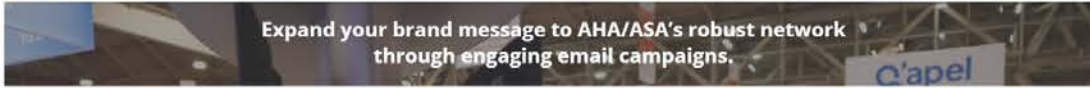


# Email Marketing

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### Icon Key

- Traffic-building product
- Reach all meeting attendees
- Reach all in-person attendees only
- Reach all AHA/ASA Members
- Push product
- Personal delivery
- Lead-generating product
- Product has frequency
- Branding product



## Housing Confirmation Email Package



**Kick off your brand exposure early as attendees book their housing!**

**Reach:** All attendees reserving housing within the International Stroke Conference room block.

**Content:** On-site housing confirmation information for attendees.

**Distribution:** Your banner ad appears on every housing confirmation email delivered to attendees as well as the housing confirmation page of the International Stroke Conference reservation website.

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: Sept. 23, 2022  
Materials due: Sept. 30, 2022

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

#### Rate

\$10,000  
*Exclusive Opportunity*



## Registration Email Package



**Your message reaches all attendees during the registration process!**

**Reach:** All registered attendees – in-person and virtual.

**Content:** Registration confirmation information.

**Distribution:** Sent to all attendees upon registration, and anytime a change is made.

#### Exclusive Opportunity Includes:

- Corporate logo recognition on registration confirmation emails to all registered attendees.
- Banner ad on the registration page during the registration process.
- Corporate logo on voucher distributed with name badges to all professional attendees.

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: Sept. 23, 2022  
Materials due: Sept. 30, 2022

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

#### Rate

\$13,000  
*Exclusive Opportunity*



## Exclusive Exhibitor Emails



**All eyes are on your brand message with an exclusive email to ISC23 attendees!**

Increase the attendance at your program and traffic at your booth with a direct invitation!

**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.

### INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
Pre-ISC23	Dec. 2, 2022	Dec. 9, 2022
During ISC23	Dec. 9, 2022	Dec. 16, 2022
Post-ISC23	Jan. 6, 2023	Jan. 13, 2023

#### Rate

\$12,500  
*Limit one per day during the event, three prior and two post-ISC23.*

**2021 average unique open rate was 42.5%, compared to the health care industry average of 21%.\***



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\*According to HubSpot's email benchmark report, 2021.

## ePreviews



Build early buzz around your booth or program with more than 300,000 AHA/ASA members and stroke and cerebrovascular professionals!

Your message receives broad exposure as members and attendees begin to plan their time at ISC23.

**Reach:** 300,000+ AHA/ASA members and stroke and cerebrovascular professionals in the weeks leading up to the event.

**Content:** Key planning information, industry programming and not-to-miss activities.

### Traffic-Driving Content Ads

- Grow your program or booth attendance with Traffic-Driving Content Ads!
- Invite attendees early so they make a plan to see you on-site.
- Advertiser supplies an article up to 1,000 words for publication in the ePreview.
- Headline (up to 75 characters), company name and a 40- to 250-character article "teaser" will appear in the ePreview, as well as the words "Paid Advertisement."
- Ad links directly to a full article page. *(Advertiser supplies article, image, headline and teaser copy.)*

Link your corporate or product video to your banner ad!



## INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
ePreview #1: Early January	Dec. 9, 2022	Dec. 16, 2022
ePreview #2: Late January	Dec. 22, 2022	Jan. 5, 2023
ePreview #3: Days before ISC23	Jan. 4, 2023	Jan. 11, 2023

### Rates (per issue)

Leaderboard (limit one)	\$3,340
Premium Banner	\$2,890 each
Traffic-Driving Content Ads	\$3,835

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



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## Nursing Symposium ePreview

NEW FOR 2023!



Connect with Nursing Symposium attendees as they plan their time at ISC23!

This targeted ePreview is sent to all registered and prospective attendees for the Nursing Symposium at ISC23.

