

ASCEND MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Media LLC
All advertising subject to approval.



Scientific Sessions

November 6-9, 2026 | Scientific Sessions
November 7-9, 2026 | Exhibits
McCormick Place Convention Center | Chicago, IL

Advertiser/Sponsor	Agency	Bill To	Materials From
Company Name			
Contact Name			
Address			
City, State Zip			
Contact Phone			
Contact Email			

ENGAGEMENT PACKAGES

Sessions eNewsletter Package	_____	\$28,800
Program Marketing Package #1	_____	\$19,430
Program Marketing Package #2	_____	\$19,010
Program Marketing Package #3	_____	\$13,830
Program Marketing Package #4	_____	\$22,760
Program Marketing Package #5	_____	\$10,260
Program Marketing Package #6	_____	\$11,150

MEETING NEWS AND NAVIGATION PRODUCTS

AHA Mobile Meeting Guide App

Premier Sponsorship	_____	\$85,000
Alert Notifications (each)	_____	\$11,500

Conference Bag Inserts/Sponsorship

Conference Bag Sponsorship	_____	\$125,000
Per Insert	_____	\$25,000

Conference Coverage Website

ROS All Positions (three available)	_____	\$20,000
ROS Leaderboard (two available)	_____	\$12,120
Enduring Learning Studio & Heart Theaters	_____	\$10,000*
Photo Gallery Sponsorship (Exclusive)	_____	\$10,000
ROS Rectangle (two available)	_____	\$9,335
ROS Vertical (two available)	_____	\$5,005

*Requires the purchase of a Learning Studio or Heart Theater recording.

Core Cardiology: Journey through Sessions

Single Sponsor Buyout Option	_____	\$36,000
Back Cover	_____	\$8,000
Inside Front Cover	_____	\$7,000
Full Page (three available)	_____	\$7,000

Daily Newspaper

Per issue unless otherwise noted.

Back Cover	_____	\$25,750
Inside Front Cover	_____	\$20,600
Map Sponsorship	_____	\$19,315
Inside Back Cover	_____	\$18,025
Inside Back Cover Pl space	_____	\$13,390
Junior Page		
All four issues	_____	\$25,000
Three issues	_____	\$20,085
Two issues	_____	\$14,000
Additional Junior Page Pl space		
(in conjunction with Junior Ad purchase only)	_____	\$4,565
Full Page	_____	\$13,905

Electrophysiology and Arrhythmias Journey through Sessions

Single Sponsor Buyout Option	_____	\$36,000
Back Cover	_____	\$8,000
Inside Front Cover	_____	\$7,000
Full Page (three available)	_____	\$7,000

Essential Guide to Scientific Sessions

Exclusive Opportunity	_____	\$20,000
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Experience Scientific Sessions Final Program

Back Cover	_____	\$9,065
Map Sponsorship with Full Page	_____	\$8,500
Inside Front Cover	_____	\$7,935
Inside Back Cover	_____	\$7,085
Full Page (10 available)	_____	\$5,665
Experience Scientific		
Sessions eBlast Banner Ad (two available)	_____	\$5,150

Heart Failure and Cardiomyopathies Journey through Sessions

Single Sponsor Buyout Option	_____	\$36,000
Back Cover	_____	\$8,000
Inside Front Cover	_____	\$7,000
Full Page (three available)	_____	\$7,000

Hypertension and Prevention Journey through Sessions

Single Sponsor Buyout Option	_____	\$36,000
Back Cover	_____	\$8,000
Inside Front Cover	_____	\$7,000
Full Page (three available)	_____	\$7,000

Industry Programming Guide

Back Cover	_____	\$10,180
Full Panel	_____	\$7,475
Half Panel	_____	\$4,450

Interventional Treatments and Cardiac Surgery Journey through Sessions

Single Sponsor Buyout Option	_____	\$36,000
Back Cover	_____	\$8,000
Inside Front Cover	_____	\$7,000
Full Page (three available)	_____	\$7,000

Photo Gallery Sponsorship

Exclusive Sponsorship	_____	\$10,000
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Additional print and production fees will apply.

Rates continued and signature required on page 4.

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EMAIL MARKETING

eHighlights #1: Mid-November

Leaderboard	_____	\$10,000
Premium Banner*	_____	\$9,590
Traffic-Driving Content Ad*	_____	\$9,590
US-only distribution fee	_____	\$500

eHighlights #2: Early December

Leaderboard	_____	\$10,000
Premium Banner*	_____	\$9,590
Traffic-Driving Content Ad*	_____	\$9,590
US-only distribution fee	_____	\$500

ePreview #1: Late September

Leaderboard	_____	\$10,000
Premium Banner*	_____	\$9,590
Traffic-Driving Content Ad*	_____	\$9,590
US-only distribution fee	_____	\$500

ePreview #2: Mid-October

Leaderboard	_____	\$10,000
Premium Banner*	_____	\$9,590
Traffic-Driving Content Ad*	_____	\$9,590
US-only distribution fee	_____	\$500

ePreview #3: Days before the event

Leaderboard	_____	\$10,000
Premium Banner*	_____	\$9,590
Traffic-Driving Content Ad*	_____	\$9,590
US-only distribution fee	_____	\$500

Exclusive Exhibitor Email Package

Per day	_____	\$28,250
US-only distribution fee	_____	\$500

Morning Agenda Email: Nov. 7

Leaderboard	_____	\$9,310
Premium Banner or Traffic-Driving Content Ad	_____	\$9,310
Single sponsor and get both positions	_____	\$15,000
US-only distribution fee	_____	\$500

Morning Agenda Email: Nov. 8

Leaderboard	_____	\$9,310
Premium Banner or Traffic-Driving Content Ad	_____	\$9,310
Single sponsor and get both positions	_____	\$15,000
US-only distribution fee	_____	\$500

Morning Agenda Email: Nov. 9

Leaderboard	_____	\$9,310
Premium Banner or Traffic-Driving Content Ad	_____	\$9,310
Single sponsor and get both positions	_____	\$15,000
US-only distribution fee	_____	\$500

Registration Confirmation Email and Resource Hub Package

Exclusive Opportunity	_____	\$75,000
US-only distribution fee	_____	\$500

*Non-profit rate available; limited inventory.

