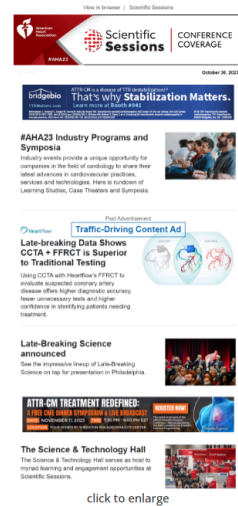


Email Marketing

Print this page

- eHighlights
- ePreviews
- Exclusive Exhibitor Email
- Morning Agenda Email
- Registration Confirmation Email and Resource Hub Package



click to enlarge

eHighlights

247,000+ unique opens in 2023!

Opportunity: Advertising in important post-meeting science coverage emails.

Reach: 17,000 registered attendees and AHA members in the weeks following the event. Bonus outreach to an additional 550,000+ cardiovascular disease professionals.

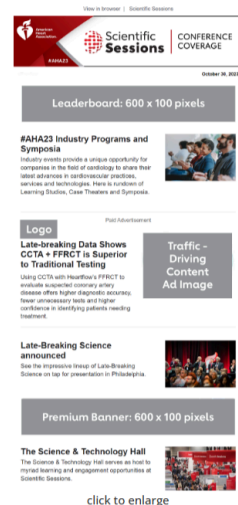
Distribution dates: Mid-November and Early December 2025.

- Content
- Traffic-Driving Content Ads

Deadlines	Space Reservation	Materials Due
eHighlights #1: Mid-November	Oct. 17, 2025	Oct. 24, 2025
eHighlights #2: Early December	Oct. 24, 2025	Oct. 31, 2025

Rates (per issue)	
Leaderboard	\$9,310
Premium Banner	\$9,310
Traffic-Driving Content Ads	\$9,310

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



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ePreviews

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

Opportunity: Advertising in pre-meeting emails that drive excitement for the meeting.

Reach: 17,000 registered attendees and AHA members in the weeks leading up to the event. Bonus outreach to an additional 550,000+ cardiovascular disease professionals.

Distribution dates: Late September through early November 2025.

- Content
- Traffic-Driving Content Ads
- High-Performance Ad/ePreview Bundle

Deadlines	Space Reservation	Materials Due
ePreview #1: Late September	Aug. 22, 2025	Aug. 29, 2025
ePreview #2: Mid-October	Sept. 26, 2025	Oct. 3, 2025
ePreview #3: Days before the event	Oct. 10, 2025	Oct. 17, 2025

Rates (per issue)	
Leaderboard	\$9,310
Premium Banner	\$9,310
Traffic-Driving Content Ads	\$9,310
High-Performance Ad/ePreview Bundle	\$10,310

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



Exclusive Exhibitor Email

43.5% average unique open rate in 2023!

Opportunity:

- Your exclusive email sent directly to meeting attendees.
- Advertiser-supplied email, subject to AHA approval.

Reach: Scientific Sessions attendees.

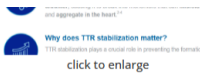
Distribution:

- Limit five prior to the meeting, one each day of the meeting, and two after the meeting.
- Work with your account manager to select a date.

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

Deadlines	Space Reservation	Materials Due
Pre-Sessions	Sept. 5, 2025	Sept 12, 2025
During Sessions	Sept. 12, 2025	Sept. 19, 2025
Post-Sessions	Sept. 19, 2025	Sept. 26, 2025

Rate
\$25,750 per day



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The Presidential Session, more Late-Breaking Science, named lectures and awards are Sunday highlights at #AHA23. Click the stories below for more information.



Late-Breaking Science and Featured Science for Sunday
Today's Late-Breaking Science sessions focus on new findings and novel approaches to life-saving therapies.



click to enlarge

Morning Agenda Email

255,000+ unique opens per email in 2023!

Opportunity: Advertising in daily agenda emails including key sessions and activities for each day.

Reach: 17,000 registered attendees and AHA members during the event. Bonus outreach to an additional 550,000+ cardiovascular disease professionals.

Distribution dates: Nov. 8, 9 and 10, 2025.

Deadlines

Space reservation: Oct. 3, 2025

Materials due: Oct. 10, 2025

Rates	
Leaderboard	\$9,310 per day
Premium Banner or Traffic-Driving Content Ad	\$9,310 per day
Single sponsor and get both positions	\$15,000 per day



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Registration Confirmation Email and Resource Hub Package

Resource Hub sponsorship details:

- Scientific Sessions attendees can access the internet, search for other attendees, print airline boarding passes and claim CME credit from the AHA Resource Hub.
- Sponsor receives corporate recognition on all login screens in the Resource Hub.
- Sponsor may place a corporate or product graphic on panels incorporated into the structures.

Registration Confirmation Email Package details:

- 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.
- Email is sent to attendees upon registration, and any time a change is made.

Deadlines

Space reservation: Sept. 5, 2025

Materials due: Sept. 12, 2025

Rate

\$75,000

Exclusive Opportunity

Includes standard production fees.

If the AHA Scientific Sessions 2025 meeting must be converted to virtual, all email products will be sent for the virtual event.

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.