

Email Marketing

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Add a push strategy to your marketing plan for high visibility!



ePreviews

35,000+ OPENS IN EACH 2021 EPREVIEW!

Kickstart your brand exposure with email blasts to more than 220,000+ AHA/ASA members and stroke and cerebrovascular professionals!
 Broad exposure for your message as members get excited about returning to the International Stroke Conference.

Reach: 220,000+ AHA/ASA members and stroke and cerebrovascular professionals in the weeks leading up to the event.

Content: Key planning information, virtual assistance and industry programming.

Upgrade your Conference Coverage Website video to include it in an ePreview for just \$1,000!

INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
ePreview #1: Mid-January 2022	Dec. 8, 2021	Dec. 15, 2021
ePreview #2: Late January 2022	Dec. 15, 2021	Jan. 6, 2022
ePreview #3: Early February 2022	Jan. 10, 2022	Jan. 17, 2022

Rates (per issue)	
Leaderboard	\$3,340 (limit one)
Premium Banner	\$2,890 (limit three)
Video banner upgrade from Conference Coverage Website	\$1,000

Icon Key
 Traffic-building product



Exclusive Exhibitor Emails

Send your exclusive message to ISC22 attendees!

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

Reach: Your message is emailed exclusively to all registered attendees – on-site 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/ASA approval.

42.5% unique open rate, and a 6.1% unique click-through-rate in 2021.

INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
Pre-ISC22	Dec. 1, 2021	Dec. 13, 2021
During ISC22	Dec. 8, 2021	Dec. 13, 2021
Post-ISC22	Jan. 5, 2022	Jan. 10, 2022

Rate
 \$15,000 per day
 Limit one per day during the event, three prior and two post-ISC22.



ISC Daily Highlights

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 220,000+ AHA/ASA members and stroke and cerebrovascular professionals.

Content: Key sessions and activities happening each day.

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

Distribution: ISC Daily Highlights are sent on Feb. 9, 10 and 11.

There were more than 50,000 opens on each ISC Daily Highlights in 2021!

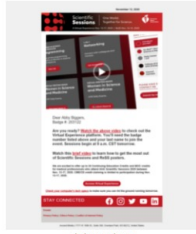
INSERTION ORDER/SPECS

Deadlines
 Space reservation deadline: Jan. 10, 2022
 Materials due: Jan. 17, 2022

Rate
 \$12,000 per day (three available)
 Exclusive Daily Opportunity

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.

click to enlarge



click to enlarge

Log-In Email



Exclusive exposure puts your brand top-of-mind as the meeting gets underway!

An email to all registered attendees on Feb. 8, reminding them that the ISCC22 virtual environment opens "tomorrow."

Reach: All registered attendees (on-site attendees also have access to the virtual portion of the meeting).

Single advertiser gets banner ad at bottom of email.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Jan. 10, 2022
Materials due: Jan. 17, 2022

Rate

\$5,000
Exclusive Opportunity



click to enlarge

eHighlights

45,000+ OPENS ON EACH 2021 EIGHLIGHTS!



Drive home your final message with a post-event follow-up
Connect with AHA/ASA members and meeting attendees after the conference as they plan next steps.

Reach: 220,000+ AHA/ASA members and stroke and cerebrovascular 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.

Upgrade your Conference Coverage Website video to include it in the eHighlights for just \$1,000!

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Jan. 21, 2022
Materials due: Jan. 29, 2022

Rates (per issue)

Leaderboard	\$3,340 (limit one)
Premium Banner	\$2,890 (limit three)
Video banner upgrade from Conference Coverage Website	\$1,000

If the in-person ISCC22 must be canceled, all email products will still deliver 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 are based on projected attendance.