CONVENTION CENTER SPONSORSHIPS

Additional production fees will apply

Abstracts on USB

Exclusive Opportunity	_____	\$80,000
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Ad Banner

_____	\$33,000
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Aisle Signs

Exclusive Opportunity	_____	\$75,000
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Backlit Kiosks

Per Kiosk (10 available)	_____	\$22,000
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Charging Lounge

Per Lounge (two available)	_____	\$40,000
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Charging Pods

Per Pod (three available)	_____	\$40,000
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Charging Stations

Per Station (four available)	_____	\$27,500
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Coat and Luggage Check

Exclusive Opportunity	_____	\$21,000
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Coffee and Tea Break with Mini Lounge

Per Day	_____	\$27,500
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Column Wraps

Per Wrap	_____	\$17,500
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Conference Bag Inserts/Sponsorship

Conference Bag Sponsorship	_____	\$125,000
Per Insert	_____	\$25,000

Conference Shuttle Bus Package

Per Package (four available)	_____	\$50,000
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Escalator Graphics

Per Set	_____	\$55,000
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Lakeside Bridge Clings

Packages 1-6	_____ \$10,000
Packages 7-8	_____ \$30,000
Packages 9	_____ \$50,000

Lanyards

_____ \$80,000

On-Site Digital Signage

Per Ad (six available) _____ \$16,500

Park Strips

Per Strip (two available) _____ \$35,000

Pickleball

Exclusive Opportunity _____ \$75,000

Publication Bins

Per Bin (three available) _____ \$8,500

Puppy Snuggles

_____ \$50,000

Registration Confirmation Email and Resource Hub Package

Exclusive Opportunity _____ \$75,000
US-only distribution fee _____ \$500

Restaurant Clings

Per Cling (two available) _____ \$45,000

Restroom Mirror Clings

Per package (three available) _____ \$40,000

Stacked Meter Cubes

Per Stack (six available) _____ \$23,000

Stair Clings

Per Set _____ \$55,000

Tabletop Graphics with Monitor

Per seating area _____ \$26,000

Wellness Challenge/App

Wellness Challenge/App _____ \$58,000
Wellness Challenge/App Plus Yoga _____ \$80,000

Wi-Fi Sponsorship

Exclusive Opportunity _____ \$50,000

ON-SITE EDUCATION AND NETWORKING

Custom Industry Presentations

Exclusive Opportunity within disease state _____ \$100,000

Industry Presentations

Learning Studio: Unopposed time _____ \$70,000
Learning Studio: AM/PM _____ \$40,000
Heart Theater: Unopposed time _____ \$55,000
Heart Theater: AM/PM _____ \$32,500
Learning Studio/Heart Theater Recording _____ \$8,000
Enduring Learning Studios/Heart Theaters _____ \$10,000*
CardioTalks _____ \$25,500

*In addition to recording cost.

Learning Labs

20 x 20 _____ \$26,400
20 x 30 _____ \$33,000
30 x 30 _____ \$42,900

Meet the Trialist

_____ \$40,000

Membership Lounge

Exclusive Opportunity _____ \$75,000

BOOTH DRIVERS

Abstracts on USB

Exclusive Opportunity _____ \$80,000

AHA Mobile Meeting Guide App

Premier Sponsorship _____ \$85,000
Alert Notifications (each) _____ \$11,500

Conference Bag Inserts/Sponsorship

Conference Bag Sponsorship _____ \$125,000
Per Insert _____ \$25,000

HOTEL ROOM MARKETING

Doctors Bag Insert

Per Insert _____ \$15,690

Doctors Bag Premium

Exclusive Opportunity _____ \$28,740

Hotel Key Cards

Exclusive Opportunity _____ \$50,000

Hotel Room Deliveries:

Full Distribution (3,000 rooms)

Inside Room _____ \$42,000
Outside Room _____ \$30,450

Hotel Room Deliveries:

Top Three Hotels (1,950 rooms)

Inside Room _____ \$29,935
Outside Room _____ \$24,845

Hotel Room Deliveries:

Hyatt Regency McCormick Place (800 rooms)

Inside Room _____ \$12,600
Outside Room _____ \$10,000

Hotel Room Deliveries:

Marriott Marquis Chicago (650 rooms)

Inside Room _____ \$15,115
Outside Room _____ \$13,000

Hotel Room Deliveries:

Hilton Chicago (500 rooms)

Rates continued and signature required on page 4.

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HOTEL ADVERTISING: HYATT REGENCY MCCORMICK PLACE

Coffee Sleeves in the Market

Exclusive Opportunity _____ \$6,500

Digital Lobby Displays

Concierge Screen _____ \$8,500*

Seating Area Screen _____ \$6,000*

Elevator Digital Screens

Exclusive Opportunity _____ \$6,500*

Elevator Vestibule Floor Clings

North Tower _____ \$12,500

South Tower _____ \$13,500

Lobby Pillar Wraps

Exclusive Opportunity _____ \$31,500

McCormick Place Entrance

Exclusive Opportunity _____ \$27,000

Restaurant/Bar Pillar Wraps

Exclusive Opportunity _____ \$19,500

Skybridge Clings

Packages 1-2 _____ \$25,000

Package 3 _____ \$50,000

Window Clings

Exclusive Opportunity _____ \$13,500

*Rights only.

