

## Email Marketing

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eHighlights

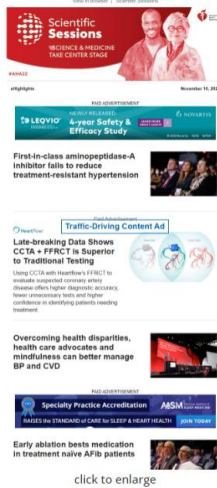
ePreviews

Exclusive Exhibitor Email

Housing Confirmation Email Package

Morning Agenda Email

Registration Email Package



click to enlarge

### 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.

#### Traffic-Driving Content Ads

- Drive attendees to your post-meeting content!
- Advertiser supplies an article up to 1,000 words for publication on the Conference Coverage Website.
- 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."
- eHighlights teaser links to the article page, which can include a URL link. (Advertiser supplies article, image, headline and teaser copy.)

Link your corporate or product video to your banner ad!

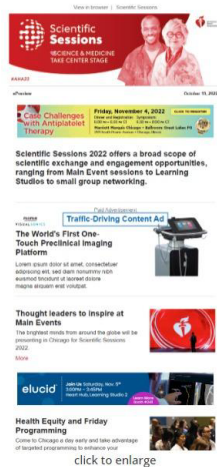
129,000 unique opens per eHighlights in 2022!

#### INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
eHighlights #1: Mid-November	Oct. 20	Oct. 24
eHighlights #2: Early December	Oct. 27	Nov. 3

Rates (per issue)	
Leaderboard (limit one)	\$11,290
Premium Banner	\$9,310 each
Traffic-Driving Content Ads	\$10,000 each

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



click to enlarge

### 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 make their plans for attending 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.

#### Traffic-Driving Content Ads

- Grow your program or booth attendance with Traffic-Driving Content Ads!
- Invite attendees early so they make a plan to see you on-site.
- Advertiser supplies an article up to 1,000 words for publication on the Conference Coverage Website.
- 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."
- ePreview teaser links to the article page, which can include a URL link. (Advertiser supplies article, image, headline and teaser copy.)

Link your corporate or product video to your banner ad!

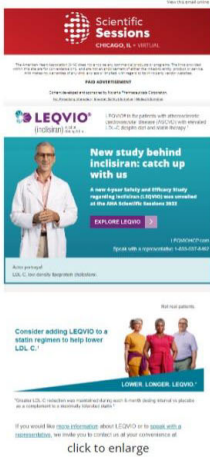
118,000 average unique opens per ePreview in 2022

#### INSERTION ORDER/SPECS

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

Rates (per issue)	
Leaderboard (limit one)	\$11,290
Premium Banner	\$9,310 each
Traffic-Driving Content Ads	\$10,000 each

Minimum ad placements must be achieved for ePreviews to be sent.



## Exclusive Exhibitor Email

63% AVERAGE OPEN RATE PER EMAIL IN 2022!

Send your exclusive message to Scientific Sessions 2023 attendees!

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

**Reach:** Your message is emailed exclusively to registered attendees. 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.

37% unique open rate in 2022

### INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
Pre-Sessions	Sept. 8	Sept. 15
During Sessions	Sept. 15	Sept. 22
Post-Sessions	Sept. 22	Sept. 29

#### Rate

\$25,750 per day

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



## Housing Confirmation Email Package

VIEW ENVISION DETAILS

Early exposure for your brand with your banner on housing confirmation emails!

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

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

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

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: June 2

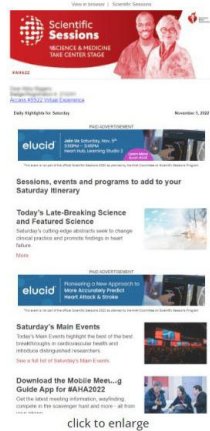
Materials due: June 9

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

#### Rate

\$55,000

Exclusive Opportunity



## Morning Agenda Email

Your brand delivers the daily agenda to attendees – exclusively!

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

**Reach:** 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:** Morning Agenda Emails are sent on Nov. 11, 12 and 13, 2023.

122,000+ unique opens per email in 2022!

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: Oct. 6

Materials due: Oct. 13

#### Rate

\$18,500 per day

Exclusive Daily Opportunity



## Registration Email Package

VIEW ENVISION DETAILS

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

**Reach:** Registered attendees.

**Content:** Registration confirmation information.

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

**Exclusive Opportunity Includes:**

- Corporate logo recognition on registration confirmation emails to registered attendees.
- Banner ad on the registration page during the five-month

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: June 2

Materials due: June 9

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

#### Rate

\$55,000

Exclusive Opportunity

- Contact us on the registration page during the live meeting registration process.
- Corporate logo on voucher distributed with name badges to professional attendees.

**Professional Heart Daily and Science News**

**Spread your message further with year-round advertising!  
[Click for more information.](#)**

**Ask about your AHA exhibitor discount!**

*If the AHA Scientific Sessions 2023 meeting must be converted to virtual, all email products will be sent 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 herein are based on projected attendance and association membership numbers and, in some cases, projected non-member professionals, and are therefore not guaranteed.*

