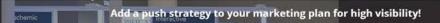
Overview

Opportunities ~

Contact

# **Email Marketing**





#### Icon Key







Reach all meeting attendees



Reach all in-person attendees only



Push product



Personal delivery



click to enlarge

# **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** 



# **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

Space reservation deadline: June 24 Materials due: July 1

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

#### Rate

\$55,000

Exclusive Opportunity













# **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
- . 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.



# **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.

#### 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.

#### 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



# **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.

 $\label{eq:Distribution:Daily Highlights Emails are sent on Nov. 5, 6 and 7, 2022.$ 

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

## INSERTION ORDER/SPECS

#### Deadlines

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

#### Rate

\$18,355 per day Exclusive Daily Opportunity

# 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





Reach: All registered attendees.

Single advertiser gets banner ad at bottom of email.

57% unique open rate in 2021!



# 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







click to enlarge

Reach all meeting attendees















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

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. oth or program, advertisers are encouraged to prepare secondary general branding materials in case the bove 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.