HOTEL ADVERTISING: MARRIOTT MARQUIS CHICAGO

Guest Elevator Advertising on Level Two

Two elevators, floors 1-4 _____ \$9,500

Five elevators, floors 1-19 _____ \$20,500

Five elevators, floors 20-39 _____ \$20,500

Window Cling

Exclusive Opportunity _____ \$16,500

Please write your initials next to selected ad sizes.

Payment is due upon receipt or no later than Wednesday, Sept. 23, 2026

TOTAL AMOUNT \$ _____

SIGN AND RETURN TO: Cathleen Gorby | Ascend Media | cgorby@ascendmedia.com

By signing this agreement, you are agreeing to Ascend Media's Terms and Conditions enclosed and attached to this Advertising Agreement

Ascend Media
Account Manager Signature

Date

Advertiser/Sponsor/Agency Signature

Date

Ascend Media
Account Manager Printed Name

Advertiser/Sponsor/Agency Printed Name

Advertiser/Sponsor/Agency Company Name

To pay by credit card, please contact your Account Manager by phone or email. Credit card payment is quick, easy and secure.



401 SW Ward Rd, Suite 210,
Lee's Summit, MO 64083

PO Box 1411
Lee's Summit, MO 64063

ADVERTISING TERMS AND CONDITIONS

This agreement is between Ascend Integrated Media, LLC (dba Ascend Media) and the Advertiser/Sponsor and its Agency as listed on the attached "Advertising Agreement - Insertion Order".

TERMS AND CONDITIONS

1. Insertion orders, advertisements and space reservations are subject to materials approval and the provisions of the current rate card.
2. Cancellations are non-refundable.
3. Requested ad positions are not guaranteed unless the Advertiser/Sponsor or its Agency purchases a "special position" at an additional cost.
4. Advertiser/Sponsor and/or Agency will not be allowed to revise materials which are not received by Ascend Media's published "materials due" date.
5. Advertiser/Sponsor agrees that Ascend Media's liability (if any) on account of omissions or errors in purchased products and/or services shall in no event exceed the amount of charges for the products and/or services which were omitted or in which the error occurred, and such liability shall be discharged by (abatement of the charges) or (an advertising allowance) commensurate with the error for the particular products and/or services in which the omission or error occurred, but in no event exceeding the contract price of the particular products and/or services in which the omission or error occurred. No adjustment is applicable to any free products and/or services.
6. Ascend Media is not liable for any costs or real or consequential damages resulting from the failure to produce purchased products and/or services.
7. Ascend Media is not liable for any delays in delivery or for non-delivery of purchased products and/or services due to factors beyond the control of Ascend Media.
8. No conditions other than those set forth herein will be binding on Ascend Media unless specified in writing by Ascend Media. Ascend Media will not be bound by conditions printed or appearing on insertion orders, purchase orders, or similar documents when such conditions conflict with any provision contained
9. A \$500 late fee may be charged for materials received after the materials due deadline.

PAYMENT AND COMMISSIONS POLICY

1. Event products are invoiced upon reservation, and payment is due upon receipt or no later than 45 days prior to the event start date. Non-event products are invoiced upon publication, and payment is due thirty (30) days from the invoice date.
2. Orders for space are accepted subject to Ascend Media's credit requirements. Space reservations or insertion orders for an Advertiser/Sponsor whose account is more than sixty (60) days past due may be refused. Advertisers/Sponsors with delinquent accounts lose their place in any waiting list for consideration of preferred positions.
3. Any outstanding invoice balance over thirty (30) days past due will be assessed 3% interest per month to the extent permitted by law.
4. If Ascend Media takes an Advertiser's/Sponsor's account to collection, the Advertiser/Sponsor agrees to pay all costs associated with the collection, including paying Ascend Media's attorney fees and all court costs, if it is determined by a court of competent jurisdiction that the Advertiser/Sponsor is at fault.
5. Ascend Media reserves the right to hold the Advertiser/Sponsor and/or its Agency jointly and severally liable for such monies as are due and payable to Ascend Media for advertising or sponsorships which the Advertiser/Sponsor or its Agency ordered and which advertising/sponsorship was produced, even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

All ads, inserts and promotional items require approval by the association. Please allow five business days for approval. We highly recommend that advertisers do not print materials or go live with websites before association approval is received. The association is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced prior to receiving approval.

Submit a copy of your ad/insert/promotional item via email for approval. Please indicate the name of the exhibiting company and provide the name of the meeting in the Subject Line of the email. Email to the materials contact listed below.

