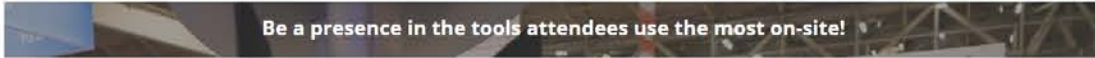


Meeting News and Navigation

PRINT THIS PAGE



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



click to enlarge

AHA Mobile Meeting Guide App



Feature your brand on the app attendees use to schedule their day!

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 ISC23.
- App is web-based and downloadable for all smartphone platforms and web-enabled devices.

3,000+ downloads in 2022!

- Single Sponsorship
- Conference Bag Inserts
- Enhanced Exhibitor Listing
- Alert Notification

*If the in-person ISC23 must be canceled, the AHA Mobile Meeting Guide 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	Nov. 18, 2022	Dec. 2, 2022
Alert Notification	Jan. 6, 2023	Jan. 20, 2023
Conference Bag Insert	Jan. 6, 2023	Jan. 13, 2023
Enhanced Exhibitor Listing	Jan. 6, 2023	Jan. 13, 2023

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



click to enlarge

ASAtv



A streaming meeting news broadcast

- Showcase your brand to all attendees in an engaging and dynamic way.
- Produced by AHA/ASA Leadership and the Science News team, ASAtv will highlight the best moments and top science presented at ISC23.
- ASAtv will be distributed via several touchpoints throughout the conference, both in-person and on the virtual platform.
- Exhibitors can participate in four ways: Daily Title Sponsor, Advertorial Videos, Commercial Break Upgrades or Exhibitor Clips (see below).

Daily Title Sponsor

Daily videos are a highlight of the day's event.

Sponsor Recognition Includes:

- Sponsor's watermark displayed throughout the ASAtv Daily Videos.
- Sponsor's logo in the opening animation of the Daily Videos.
- Insertion of a sponsor-provided commercial of up to 30 seconds each day of sponsorship.
- Recognition in the following (provided sponsorship has been secured by publication date):
 - One ePreview
 - Daily Newspaper
 - Conference website

Advertorial Videos

View an example

- Advertorials give sponsors an opportunity to showcase new products or services on ASAtv.

INSERTION ORDER/SPECS

Deadlines	Space Reservation Deadline	Materials Due
Daily Title Sponsor	Nov. 18, 2022	Dec. 2, 2022
Advertorial Video and Commercial Break	Dec. 22, 2022	Jan. 13, 2023
Exhibitor Clip	Jan. 6, 2023	Jan. 13, 2023

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
Commercial Break Upgrade	\$2,000
Exhibitor Clips (per 30-second clip)	\$750

- News crews will film, produce and edit a two- to three-minute video for participating exhibitors.
- The videos will then be shown multiple times each day between stories.
- Videos will also be given to exhibitors for their own marketing use.

Commercial Break Upgrades

Advertisers purchasing Digital Signage can also place those same commercials on ASA TV for an upgrade fee.

Exhibitor Clips

View an example

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



click to enlarge

ISC Stroke Daily News



Huge visibility for your message every day of the meeting!

Live coverage of ISC23 is delivered to hotel rooms in Dallas and via distribution ambassadors at the convention center on Feb. 8 and 9, 2023.

Reach: In-person and virtual attendees plus more than 300,000 AHA/ASA members and stroke and cerebrovascular professionals via a link in each day's ISC Daily Highlights email.*

Content:

- Late-breaking science from ISC23.
- 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 attendee hotel room doors at the main conference hotels and also personally handed to attendees as they enter the convention center.
- A PDF version of the ISC Stroke Daily News is also posted to the Conference Coverage Website and the Professional Heart Daily website.

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 ISC23 must be canceled, the ISC Stroke Daily News will be sent to all attendees and 300,000+ AHA/ASA members and stroke and cerebrovascular professionals as 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. 5, 2022
Materials due: Dec. 12, 2022

ISC Stroke Daily News Deadlines

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

Rates (includes both issues)

Back Cover	\$10,580
Map Sponsorship	\$9,985
Inside Front Cover	\$9,255
Inside Back Cover	\$8,265
Full Page	\$6,745
Full Page PI space	\$5,390
Front Page Banner Ad	\$6,500
Junior Page	\$5,390
Junior Page PI 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



click to enlarge

Conference Coverage Website



ROS packages provide major exposure on the 24/7 central location for conference coverage!

