

**Email Marketing**

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**Icon Key**

- Traffic-building product
- Reach all meeting attendees
- Reach all in-person attendees only
- Reach all AHA Members
- Push product
- Personal delivery
- Lead-generating product
- Product has frequency
- Branding product



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## Housing Confirmation Email Package



**Early exposure for your brand with your banner on every housing confirmation email!**

**Reach:** All attendees reserving housing within the AHA Scientific Sessions room block.

**Content:** On-site housing confirmation information for attendees.

**Distribution:** Your banner ad appears on every housing confirmation email delivered to attendees as well as the housing confirmation page of the AHA Scientific Sessions reservation website.

INSERTION ORDER/SPECS

**Deadlines**

Space reservation deadline: June 24  
 Materials due: July 1

*Deadlines are ongoing. Dates above are noted for maximum exposure.*

**Rate**

\$55,000  
 Exclusive Opportunity



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## Registration Email Package



**You take a front seat early, with your banner ad on every registration confirmation email to attendees!**

**Reach:** All registered attendees - in-person and virtual.

**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: June 24  
 Materials due: July 1

*Deadlines are ongoing. Dates above are noted for maximum exposure.*

**Rate**

\$55,000  
 Exclusive Opportunity



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## ePreviews



**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, industry programming and not-to-miss activities.

**Native ads now available!**

- Advertiser supplies a 250-word article for publication in the ePreview.
- Headline (up to 75 characters), company name and a 40- to 250-character article "teaser" will appear in the ePreview, as well as the words "Paid Advertisement."
- Ad links directly to a full article page. *(Advertiser supplies article, image, headline and teaser copy.)*
- Only one native ad per issue.

**Link your corporate or product video to your banner ad!**

INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
ePreview #1: Mid-September	Aug. 19	Aug. 26
ePreview #2: Early October	Sept. 2	Sept. 9
ePreview #3: Mid-October	Sept. 21	Sept. 28
ePreview #4: Days before the event	Oct. 5	Oct. 12

  

Rates (per issue)	
Leaderboard (limit one)	\$11,290
Premium Banner	\$9,035
Native Ad (limit one)	\$12,000

*Minimum ad placements must be achieved for ePreviews to be delivered.*

125,000+ unique opens per ePreview in 2021!



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## Exclusive Exhibitor Email

UP TO 57% OPEN RATE IN 2021!



**Send your exclusive message to Scientific Sessions 2022 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. 12	Sept. 19
During Sessions	Sept. 19	Sept. 26
Post-Sessions	Sept. 26	Oct. 3

**Rate**  
\$25,000 per day  
Limit one per day during the event, five prior and two post-Sessions.

**New for 2022!**  
All Exclusive Exhibitor Email advertisers will have an "article" in the Industry Highlights channel of the Conference Coverage Website, using content from the email.



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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. 5, 6 and 7, 2022.

### INSERTION ORDER/SPECS

**Deadlines**  
Space reservation deadline: Sept. 26  
Materials due: Oct. 3

**Rate**  
\$18,355 per day  
Exclusive Daily Opportunity

142,000+ unique opens on each Daily Highlights Email in 2021!



## Log-In Credential Email



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

Registered attendees receive an email with their login credentials a few days prior to the event, reminding them when the Scientific Sessions virtual platform opens.

### INSERTION ORDER/SPECS

**Deadlines**  
Space reservation deadline: Oct. 17  
Materials due: Oct. 24

**Rate**  
\$10,300  
Exclusive Opportunity



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**Reach:** All registered attendees.

Single advertiser gets banner ad at bottom of email.

**57% unique open rate in 2021!**



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## eHighlights



**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.

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

**Native ads now available!**

- Advertiser supplies a 250-word article for publication in the eHighlights.
- Headline (up to 75 characters), company name and a 40- to 250-character article "teaser" will appear in the eHighlights, as well as the words "Paid Advertisement."
- Ad links directly to a full article page. (Advertiser supplies article, image, headline and teaser copy.)

**Link your corporate or product video to your banner ad!**

**145,000+ unique opens per eHighlights in 2021!**

## INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
eHighlights #1: Mid-November	Oct. 13	Oct. 26
eHighlights #2: Early December	Oct. 24	Oct. 31

Rates (per issue)	
Leaderboard (limit one)	\$11,290
Premium Banner	\$9,035
Native Ad (limit one)	\$12,000

Minimum ad placements must be achieved for eHighlights to be delivered.

### Icon Key



**Spread your message further with year-round advertising in AHA's Professional Heart Daily and Science News. Ask your account manager for details.**

*If the in-person AHA Scientific Sessions 2022 must be canceled, all email products will 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.*