**Reach:** Up to 150,000 Nursing Symposium registered and prospective attendees just days before the meeting.

**Content:** Highlights of nursing content and events during ISC23.

### Traffic-Driving Content Ads

- Grow your program or booth attendance with Traffic-Driving Content Ads!
- Invite attendees early so they make a plan to see you onsite.
- Advertiser supplies an article up to 1,000 words for publication in the ePreview.
- Headline (up to 75 characters), company name and a 40- to 250-character article "teaser" will appear in the Nursing Symposium ePreview, as well as the words "Paid Advertisement."
- Ad links directly to a full article page. *(Advertiser supplies article, image, headline and teaser copy.)*

Link your corporate or product video to your banner ad!

## INSERTION ORDER/SPECS

**Deadlines**  
Space reservation deadline: Dec. 22, 2022  
Materials due: Jan. 5, 2023

### Rates

Leaderboard (limit one)	\$3,340
Premium Banner	\$2,890
Traffic-Driving Content Ads	\$6,500

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



## Virtual Meeting Platform Log-In Credential Email



Showcase your brand exclusively in this essential email all registered attendees receive!

The Log-In Credential Email is sent to all registered attendees one to two days before the conference, reminding them that the ISC23 virtual environment opens "tomorrow."

## INSERTION ORDER/SPECS

**Deadlines**  
Space reservation deadline: Jan. 6, 2023  
Materials due: Jan. 13, 2023

**Rate**  
\$5,000  
*Exclusive Opportunity*

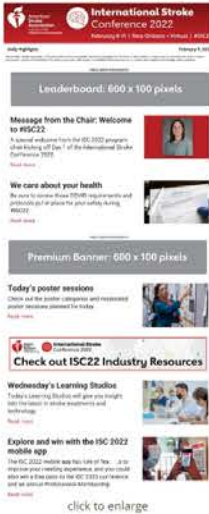


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**Reach:** All registered attendees (on-site attendees also have access to the virtual portion of the meeting).

Exclusive opportunity includes banner ad at the foot of the email with link to supporter's URL.

79,000+ opens in 2022



## ISC Daily Highlights



**Enjoy exclusive exposure when you sponsor this go-to daily attendee email!**

Your brand is front and center in this quick-read email sent each morning of the event.

**Reach:** All in-person and virtual attendees, plus 300,000+ 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. 8, 9 and 10.

74,000+ opens on each ISC Daily Highlights in 2022!

*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. 11, 2023  
Materials due: Jan. 18, 2023

#### Rate

\$12,000 (three available)  
*Exclusive Daily Opportunity*



## eHighlights



**Stay top-of-mind with attendees as they make post-conference decisions!**

Remind AHA/ASA members and meeting attendees to engage with you after the conference.

**Reach:** 300,000+ 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.

#### Traffic-Driving Content Ads

- Drive attendees to your post-meeting content!
- Advertiser supplies an article up to 1,000 words for publication in the eHighlights.
- Headline (up to 75 characters), company name and a 40- to 250-character article "teaser" will appear in the eHighlights, as well as the words "Paid Advertisement."
- Ad links directly to a full article page. (*Advertiser supplies article, image, headline and teaser copy.*)

Link your corporate or product video to your banner ad!

70,000+ opens in 2022!

### INSERTION ORDER/SPECS

#### Deadlines

Space reservation deadline: Jan. 13, 2023  
Materials due: Jan. 20, 2023

#### Rates (per issue)

Leaderboard (limit one)	\$3,340
Premium Banner	\$2,890 each
Traffic-Driving Content Ads	\$3,835

*Minimum ad placements must be achieved for ePreviews to be delivered.*


Spread your message further with year-round advertising in AHA's Professional Heart Daily and Science News. Ask your account manager for details.

Icon Key

 Traffic-building product  
 Lead-generating product

 Reach all meeting attendees  
 Product has frequency

 Reach all in-person attendees only  
 Branding product

 Reach all AHA/ASA Members

 Push product

 Personal delivery

*If the in-person ISC23 must be canceled, all email products will 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.*