Product	Prototype Due	Final Materials Due	Materials Contact
Conference Coverage Website	Varies	For exposure from first launch, we encourage materials be sent by Sept. 4, 2026.	Andrea Johnson ajohnson@ascendmedia.com
ePreview #1	Aug. 14, 2026	Aug. 28, 2026	Andrea Johnson ajohnson@ascendmedia.com
Exclusive Exhibitor Email Package	TBD	TBD	Kate Hegarty khegarty@ascendmedia.com
Essential Guide to Scientific Sessions	Sept. 11, 2026	Sept. 25, 2026	Andrea Johnson ajohnson@ascendmedia.com
Experience Scientific Sessions Final Program	Sept. 11, 2026	Sept. 25, 2026	Andrea Johnson ajohnson@ascendmedia.com
Industry Programming Guide	Sept. 11, 2026	Sept. 25, 2026	Andrea Johnson ajohnson@ascendmedia.com
Journey through Sessions	Sept. 11, 2026	Sept. 25, 2026	Andrea Johnson ajohnson@ascendmedia.com
Daily Newspaper	Sept. 18, 2026	Oct. 2, 2026	Andrea Johnson ajohnson@ascendmedia.com
ePreview #2	Sept. 18, 2026	Oct. 2, 2026	Andrea Johnson ajohnson@ascendmedia.com
Doctors Bag Premium	Sept. 18, 2026	Oct. 2, 2026	Aimee Preator apreator@ascendmedia.com
Doctors Bag Insert	Sept. 25, 2026	Oct. 9, 2026	Aimee Preator apreator@ascendmedia.com
Morning Agenda Email	Sept. 25, 2026	Oct. 9, 2026	Andrea Johnson ajohnson@ascendmedia.com
ePreview #3	Oct. 2, 2026	Oct. 16, 2026	Andrea Johnson ajohnson@ascendmedia.com
Hotel Room Deliveries	Oct. 2, 2026	Oct. 16, 2026	Kate Hegarty khegarty@ascendmedia.com
"Post-It" Style Notes on Hotel Doors	Oct. 2, 2026	Oct. 16, 2026	Kate Hegarty khegarty@ascendmedia.com
eHighlights #1	Oct. 9, 2026	Oct. 23, 2026	Andrea Johnson ajohnson@ascendmedia.com
eHighlights #2	Oct 16, 2026	Oct. 30, 2026	Andrea Johnson ajohnson@ascendmedia.com

A \$500 late fee will be charged for materials received after the deadline.

Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.

Handling fees for shipments received by hotels may apply.

Please make note of these important advertising policies:

1. The American Heart Association name, insignia, heart and torch logo, logotype or other identifying marks may not be used.
2. For booth promo pieces, booth numbers must be printed on the piece.
3. Coupons are not permitted.
4. All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).
5. For all CME/symposia/education-related promotion (print or digital ads, doctors bags, signage, fliers, inserts, etc.):
 - a. American Heart Association disclaimer must be included: "This event is not part of the official Scientific Sessions 2026 as planned by the American Heart Association Committee on Scientific Sessions Programming." For print and digital ads, fliers, inserts, etc., text must be a minimum of 10-point Helvetica (or similar font type). For signage and larger advertising, font size must be clearly legible.
 - b. Title, time and date appearing on the ad/insert must match the title, time and date listed on the Heart Association approved USE list.
 - c. If information needs to be changed on the USE approved list, the advertiser must contact the Heart Association at exhibits@heart.org.
 - d. Exhibitors or USE event holders may not advertise on joint pieces promoting separate events.

*Please refer to exhibitatsessions.org for advertising guidelines and restrictions.
The Heart Association at any point may choose not to approve marketing pieces at its own discretion.*

Print Product Specifications

Materials required for print products

- PDF/X-1a files are required for all ads.
- Fonts must be outlined or embedded.
- Crop marks and color bars should be outside printable area (18-point offset).
- Only one ad per PDF document. (Submit Full Page spreads as single-page files.)

Document setup

- Use Adobe InDesign for ad layouts.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType (Multiple Master Fonts and Type 1 are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%)
- Reversed text must be a minimum of 10 points.

Unacceptable file types

Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Media Account Manager.

Daily Newspaper

Publication size: 9.5" x 13.25" (finished size)
(width x height)

Covers and Full Page

Bleed
9.75" x 13.5"

Trim
9.5" x 13.25"

Safety/Live Area
9" x 12.75"

Junior Page
6.25" x 8.25"

Map Banner Ad
8.5" x 1.625"

Experience Scientific Sessions Final Program

Publication size: 8.375" x 10.875" (finished size)
(width x height)

Covers and Full Page

Bleed
8.625" x 11.125"

Trim
8.375" x 10.875"

Safety/Live Area
7.875" x 10.375"

Map Banner
14.75 in. x 1 in.
(allow .5" gutter in the center with no text or logos)

Essential Guide to Scientific Sessions

Publication size: 6"x9" (finished size)
(width x height)

Back Cover

Back Cover
Bleed: 6.25" x 9.25"
Trim: 6" x 9"
Safety/Live Area: 5.5" x 8.5"

Front Cover Logo
High resolution, transparent background
Format: EPS or AI

Proofs

Contract proofs are recommended for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP approved. View specifications online at swop.org. Without an accurate SWOP-provided proof, Ascend Media cannot be held responsible for the outcome of color on the final printed asset.

Submitting recommended printed proofs

Mail proofs to:
Ascend Media LLC
401 SW Ward Rd, Suite 210
Lee's Summit, MO 64081-2400

Important notes

- All advertising is subject to the association's approval.
- A minimum \$500 late fee will be charged for materials received after the materials deadline published in the rate card.
- All quantities are based on projected attendance and room blocks at the time the rate card is published.
- See advertising policies [here](#).

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. Ascend Media is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

Industry Programming Guide

Publication size: 8.375" x 10.875" (finished size)
(width x height)

Back Panel and Full Panel

Bleed
4.75" x 9.375"

Trim
4.5" x 9.125"

Safety/Live Area
4" x 8.625"

Non-bleed Ad
4" x 8.625"

Half Panel
3.5" x 4"

Journey through Sessions

Publication size: 6"x9" (finished size)
(width x height)

Covers and Full Page

Covers and Full page
Bleed: 6.25" x 9.25"
Trim: 6" x 9"
Safety/Live Area: 5.5" x 8.5"

Front Cover Logo
High resolution, transparent background
Format: EPS or AI

All print ads must include the words "Paid Advertisement" centered at the top of the page and in at least 10-point Helvetica (or similar type font).