The Conference Coverage Website is the home for the ISC ePreviews, ISC Daily Highlights and eHighlights, as well as sponsored content. As the push publications are read, each click on an article's "read more" button brings the reader to the Conference Coverage Website. An extensive retargeting campaign also drives attendees, members and other professionals to the site.

View the Conference Coverage Website

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

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

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

Leaderboard and rectangle ads also appear on all article pages.

ROS ads on the Industry Highlights channel populate with content level.

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Dec. 9, 2022
Materials due: Dec. 16, 2022

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

Rates

ROS Banners (all available display ads on the home page and channel pages)	\$15,000 (four available)
Interesting Stories	\$6,500
Featured Exhibitors	\$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).

- 21,180 page views
- 18,190 unique page views
- 9,881 users
- 13,723 sessions

Data collected Jan. 20-March 1, 2022.

Four advertisers receive at least 25% SOV.

Featured Exhibitors

- Be a Featured Exhibitor on the Conference Coverage Website.
- All participants will have their logos listed in the Featured Exhibitor channel.
- Users who click on your logo will be taken to your company page with press releases, videos, product information and a request-for-information form. (See example.)
- Featured Exhibitors will be promoted in ePreviews and eHighlights and on the Conference Coverage Website.
- Months of exposure for your message!

A minimum number of Featured Exhibitors must be achieved in order for the channel to be created.

Interesting Stories

- Six native ad spots are available in a prominent position on the home page, titled "Interesting Stories." (See mockup.)
- Advertiser content can be (or include) white papers, videos or any other content you wish to share with readers.
- The Interesting Stories block will feature each advertiser's company name, image and headline.
- Each Interesting Story will rotate up and down the block, but also into a prominent standalone position on the home page, which will add a larger image and a story "teaser" to the above.
- Your Interesting Story links to your content of up to 1,000 words with a large hero image.
- The Interesting Stories block also appears on nearly all article pages.

Reach: 300,000+ 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.

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 dependent on date of purchase.*

Months of exposure!

The Conference Coverage Website will launch in January 2023. 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 2024 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 ISC23 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.



click to enlarge

Attendee Welcome Guide



Your message greets attendees first as they arrive at their hotels!

Reach: In-person and virtual attendees.*

Distribution:

- On-site at headquarter hotel front desks.
- Emailed as a link to all attendees with the final ePreview, sent days before the meeting.
- 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 ISC23 off to a great start.

Advertiser receives front cover banner logo recognition and the back cover ad of the printed guide, as well as front page branded exposure on the Conference Coverage Website.

**If the in-person ISC23 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.*

INSERTION ORDER/SPECS

Deadlines

Space reservation deadline: Jan. 3, 2023
Materials due: Jan. 10, 2023

Rate

\$11,500
Exclusive Opportunity



Conference Bag Inserts



Include your booth or program invitation in the official ISC23 conference bag!

Reach: Advertiser-supplied inserts in the conference bag handed to in-person attendees and accessible for all attendees via the AHA Mobile Meeting Guide App.

Distribution: Distributed to professional attendees at registration.

INSERTION ORDER/SPECS

Deadlines

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

Rate

\$10,500 per insert



click to enlarge

Distribution: Distributed to professional attendees at registration.

Limit five advertiser-supplied inserts.

Content:

- Booth announcements and demo schedules
- Promotional materials
- Industry program invitations
- Product samples *(Dependent on association policies. Contact your account manager for details.)*

Reach 400,000+ AHA/ASA members and cerebrovascular professionals year-round with messaging in Professional Heart Daily and Science News. Ask about your AHA/ASA exhibitor discount!

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

If the in-person ISC23 must be canceled, AHA/ASA and Ascend Media will transition advertisers to options of equal value and exposure. Advertisers preparing materials specific to a booth or program are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.

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).

All rates are net. No agency discounts apply. Cancellations are nonrefundable.

All quantities are based on projected attendance and room blocks.