Guidance, identifies clinical and cultural factors that may influence adherence, and proposes approaches to encourage the adoption of these patterns. Numerous patterns are strongly aligned with the 2021 Dietary Guidance, including the Mediterranean, DASH [Dietary Approaches to Stop Hypertension] (vegetarian) and can be adapted to reflect personal and budgetary constraints. Clinicians are urged to have conversations with their patients about their dietary habits to ensure they align as closely as possible with patterns scientifically proven to promote optimal cardiovascular health.

[View supporting materials](#)




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[View supporting materials](#)

Banner Ad 1: 650x90 pixels



Hypertension Risk and Workplace Discrimination

Discrimination is known to play a role in cardiovascular disease (CVD), and although recent research has shown a link between workplace discrimination and depression, not much work has been done on the role of workplace discrimination and CVD. Researchers publishing in *JAMA*, analyzed data from MIDUS (Midlife in the United States), a periodic national survey that collects data on well-being at midlife, and found that high levels of perceived unspecified discrimination were associated with a significantly elevated risk of hypertension independent of other health-related factors. The results suggest that clinicians should raise the possibility of workplace discrimination as a potential CVD risk factor with their patients, and that interventions to minimize the impact of workplace discrimination could be developed as a strategy for improving CV outcomes for working Americans.

[Learn more](#)

Recommended


- [2021 Dietary Guidance to Improve Cardiovascular Health](#)
- [2019 CVD Primary Prevention Guideline](#)
- [Cardiovascular Effects of Home Dialysis Therapies](#)

Banner Ad 2: 650x90 pixels

Get Involved

- [Vascular Discovery 2023 | May 10–Boston, MA](#)
- [BCVS 2023 | July 28–August 3 | Boston, MA](#)
- [Hypertension 2023 | September 7–10 | Boston, MA](#)

Banner Ad 3: 650x90 pixels



National Center : 7272 Greenville Ave., Dallas, TX, 75231
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Ad Specifications & Policy

AHA accepts *jpg*, *png* and *gif* files under 40 KB. Please submit web-ready artwork 14 business days prior to campaign start date to Andrea Johnson at ajohnson@ascendmedia.com. All ads must adhere to AHA's Advertising Policy: [professional.heart.org/advertisingpolicy](https://www.heart.org/advertisingpolicy)