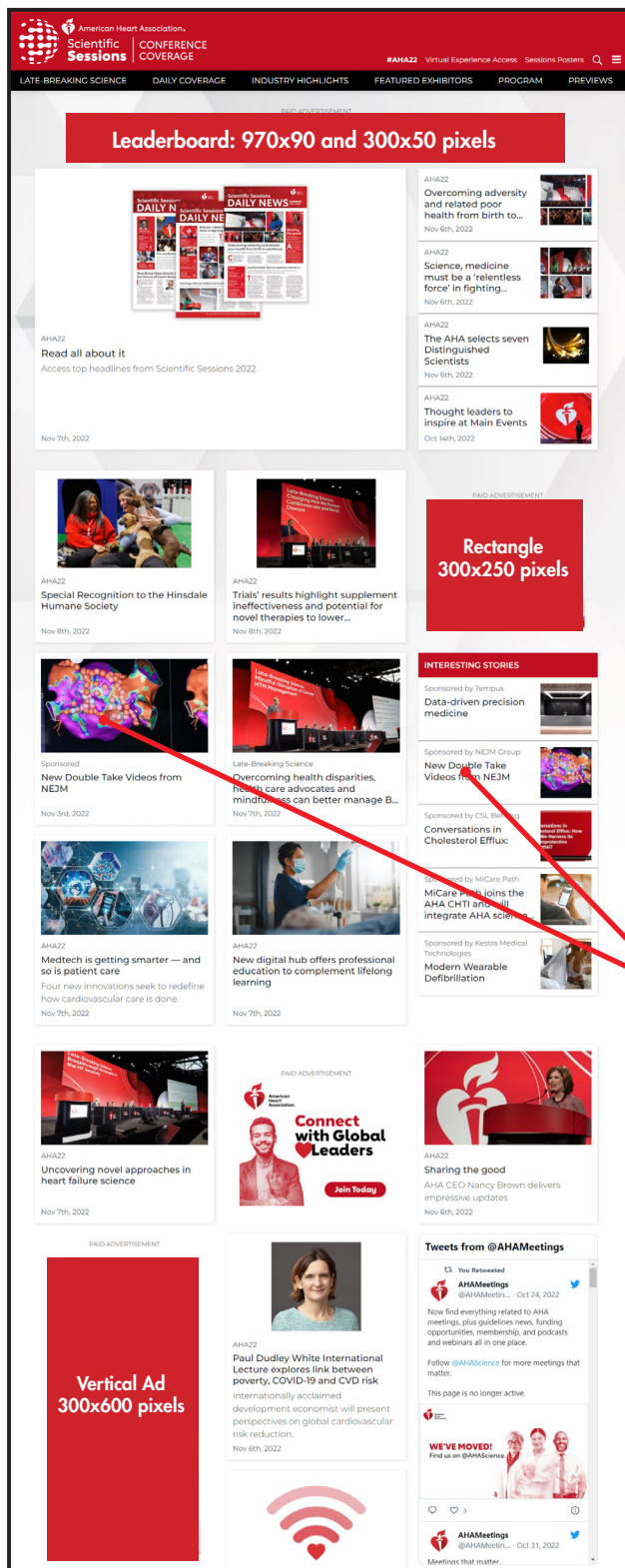


Photo Gallery

Leaderboard: 970x90 and 300x50 pixels

Rectangle: 300x250 pixels

Five Images/Photos: 1500 x 1000 pixels, 300 dpi, JPEG/PNG

Conference Coverage Website Specifications

ROS Advertising

Leaderboard: 970x90 and 300x50 pixels

Rectangle: 300x250 pixels

Vertical Ad: 300x600 pixels

- Leaderboard, rectangle and vertical ad must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted.)
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of the association.
- The maximum ad file size is 100kb–125kb.
- All third-party vendor supplied tags are subject to approval and must be accompanied by actual GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.
- US-only distribution is available for a \$500 fee per ad for compliance reasons only. Please alert your Account Manager if you require US-only distribution.

Ascend Ad Tagging Policy for ROS Advertising

For the privacy of the association's members, we DO NOT allow tracking pixels or tracking mechanisms that expose any personal identifying information or that would attempt to extract personal identifying information on landing pages or other websites.

- For advertising on landing pages and other websites, we allow:
 - JavaScript Double-Click (DCM) Ad Tags
 - We also support all ad tags that are supported by Google Ad Manager.
- We will provide standard metric reporting for any ad upon request. Requests for custom reporting may incur an additional fee.
- Advertisers may request that ad tags change for existing creative for our daily projects. There is a fee of \$150 per change.

