2022 MEDIA KIT

AHA DIGITAL ADVERTISING OPPORTUNITIES

- Professional Heart Daily
- Science News
- Custom Webinars

ACCOUNT MANAGERS

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Overview

Professional Heart Daily and Science News are award-winning providers of resources for cardiovascular and stroke clinicians and scientists. Our custom webinars deliver a valuable lead-generation opportunity.

**PROFESSIONAL HEART DAILY**

professional.heart.org

- 1.8 million unique visitors per year*
- 6.2 million pageviews per year*

**SCIENCE NEWS**

Award-winning e-newsletter

- More than 17 million emails delivered in 2021*
- Timely, detailed coverage of breaking news and conferences
- Weekly edition is broadly distributed
- Conference editions are available for more targeted messaging

**WEBINARS**

Generate leads for your company

- 60-minute time slot for your content
- Includes full list of registrants and attendees

**YEAR-ROUND VISIBILITY TO:**

- AHA members and cardiovascular and stroke clinicians and scientists.
- Participants in the AHA Scientific Councils and the online communities that address cardiovascular and stroke clinical and research specialties
- Participants in the Fellow of AHA (FAHA) and Fellows in Training (FIT) programs
- Attendees and awardees at all AHA Scientific Meetings
- Participants in AHA’s online Lifelong Learning community
- Participants in the AHA Mentoring for Professionals program
- AHA-funded researchers, journal reviewers and authors, guidelines and statements reviewers and authors, and much more

**CONTACT YOUR ACCOUNT MANAGER:**

Bridget Blaney  
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* Google Analytics, Jan. 1-Dec. 31, 2021  ** Exact Target, Jan. 1-Dec. 31, 2021
Website Advertising | Rates & Specifications

Professional Heart Daily provides users year-round access to the latest science, research, journals, lifelong learning courses, and the many opportunities available to AHA cardiovascular and stroke professionals. Advertise today and start promoting your product and service solutions to thousands of cardiovascular and stroke clinicians and scientists.

PROFESSIONAL.HEART.ORG

KEY METRICS
- 150,000 average users/month
- 513,000 average pageviews/month
- 231,000 average sessions/month

DEVICES
- Desktop: 75%
- Mobile: 26%
- Tablet: 8.7%

Source: Google Analytics, Jan. 1-Dec. 31, 2021

Monthly Frequency Rates

<table>
<thead>
<tr>
<th>Ads Format</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>Desktop</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>$6,500</td>
<td>$5,850</td>
<td>$5,265</td>
<td>$4,739</td>
<td>728 x 90</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Square Ad</td>
<td>$3,500</td>
<td>$3,150</td>
<td>$2,835</td>
<td>$2,552</td>
<td>250 x 250</td>
<td>250 x 250</td>
</tr>
</tbody>
</table>

Up to four advertisers rotate in each position. $150 change-out fee applies for each ad materials change-out requested.

AHA exhibitors receive a 20% discount on Professional Heart Daily website advertising.

Ad Specifications & Policy
AHA accepts jpg, png and gif files under 40 KB. Please submit web-ready artwork 21 business days prior to campaign start date to Andrea Johnson at ajohnson@ascendmedia.com. All ads must adhere to AHA’s Advertising Policy: professional.heart.org/advertisingpolicy
Science News


Science News is sent when AHA journal articles, association statements, guidelines and other important science need to be disseminated. AHA Science and Medicine advisors dictate the specific communities and councils to receive each issue. Distribution is U.S. only.

KEY METRICS

- 46 issues in 2021
- 1,098,658 total emails delivered
- 23,884 emails delivered (average per email)
- 48% average total open rate
- 6.19% average click-through rate

Source: Exact Target, Jan. 25-Nov. 11, 2021

Position | Annual Rate | Size
--- | --- | ---
Banner Ad | $25,000 (limit three advertisers per year) | 650 x 90

That’s just $543 per issue!*  

Specific number of issues or circulation is not guaranteed. 2021 metrics represent a typical year.

*Based on 2021’s 46 issues.

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Science News: Weekly Edition

The Science News weekly edition is delivered every Wednesday to U.S. subscribers. Content includes top stories for the week as published in Professional Heart Daily, recommended related content, and opportunities for readers to get involved in AHA initiatives. Distribution is U.S. only.

