

Email Marketing

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eHighlights

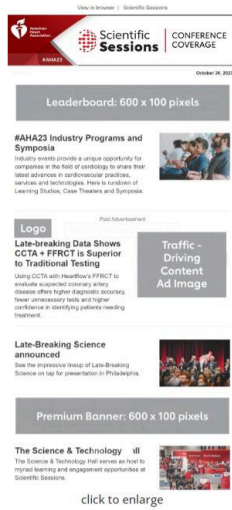
ePreviews

Exclusive Exhibitor Email

Housing Confirmation Email Package

Morning Agenda Email

Registration Email Package



eHighlights

247,000+ unique opens in 2023!

Encourage AHA members and meeting attendees to engage with you after the conference!

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.

Leaderboard and Premium Banner details

Traffic-Driving Content Ad details

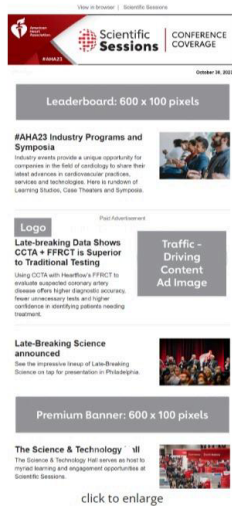
INSERTION ORDER/SPECS

Deadlines	Space Reservation	Materials Due
eHighlights #1: Mid-November	Oct. 25, 2024	Nov. 1, 2024
eHighlights #2: Early December	Nov. 1, 2024	Nov. 8, 2024

Rates (per issue)

Leaderboard (limit one)	\$9,310
Premium Banner	\$9,310 each
Traffic-Driving Content Ads	\$9,310 each

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



ePreviews

269,000+ average unique opens per ePreview in 2023!

Your message receives broad exposure as members and attendees begin to plan their time at 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.

Leaderboard and Premium Banner details

Traffic-Driving Content Ad details

INSERTION ORDER/SPECS

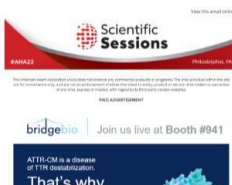
Deadlines	Space Reservation	Materials Due
ePreview #1: Late September	Aug. 30, 2024	Sept. 6, 2024
ePreview #2: Mid-October	Sept. 20, 2024	Sept. 27, 2024
ePreview #3: Days before the event	Oct. 15, 2025	Oct. 22, 2024

Rates (per issue)

Leaderboard (limit one)	\$9,310
Premium Banner	\$9,310 each
Traffic-Driving Content Ads	\$9,310 each

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

Check out the High-Performance Ad/ePreview Bundles!
 (Click for more information)



Exclusive Exhibitor Email

43.5% average unique open rate in 2023!

Increase the attendance at your program and traffic at your booth with an exclusive email to meeting attendees!

Reach: Your message is emailed exclusively to registered attendees. This is not a banner ad – the entire email is yours! A

INSERTION ORDER/SPECS

Deadlines	Space Reservation	Materials Due
Pre-Sessions	Sept. 13, 2024	Sept. 20, 2024
During Sessions	Sept. 20, 2024	Sept. 27, 2024
Post-Sessions	Sept. 27, 2024	Oct. 4, 2024



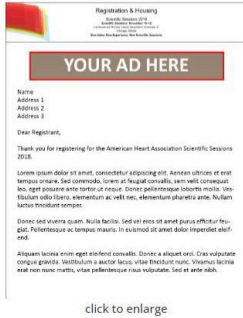
click to enlarge

very limited opportunity.

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

Include a calendar link to get your program or event on attendee schedules

Rate
\$25,750 per day
Limit one per day during the event, five prior and two post-Sessions.



click to enlarge

Housing Confirmation Email Package

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.

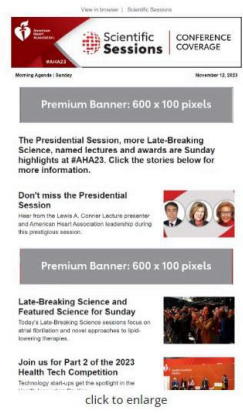
Distribution: Your banner ad appears on housing confirmation emails sent to attendees as well as the housing confirmation page of the AHA Scientific Sessions reservation website.

INSERTION ORDER/SPECS

Deadlines
Space reservation: May 3, 2024
Materials due: May 10, 2024

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

Rate
\$55,000
Exclusive Opportunity



click to enlarge

Morning Agenda Email

255,000+ unique opens per email in 2023!

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.

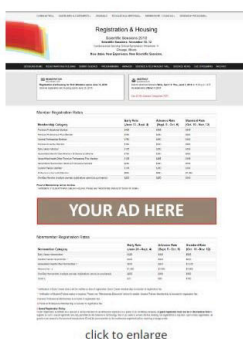
Sponsor will receive a Leaderboard and Premium Banner on the email.

Distribution: Morning Agenda Emails are sent on Nov. 16, 17, and 18, 2024.

INSERTION ORDER/SPECS

Deadlines
Space reservation: Oct. 11, 2024
Materials due: Oct. 18, 2024

Rate
\$15,000 per day
Exclusive Daily Opportunity



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Registration Email Package

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 registration process.
- Corporate logo on voucher distributed with name badges to professional attendees.

INSERTION ORDER/SPECS

Deadlines
Space reservation: May 3, 2024
Materials due: May 10, 2024

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

Rate
\$55,000
Exclusive Opportunity

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 2024 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.



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