High-Performance Ads (as purchased in the Exclusive Exhibitor Email Package)

Hero Image/thumbnail image:
Horizontal, minimum 300 dpi,
16:9 ratio

Headline:
Up to 75 characters

Teaser:
Up to 125 characters

Body copy (optional*)
Up to 1,000 words
**If not providing body copy, a URL is required.*

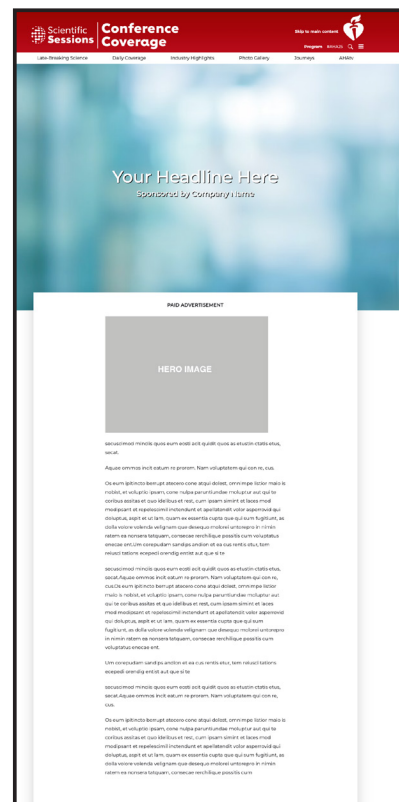
Header Background Image (behind the headline)

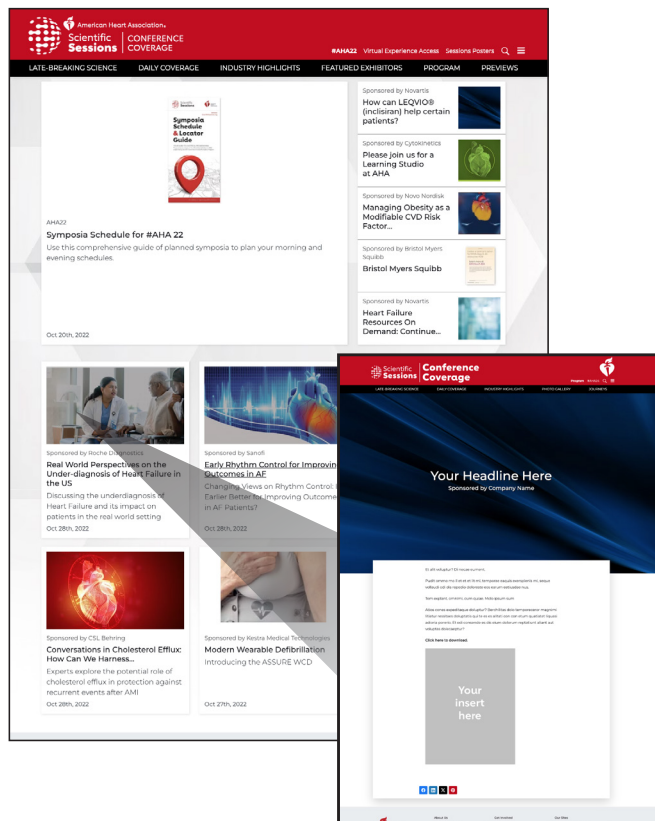
- Color photo or image. No text, logos or people in the photo.
- Must be able to accommodate white type.
- Horizontal, minimum 300 dpi.
- If not provided, Ascend will select a basic background.

Optional elements may include:

- Video: embed link from a video hosted on YouTube
- Hyperlinks

Advertisers may request to change content during the event cycle. There is a \$150 dollar fee per change out.





Industry Highlights Channel

(for Doctors Bag and Hotel Room Deliveries advertisers only)

Thumbnail image

Thumbnail image on the channel page will be the first page of the PDF of your insert.

Headline:

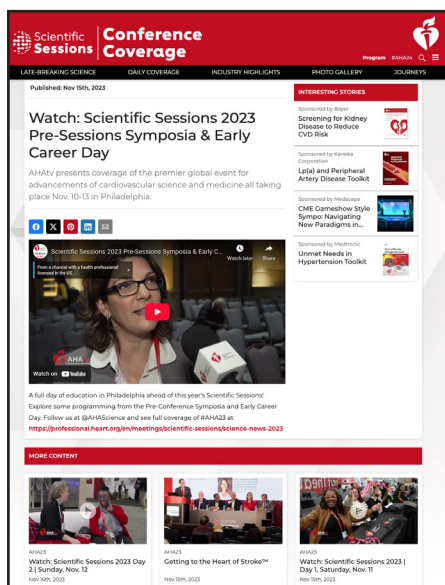
Up to 75 characters

Teaser:

Up to 125 characters

Body copy (optional):

Send up to 1,000 words, and we'll elevate your digital component to a full content article linked to your PDF insert from the Doctors Bag/Hotel Room Delivery.



Enduring Learning Studios & Heart Theaters on the Conference Coverage Website

Headline:

Up to 75 characters

Teaser:

up to 125 characters

Body copy (optional)

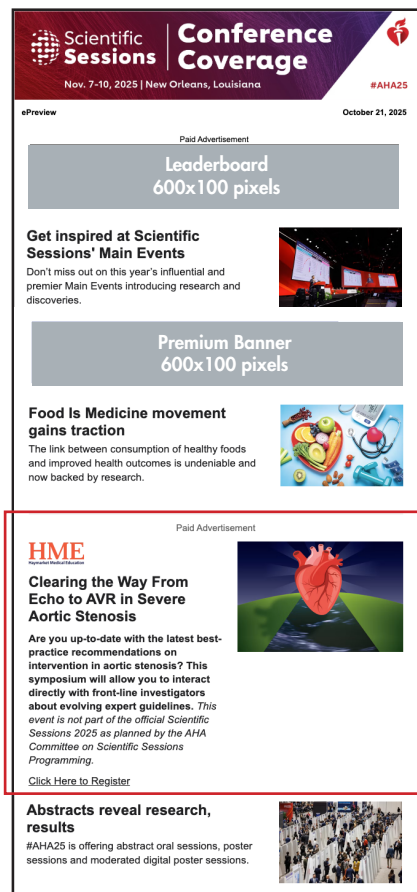
up to 250 characters

Video:

Embed link from a video hosted on YouTube

Include the following disclaimer at the top of the video.

