

Email Marketing

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eHighlights

59,000+ total opens in 2023!

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.

Leaderboard and Premium Banner details

Traffic-Driving Content Ad details

INSERTION ORDER/SPECS

Deadlines

Space reservation: Jan. 17, 2025
Materials due: Jan. 24, 2025

Rates (per issue)

Leaderboard (limit one)	\$3,505
Premium Banner	\$3,035 each
Traffic-Driving Content Ads	\$4,025 each

Minimum ad placements must be achieved for eHighlights to be sent.



ePreviews

62,000 average total opens in 2023!

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 ISC25.

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.

Leaderboard and Premium Banner details

Traffic-Driving Content Ad details

INSERTION ORDER/SPECS

Deadlines	Space Reservation	Materials Due
ePreview #1: Early January	Dec. 6, 2024	Dec. 13, 2024
ePreview #2: Late January	Dec. 13, 2024	Dec. 20, 2024
ePreview #3: Days before ISC25	Jan. 7, 2025	Jan. 14, 2025

Rates (per issue)

Leaderboard (limit one)	\$3,505
Premium Banner	\$3,035 each
Traffic-Driving Content Ads	\$4,025 each

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

Check out the High-Performance Ad/ePreview Bundles!
(Click for more information)



click to enlarge

57% average total open rate in 2023!

All eyes are on your brand message with an exclusive email to ISC25 attendees!

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

Reach: Your message is emailed exclusively to registered attendees. 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.

Include a calendar link to get your program or event on attendee schedules

Deadlines	Space Reservation	Materials Due
Pre-ISC	Nov. 27, 2024	Dec. 4, 2024
During ISC	Dec. 6, 2024	Dec. 13, 2024
Post-ISC	Jan. 7, 2025	Jan. 14, 2025

Rate
\$12,500
Limit one per day during the event, three prior and two post-ISC25.



click to enlarge

Housing Confirmation Email Package

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

Reach: Attendees reserving housing within the International Stroke Conference room block.

Content: On-site housing confirmation information for attendees.

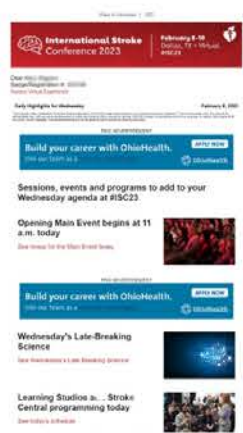
Distribution: Your banner ad appears on housing confirmation emails sent to attendees as well as the housing confirmation page of the International Stroke Conference reservation website.

INSERTION ORDER/SPECS

Deadlines
Space reservation: July 18, 2024
Materials due: July 25, 2024

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

Rate
\$13,500
Exclusive Opportunity



click to enlarge

ISC Morning Agenda

53,000+ total opens of each email in 2023!

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: ISC25 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 Morning Agenda emails are sent on Feb. 5, 6 and 7, 2025.

INSERTION ORDER/SPECS

Deadlines
Space reservation: Jan. 14, 2025
Materials due: Jan. 21, 2025

Rate
\$12,600 (three available)
Exclusive Daily Opportunity



click to enlarge

Nursing Symposium ePreview

Connect with Nursing Symposium attendees as they plan their time at ISC25!

This targeted ePreview is sent to registered and prospective attendees for the Nursing Symposium at ISC25.

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

Content: Highlights of nursing content and events during ISC25.

Leaderboard and Premium Banner details +

Traffic-Driving Content Ad details +

INSERTION ORDER/SPECS

Deadlines
Space reservation: Dec. 13, 2024
Materials due: Dec. 30, 2024

Rates	
Leaderboard (limit one)	\$3,505
Premium Banner	\$3,035 each
Traffic-Driving Content Ads	\$4,025 each

Minimum ad placements must be achieved for ePreview to be sent.



Registration Email Package

Your message reaches attendees during the registration process!

Reach: Registered attendees.

Content: Registration confirmation information.

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

Exclusive Opportunity Includes:

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

INSERTION ORDER/SPECS

Deadlines

Space reservation: July 18, 2024
Materials due: July 25, 2024

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

Rate

\$13,500
Exclusive Opportunity

Professional Heart Daily and Science News
PROFESSIONAL HEART DAILY AND SCIENCE NEWS

Spread your message further with year-round advertising!
Click for more information.

Ask about your AHA/ASA exhibitor discount!

ISC25 is planned as an in-person meeting in Los Angeles. If the meeting must be canceled or converted to virtual, the American Heart Association/American Stroke Association 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.

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 herein are based on projected attendance and association membership numbers and, in some cases, projected non-member professionals, and are therefore not guaranteed.