

Meeting News and Navigation

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Critical products that tell attendees what's happening at ISC22



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ISC Stroke Daily News



Showcase your brand with attendees every day of the meeting!

Live coverage of ISC22 is delivered to the convention center and key hotels each morning.

Reach: In-person and virtual attendees plus more than 220,000 AHA/ASA members and stroke and cerebrovascular professionals via a link in each day's ISC Daily Highlights email.*

Content:

- Late-breaking science from ISC22.
- Need-to-know news and event coverage, including key events, recommendations from the program chair and CME credit information.
- Snackable takeaways, including "Pearls" from colleagues, social media and blog highlights, Q&As and infographics.
- Articles from each day's daily are also posted on the Conference Coverage Website.

Distribution:

- Delivered to hotel rooms in New Orleans and via distribution ambassadors at the convention center on Feb. 9 and 10.
- The Daily PDF is also posted on the Conference Coverage Website.
- A link to the Daily PDF will also be on AHA's Professional Heart Daily page.

Map Sponsorship includes:

- Full Page ad immediately preceding or adjacent to the floor map.
- Banner ad on the map page.
- Your logo and booth highlighted on the map.

Newsstand Premium Sponsorship:

- Your brand is featured in high-traffic areas on newsstands holding the ISC Stroke Daily News.
- Your company logo and/or product photo goes on the sides and front of official ISC Stroke Daily newsstands.
- Four newsstands are placed throughout the convention center in high-traffic areas.

**If the in-person ISC22 must be canceled, the ISC Stroke Daily News will be sent to all attendees and 220,000+ AHA/ASA members and stroke and cerebrovascular professionals via a link in each day's ISC Daily highlights email. The Daily PDF will also be posted on the Conference Coverage Website, and a link to the PDF will be included on AHA's Professional Heart Daily page. If advertising is specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.*

INSERTION ORDER/SPECS

Newsstand Premium Deadlines

Space reservation deadline: Dec. 8, 2021
 Materials due: Dec. 15, 2021

ISC Stroke Daily News Deadlines

Space reservation deadline: Jan. 5, 2022
 Materials due: Jan. 12, 2022

Rates	
Back Cover	\$10,580
Map Sponsorship	\$9,985
Inside Front Cover	\$9,255
Inside Back Cover	\$8,265
Full Page	\$6,745
Full Page Pl space	\$5,390
Front Page Banner Ad	\$6,500
Junior Page	\$5,390
Junior Page Pl space	\$4,430
Half Page	\$4,725
Quarter Page	\$2,425
Product & Services Showcase Ad	\$1,185
Enhanced Exhibitor Listing	\$295
Newsstand Premium Sponsorship**	\$9,475

**Production cost included.

Icon Key

Traffic-building product



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AHA Mobile Meeting Guide App



Your brand in the hands of all attendees!

Reach: In-person and virtual attendees.

Content: Provides attendees with instant access and search capability to detailed educational sessions, faculty, abstracts, event information, exhibitors, hotels, schedule-planning and mapping functionality to help locate a room or exhibit booth.

Distribution:

- Available for download before, during and after ISC22.
- App is web-based and downloadable for all smartphone platforms and web-enabled devices.

Single Sponsorship	\$25,000
Conference Bag Inserts	\$10,500
Enhanced Exhibitor Listing	\$5,000
Alert Notification	\$3,500

If the in-person ISC22 must be canceled, the Mobile App will be used 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.

INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
Single Sponsorship	Dec. 15, 2021	Jan. 5, 2022
Enhanced Exhibitor Listing	Jan. 7, 2022	Jan. 14, 2022
Conference Bag Insert	Jan. 7, 2022	Jan. 19, 2022
Alert Notification	Jan. 14, 2022	Jan. 21, 2022

Rates	
Single Sponsorship	\$25,000
Conference Bag Inserts (in-person and virtual via the AHA Mobile Meeting Guide App)	\$10,500
Enhanced Exhibitor Listing	\$5,000
Alert Notifications	\$3,500



Attendee Welcome Guide



Attendee welcome publication puts your brand front and center with attendees as they check in to their hotels!

Reach: In-person and virtual attendees.*

Distribution:

- On-site at headquarters hotel front desks

INSERTION ORDER/SPECS

Deadlines
 Space reservation deadline: Jan. 5, 2022
 Materials due: Jan. 12, 2022

Rate
 \$11,500
 Exclusive Opportunity



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- Emailed as a link to all attendees with their virtual log-in credentials.
- Also available on the front page of the Conference Coverage Website.

Content: Information and key details both in-person and virtual attendees need to get their experience at ISC22 off to a great start.

Advertiser receives front cover banner logo recognition and the back cover ad of the printed guide, as well as a 300 x 600 ad on the Attendee Welcome Guide page on the Conference Coverage Website.