This event is not part of the official Scientific Sessions 2026 as planned by the American Heart Association Committee on Scientific Sessions Programming.



Scientific Sessions Conference Coverage
Nov. 7-10, 2025 | New Orleans, Louisiana #AHA25

October 21, 2025

Leaderboard 600x100 pixels

Get inspired at Scientific Sessions' Main Events
Don't miss out on this year's influential and premier Main Events introducing research and discoveries.

Premium Banner 600x100 pixels

Food Is Medicine movement gains traction
The link between consumption of healthy foods and improved health outcomes is undeniable and now backed by research.

HME Clearing the Way From Echo to AVR in Severe Aortic Stenosis
Are you up-to-date with the latest best-practice recommendations on intervention in aortic stenosis? This symposium will allow you to interact directly with front-line investigators about evolving expert guidelines. This event is not part of the official Scientific Sessions 2025 as planned by the AHA Committee on Scientific Sessions Programming.
[Click Here to Register](#)

Abstracts reveal research, results
AHA25 is offering abstract oral sessions, poster sessions and moderated digital poster sessions.

ePreviews, eHighlights and Morning Agenda Emails

Leaderboard: 600 x 100 pixels

Premium Banner: 600 x 100 pixels

Traffic-Driving Content Ad

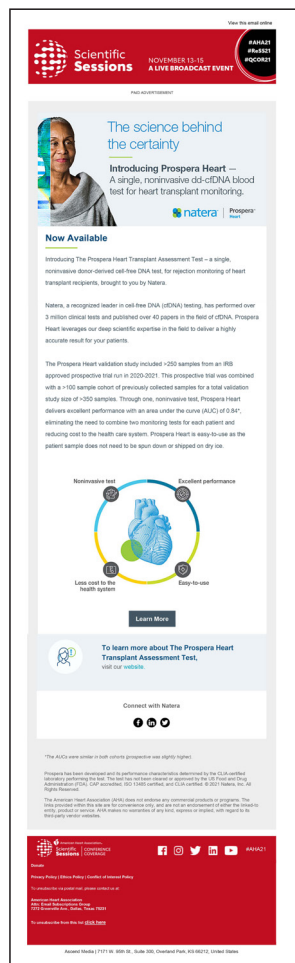
- Headline: Up to 75 characters
 - Body copy (optional): Up to 1,000 words. If not providing body copy, a URL is required.
 - Teaser: Up to 125 characters
 - Thumbnail image: Horizontal, minimum 300 dpi, 16:9 ratio
 - Logo: High resolution JPEG or PNG
- Leaderboard and banner ads must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted.)
 - URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of the association. We can only provide ad metrics for ads that have an associated hyperlink.
 - The maximum ad file size is 100kb–125kb.
 - Animated GIF files are accepted, but not all email platforms support animation. If you wish to submit an animated ad, please include all critical information on the first slide. Only one URL is accepted per animated GIF; we do not allow separate URLs embedded in individual frames.
 - We can only provide ad metrics for ads that have an associated hyperlink.
 - We will provide a standard report for any ad upon request. Requests for custom reporting may incur an additional fee.
 - US-only distribution is available for a \$500 fee per ad for compliance reasons only. Please alert your Account Manager if you require US-only distribution.

Ascend Ad Tagging Policy for ePreviews, eHighlights, and Morning Agendas

Ad tagging for email deployment is not available. We can only accommodate static JPEG/PNG or animated GIF and a URL.

Exclusive Exhibitor Emails

- Ascend is responsible for integrating your layout with the event header and footer code. Advertiser should not include the following elements
 - Designed headers or footers.
 - "Contact us," "Do not reply" statements, unsubscribe links, mail correspondence references and the like in a footer. These elements will be included by Ascend in the association's footer since the email is coming from the association.
- Subject lines are limited no more than 7 words.
- All images required should be supplied as 72dpi email-optimized JPG or PNG images
- All links within the email must be hosted externally by the advertiser.
- Final html file, including all graphics must be delivered to Ascend as a zip file to avoid possible file corruption. If the advertiser submits revised HTML during the production or testing phase, there will be an additional \$500 fee for each occurrence for reprogramming and retesting.
- Advertisers may include their own UTM tracking codes within their html file but Ascend is unable to test these tags. When email tests are sent to the advertiser, it will be their responsibility to test all internal tracking/tagging.
- While every attempt is made to ensure the accurate deployment of provided content, Ascend cannot be responsible for formatting or text inaccuracies that are caused by a specific browser or setting. This applies to both desktop and mobile deployments
- Guidelines for provided code:
 - 650px width with 25px margins
 - Full width (650px) images for the initial head image, all other content requires 25px padding left/right for a content area of 600px
 - Code should only include:
 - Basic media query in <style> tags for responsive code only
 - Content starting and ending with <table> tags (no header/body tags as that is already part of our template.
 - For responsive content, we will allow basic Media Queries for show/hide and basic width handling
 - Code must be run through a validation tool, such as Litmus or EmailOnAcid to confirm responsiveness before submission.



Scientific Sessions NOVEMBER 13-15 A LIVE BROADCAST EVENT

The science behind the certainty
Introducing Prospera Heart — A single, noninvasive dd-cfDNA blood test for heart transplant monitoring.

Now Available
Introducing The Prospera Heart Transplant Assessment Test — a single, noninvasive blood-based test that can help monitor heart transplant recipients, brought to you by Natera.

Natera, a recognized leader in cell-free DNA (cfDNA) testing, has performed over 3 million clinical tests and published over 40 papers in the field of cfDNA. Prospera Heart leverages our deep scientific expertise in the field to deliver a highly accurate result for your patients.

