

**Email Marketing**

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**Add a push strategy to your marketing plan for high visibility!**

**Icon Key**  
 Traffic-building product



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**Log-In Credential Emails**

Exclusive exposure puts your brand top-of-mind as the meeting gets underway!

Two emails to all registered attendees with their login credentials a few days prior to the event reminding them when the Scientific Sessions virtual platform opens.

**Reach:** All registered attendees

Single advertiser gets banner ad at bottom of email.

INSERTION ORDER/SPECS

**Deadlines**  
 Space reservation deadline: Oct. 15  
 Materials due: Oct. 22

**Rate**  
 \$10,000 each  
*Two Exclusive Opportunities*



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**Registration Email Package**

**Your brand takes a front seat early, with your banner ad on every registration confirmation email to attendees!**

**Reach:** All registered attendees – in-person and virtual. (Last year, more than 70% of attendees registered in the last few weeks before the meeting.)

**Content:** Registration confirmation information.

**Distribution:** Sent to all attendees upon registration, and anytime a change is made.

**Exclusive Opportunity Includes:**

- Corporate logo recognition on registration confirmation emails to all registered attendees.
- Banner ad on the registration page during the five-month registration process.
- Corporate logo on voucher distributed with name badges to all professional attendees.

INSERTION ORDER/SPECS

**Deadlines**  
 Space reservation deadline: Oct. 18  
 Materials due: Oct. 22

**Rate**  
 \$35,000  
*Exclusive Opportunity*



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**ePreviews**

**95,000+ OPENS PER EPREVIEW IN 2020!**

**Kickstart your brand exposure with email blasts to more than 550,000 AHA members and cardiovascular disease professionals!**

Broad exposure for your message as members get excited about returning to Scientific Sessions.

**Reach:** 550,000+ AHA members and cardiovascular disease professionals in the weeks leading up to the event.

**Content:** Key planning information, virtual assistance and industry programming.

**New for 2021!** ePreviews will also be published on the front page of the Conference Coverage Website. ePreview content will move into an ePreview Channel when the daily news is published on the Conference Coverage Website, and advertisers will be included in the channel.

INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
ePreview #1: Mid-September	Aug. 18	Aug. 25
ePreview #2: Late September	Sept. 1	Sept. 8
ePreview #3: Mid-October	Sept. 15	Sept. 22
ePreview #4: Late October	Sept. 29	Oct. 6
ePreview #5: Early November	Oct. 13	Oct. 20
ePreview #6: Days before the event	Oct. 13	Oct. 20

Rates (per issue)	
ePreview and Channel Leaderboard	\$10,000 (limit one)
ePreview Premium Banner and Channel Rectangle	\$8,000 (limit three)

**Just added:  
 Late Breaking Science ePreview!**

Late Breakers are a highlight of Scientific Sessions, and we'll preview the seven late breakers for the meeting in this special ePreview.



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## Exclusive Exhibitor Email



**Send your exclusive message to Scientific Sessions 2021 attendees!**

Increase the attendance at your program and traffic at your booth.

**Reach:** Your message is emailed exclusively to all registered attendees – in-person and virtual. This is not a banner ad – the entire email is yours! A very limited opportunity.

**Content:** Advertiser provides email content to be distributed, subject to AHA approval.

### INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
Pre-Sessions	Sept. 6	Sept. 13
During Sessions	Sept. 20	Sept. 27
Post-Sessions	Oct. 4	Oct. 11

#### Rate

\$25,000 per day

Limit one per day during the event, four prior and two post-Sessions.



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## eHighlights

**92,000+ OPENS PER EIGHLIGHTS IN 2020!**



**Drive home your final message with a post-event follow-up**  
Connect with AHA members and meeting attendees after the conference as they plan next steps

**Reach:** 550,000+ AHA members and cardiovascular disease professionals in the weeks following the event. *(The first eHighlights immediately following the meeting is designed to drive attendees back to the platform to view industry programs, and emails to Scientific Sessions attendees only.)*

**Content:** Coverage of late-breaking science from the final day of the conference, on-demand information and industry education.

### INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
eHighlights #1: Mid-November	Oct. 11	Oct. 18
eHighlights #2: Mid-November	Oct. 18	Oct. 25
eHighlights #3: Early December	Oct. 25	Nov. 1
eHighlights #4 - Message from the Chair/Save the Date: Early December	Oct. 29	Nov. 5

#### Rates (per issue)

Leaderboard	\$10,000 (limit one)
Premium Banner	\$8,000 (limit three)

Just added: A new eHighlights!

**Message from the Chair/Save the Date:** A message from the conference program chair wrapping up the event, reminding attendees to visit the platform before it closes, and announcing the date of Scientific Sessions 2022 in Chicago. Sent to all attendees and 550,000+ AHA members and cardiovascular disease professionals.



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## Daily Highlights Email



**Your brand delivers the daily agenda to all attendees – exclusively!**

Daily visibility for your message in this quick-read email sent each morning of the event

**Reach:** All in-person and virtual attendees, plus 550,000+ AHA members and cardiovascular disease professionals.

**Content:** Key sessions and activities happening each day.

Sponsor will receive a Leaderboard and Premium Banner on the email.

**Distribution:** Daily Highlights Emails are sent on Nov. 13, 14 and 15, 2021.

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: Oct. 13  
Materials due: Oct. 20

#### Rate

\$15,000 per day

Exclusive Daily Opportunity

More than 94,000 opens on each Daily Highlights Email in 2020!



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*If the in-person AHA Scientific Sessions 2021 must be canceled, all email products will still deliver for the virtual event, with the exception of the Housing Confirmation email.*

*For advertising specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.*

*The words "Paid Advertisement" will be centered above each digital ad in at least 10 point Helvetica (or similar type font).*

*All rates are net. No agency discounts apply. Cancellations are nonrefundable.*

*All quantities are based on projected attendance.*