**If the in-person ISC22 must be canceled, the Attendee Welcome Guide will still be delivered to all attendees digitally. If advertising is specific to a booth or program, advertisers are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.*



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ISC21 metrics:

- 32,500 page views
- 24,473 unique page views
- 12,415 users
- 16,599 sessions

Conference Coverage Website

NEW PACKAGES FOR 2022!



Run-of-Site Banners include all display ads on the front page, channel pages and all articles pages!

A 24/7 central location for the ISC ePreviews, ISC Daily Highlights and eHighlights, as well as sponsored content and resources. As the push publications are read, each click on an article's "read more" button brings the reader to the Conference Coverage Website.

Ads rotate in all display ad positions throughout the Conference Coverage Website during the entire event cycle.*

Includes the following display ads on the front page and all channel pages:**

- Leaderboard (970 x 90)
- Mobile Leaderboard (300 x 50)
- Vertical (300 x 600)
- Rectangle (300 x 250)

Also includes the only paid ad on all article pages:

- Rectangle (300 x 250)

All advertisers receive 25% SOV.

Reach: 220,000+ AHA/ASA members and stroke and cerebrovascular professionals via a link in ePreviews, ISC Daily Highlights and eHighlights.

Content:

- Scientific breakthroughs and the late-breaking science presented at the conference.
- Information on Learning Studios and Satellite Symposia.
- Hot-button topics, can't-miss sessions and interactive activities.

New Feature for 2022! An Industry Highlights channel will be published on the Conference Coverage Website, which will include a schedule of Industry Programs. All individual Hotel Room Drop supporters will have an "article" related to their insert within this channel labeled "paid advertising content." A link to the Industry Highlights page will be included in each day's ISC Daily Highlights.

**Length of advertiser exposure depends on date of purchase.
** Excludes Podcast Channel (if produced).*

Advertorial Content

Months of exposure!

The Conference Coverage Website will launch in January 2022. You can link your advertorials, programs and resources on this official AHA/ASA branded site in your own promotions long after the event is over!

(Ads and content will remain on the site until the first 2023 ePreview is produced. Length of advertiser exposure is dependent on date of purchase. Ads and content can be removed if requested.)

If the in-person ISC22 must be canceled, the Conference Coverage Website will be used 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.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Jan. 5, 2022
Materials due: Jan. 12, 2022

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

ROS Banner Advertising

ROS Banners (all available display ads on front page, channel pages and article pages)

\$15,000 (four available)

Advertorial Content

Learning Studios \$10,000

Industry Supported Content \$6,500

Front Page Video \$5,000 (one available)

Video upgrade to ePreview or eHighlights \$1,000

Industry Resources \$5,000

The words "Paid Advertisement" will be centered above each digital ad (and advertorial content) in at least 10-point Helvetica (or similar type font)



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Podcast Channel on the Conference Coverage Website



Place your pre-recorded podcast onto the website attendees and non-attendees will use to access all meeting coverage!

Reach: 220,000+ AHA/ASA members and stroke and cerebrovascular professionals via article links in the ISC ePreviews, ISC Daily Highlights and eHighlights.

Content: We'll create a separate channel for industry podcasts. You provide a link to your corporate or branded podcast, and we'll post and promote it on a separate podcast channel.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Dec. 18, 2021
Materials due: Jan. 5, 2022

Rate
\$5,000 each*

**A minimum of three podcasts must be sold into the channel for it to be produced.*

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

The words "Paid Advertisement" will be centered above each digital ad (and advertorial content) in at least 10-point Helvetica (or similar type font)



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AHA TV



- Produced by AHA Leadership and the Science News team, AHA TV will highlight the best moments and top science presented at ISC22.
- AHA TV will stream to screens located in the convention center and in attendee hotel rooms.
- It will also stream to the opening home page of the virtual platform and be promoted throughout the site.
- AHA TV will also be shown on the Professional Heart Daily site.
- Exhibitors can participate in two ways: Advertorial Videos or Exhibitor Clips (see below).

Advertorial Videos:

- Advertorials give sponsors an opportunity to showcase new products or services on AHA TV.
- News crews will film, produce and edit a two- to three-minute video for participating exhibitors.
- Videos will be shown multiple times each day between stories.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Jan. 7, 2022
Materials due: Jan. 19, 2022

Rates

Daily Title Sponsor (exclusive all days) \$40,000

Daily Title Sponsor (per day) \$20,000

Advertorial Videos (per two- to three-minute advertorial) \$5,000

Exhibitor Clips (per 30-second clip) \$750

- Videos will be given to exhibitors post conference for their own marketing use.

Exhibitor Clips:

- On-camera interviews filmed, edited and produced pre-event.
- Exhibitor will receive these files before the event for their own promotional uses.
- Priced per 30-second clip.