The Prospera Heart validation study included >200 samples from an IRB approved prospective trial run in 2020-2021. This prospective trial was combined with >100 sample cohort of previously collected samples for a total validation study size of >300 samples. Through one, noninvasive test, Prospera Heart delivers excellent performance with an area under the curve (AUC) of 0.94*, eliminating the need to combine two monitoring tests for each patient and reducing cost to the health care system. Prospera Heart is easy-to-use as the patient sample does not need to be spun down or shipped on dry ice.

Noninvasive test **Excellent performance**
Less cost to the health system **Easy-to-use**

To learn more about The Prospera Heart Transplant Assessment Test, visit us online.

Connect with Natera

*The AUCs were similar in both cohorts (prospective was slightly higher).
Prospera has been developed and its performance characteristics determined by the CLIA certified laboratory performing the test. The test also requires storage and shipping to the lab that meets the CLIA standards for the test. The test is not for use in the home.

The Prospera Heart assessment (dd-cfDNA) does not analyze any genetic information or sequence. This test is provided under this title for the convenience only, and an oral consent of use of the test is not required. The test is not for use in the home. The test is not for use in the home. The test is not for use in the home.

Ascend Health | **Scientific Sessions** | **Nov 13-15** | **Nov 13-15** | **Nov 13-15**

Ascend Health | 1711 N. 98th St., Suite 300, Overland Park, KS 66207, United States

Doctors Bag/Hotel Room Deliveries

- Advertisers are responsible for printing and shipping the correct number of Doctors Bag and Hotel Room Deliveries to the address provided by Ascend Media. (If advertiser needs help printing inserts, Ascend may be able to help. Please contact your Account Manager.)
- Doctors Bag inserts and Hotel Room Deliveries are considered to be one 8.5" x 11" printed piece with a maximum weight of 2 oz. Delivery must be flat with no protruding items unless advance permission has been given. Any insert that does not fit these specifications will be considered a "bulk item," and will incur additional fees. If your planned insert exceeds these specifications, please contact your Account Manager.
- Doctors Bag and Hotel Room Delivery inserts must be approved by the association, regardless of whether the same copy and design have already been approved for other promotional opportunities at the meeting. Advertisers are strongly advised not to begin printing inserts until association approval has been received. Ascend Media will notify advertiser of final approval.
- Submit a PDF of your insert for approval to your [materials contact](#).
- If changes to your insert are necessary after it has been submitted to Ascend, a new prototype must be resubmitted.
- Advertisers must ship inserts to arrive by the "materials due" deadline outlined in the rate card and on the "Materials Submission" page of this document. A minimum \$500 late fee will be assessed for materials received after the deadline. Ascend Media will supply a shipping label with complete shipping instructions. The advertiser is asked to complete the supplied shipping label and place it on the outside of each box. Please do not ship your boxes to Ascend Media. Additional costs could be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping labels provided.
- Doctors Bag and Hotel Room Drop quantities are based on projected attendance and room blocks at the time the rate card is published.
- An Industry Highlights channel will be published on Conference Coverage Website, which will include a schedule of Industry Programs. All Doctors Bag and Hotel Room Delivery supporters will have their insert within this channel labeled "paid advertising content." In addition, a link to the Industry Highlights channel will be included in each day's Morning Agenda. [Click here for specs](#).

Doctors Bags: Important notes

- The single, 2 oz, 8.5" x 11" insert for a Doctors Bag must be flat with no protruding items unless advance permission has been given. Any insert that does not fit these specifications will be considered a "bulk item" and is subject to an additional fee.
- Bulk items (such as multiple page inserts, product samples, giveaways, oversize or odd shaped inserts) will be reviewed and assessed by both the association and Ascend Media to determine if they will be allowed and if additional costs will apply. If they are approved, no bulk item may exceed 4 oz.
- If a bulk item is approved for the Doctors Bag, the item must be sealed and presented for delivery as one item.
- Magazines, newspapers and other publications will not be permitted to be distributed through the Doctors Bag.
- A minimum of four inserts from any combination of advertisers must be reserved for a Doctors Bag to be delivered.

Hotel Room Deliveries: Important notes

- In-Room deliveries delivered at approximately 2-5 p.m.
- The single, 2 oz, 8.5" x 11" insert for a Hotel Room Delivery must be flat with no protruding items unless advance permission has been given. Any insert that does not fit these specifications will be considered a "bulk item," and will incur additional fees.
- Bulk items (such as multiple page inserts, product samples, giveaways, oversize or odd shaped inserts) will be reviewed and assessed by both the association and Ascend Media to determine if they will be allowed and if additional costs will apply. If they are approved, no bulk item may exceed 4 oz.
- Advertisers must ship inserts directly to the meeting hotels to arrive by the "materials due" deadline outlined in the rate card and on the "Materials Submission" page of this document. A minimum \$500 late fee will be assessed for materials received after the deadline. Please do not ship your boxes to Ascend Media. Additional costs could be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping labels provided.
- Quantities per hotel will be provided once event housing has closed.
- Handling fees for shipments received by hotels may apply.

"Post-It" Style Notes on Hotel Doors

- Advertiser to supply removable "Post-It" style notes.
- Post-It notes should be provided in pads of 50 sheets (peel and stick single sheets will not be accepted).
- Notes are no larger than 6" x 9" and should be printed one-side only.
- Production assistance is available. Please discuss with your Account Manager.

Ascend Media encourages (and practices) environmentally friendly printing, including recycled/recyclable paper and plant-based inks.