<table>
<thead>
<tr>
<th>Position</th>
<th>Monthly Rate</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner 1</td>
<td>$5,000</td>
<td>650 x 90</td>
</tr>
<tr>
<td>Banner 2</td>
<td>$4,500</td>
<td>650 x 90</td>
</tr>
<tr>
<td>Banner 3</td>
<td>$4,000</td>
<td>650 x 90</td>
</tr>
</tbody>
</table>

Includes your ad in all issues in calendar month, plus the bonus distribution issues in that month (see below). Science News is not delivered the week of Christmas.

KEY METRICS

• Average circulation: 300,000+
• Average open rate: 13.9%
• Average click-through rate: 1.3%

Source: Exact Target, Jan. 1-Dec. 31, 2021

Conference Bonus Distribution

In addition to the weekly editions of Science News Weekly, your message also targets professional attendees at cardiovascular and stroke conferences with these additional bonus issues.*

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
<th>Bonus Issues</th>
<th>2022 Meeting Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>International Stroke Conference</td>
<td>3</td>
<td>Feb. 9-11</td>
</tr>
<tr>
<td>March</td>
<td>EPI</td>
<td>Lifestyle</td>
<td>2</td>
</tr>
<tr>
<td>April</td>
<td>American College of Cardiology Conference</td>
<td>3</td>
<td>April 2-4</td>
</tr>
<tr>
<td>May</td>
<td>Vascular Discovery</td>
<td>3</td>
<td>May 12-14</td>
</tr>
<tr>
<td>May</td>
<td>QCOR</td>
<td>2</td>
<td>May 13-14</td>
</tr>
<tr>
<td>July</td>
<td>BCVS</td>
<td>3</td>
<td>July 25-27</td>
</tr>
<tr>
<td>August</td>
<td>European Society of Cardiology Congress</td>
<td>4</td>
<td>Aug. 26-29</td>
</tr>
<tr>
<td>September</td>
<td>Hypertension</td>
<td>3</td>
<td>Sept. 7-10</td>
</tr>
<tr>
<td>November</td>
<td>ReSS</td>
<td>3</td>
<td>Nov. 4-6</td>
</tr>
<tr>
<td>November</td>
<td>Scientific Sessions</td>
<td>3</td>
<td>Nov. 5-7</td>
</tr>
</tbody>
</table>

*Circulation: 300,000+ each week!

*If an event date falls on a Wednesday (the day each week when Science News Weekly is distributed), there will not be an additional conference issue on that day.

A separate set of ad materials for meeting issues is allowed for a $150 change out fee.

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Custom Webinars

Establish your organization as an industry thought leader by sponsoring a webinar! You provide the content and subject matter experts and we’ll manage the entire process from start to finish, including marketing and hosting. There’s no better way to generate leads and grab the attention of industry professionals who need your products and services.

Your webinar sponsorship includes:
- 60-minute time slot
- Hosting services, including practical rehearsal
- Live organizer during the webinar

Rates
Live webinar: $40,000
Prerecorded webinar with live Q&A: $40,000
Prerecorded webinar with no Q&A: $30,000
Webinar rebroadcast: $15,000

* A two-month period is needed from contract signing to webinar execution for AHA review, marketing, rehearsals, etc.
* Webinars may not be held during the 10 days surrounding any AHA conference.

Pre-webinar
- One-month banner advertising in Science News weekly edition promoting the webinar to 300,000+ subscribers
- Sponsored Content advertising in one issue of Science News weekly edition (exclusively available to webinar sponsors)
- Recognition on AHA’s Meetings social media platforms, including Facebook and and Twitter the two weeks before the webinar
- One ROS Square Ad (250 x 250) for one month before the webinar on Professional Heart Daily

During webinar
- Opportunity to conduct live polls and Q&As through webinar platform

Post-webinar
- Recording of live webinar
- Full list of registrants and attendees (including contact information and titles)

AHA Webinar Policy
Webinars must be educational in nature. Content and materials are subject to AHA approval and must adhere to AHA’s Advertising Policy: professional.heart.org/advertisingpolicy. Please contact your account manager for full advertising policies and more detailed information on webinars.

KEY METRICS
Webinars in 2021 averaged 191 registrations each.
Source: AHA registration data.

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