



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

* Google Analytics, Jan. 1-Dec. 31, 2021 | ** Exact Target, Jan. 1-Dec. 31, 2021

CONTACT YOUR ACCOUNT MANAGER:

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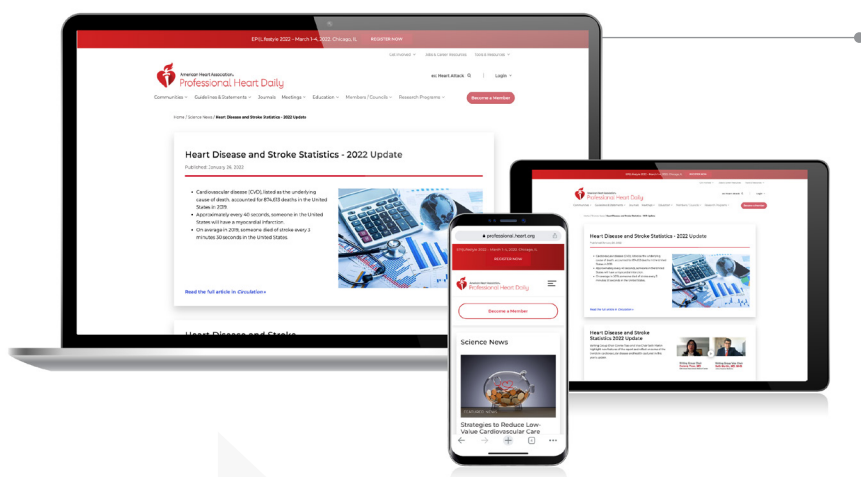
American Heart Association®

Professional Heart Daily

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: .87%

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

Ads rotate through the home page, five channel pages, 37 sub-pages and more than 1,000 content pages

Monthly Frequency Rates	1X	3X	6X	12X	Desktop	Mobile
Banner Ad	\$6,500	\$5,850	\$5,265	\$4,739	728 x 90	300 x 250
Square Ad	\$3,500	\$3,150	\$2,835	\$2,552	250 x 250	250 x 250

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




American Heart Association® Science News

Science News


Trusted by a loyal audience of U.S. cardiovascular and stroke professionals, **Science News** covers breaking news and offers authoritative clinical guidance.



American Heart Association®
Science News




Just Published | Scientific Statement | March 7, 2022



Cardio-Oncology Drug Interactions

Potential drug interactions are of particular concern for patients requiring both cancer and cardiovascular (CV) therapies. Drug interactions may be beneficial or detrimental to the desired therapeutic effect, and therefore clinicians need to be aware of interactions that may reduce the efficacy or safety of drug therapies for these patients. This scientific statement provides clinicians with an overview of pharmacodynamic and pharmacokinetic drug-drug interactions in patients with cancer exposed to common CV and cancer medications, and offers guidance regarding dose adjustment or alternative therapies to assure safe and effective medication use.


[View supporting materials](#)



Follow the guidelines to treat aortic stenosis

Monthly Medication is the national sponsor of American Heart Association's Target Aortic Stenosis.

heart.org/TargetAS



Recommended

[Recognition, Prevention, and Management of Arrhythmias and Autonomic Disorders in Cardio-Oncology](#)

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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American Heart Association® Science News

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.

American Heart Association® Science News

Racial disparities persist as PE mortality increases

Pulmonary embolism (PE) is the third most common cause of cardiovascular death after MI and stroke. A JAMA article indicates racial and geographic disparities have persisted as PE mortality increased over the past decade. Authors call for identifying underlying drivers of these trends to mitigate the burden of PE, particularly in premature, preventable deaths in younger adults.

[Get the details](#)

Heart failure risk, treatment complexity in Black patients

A Circulation: Heart Failure article describes the complex interplay of factors that influence racial disparities in HF incidence, prevalence, and disease severity. Eliminating the disparities requires greater knowledge of determinants of differences in disease burden, differences in response to treatment, and concentrated efforts to improve contextual factors affecting patient behaviors and clinical outcomes.

[Read the article](#)

How built environment strategies can get people moving

Strategies proven to improve land use, environmental design, and transportation systems, if implemented more widely, could increase physical activity in the U.S., where only 28% of adolescents and 54% of adults now reach recommended activity levels. A Science Advisory in Circulation describes built environment strategies and details evidence on their effectiveness in increasing physical activity.

[Access the advisory](#)

COVID-19 Compendium for Professionals: Guidance and Resources

Position	Monthly Rate	Size
Banner 1	\$5,000	650 x 90
Banner 2	\$4,500	650 x 90
Banner 3	\$4,000	650 x 90

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

**Circulation:
300,000+
each week!**

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.*

Month	Event	Bonus Issues	2022 Meeting Dates
February	International Stroke Conference	3	Feb. 9-11
March	EPI Lifestyle	2	March 1-4
April	American College of Cardiology Conference	3	April 2-4
May	Vascular Discovery	3	May 12-14
May	QCOR	2	May 13-14
July	BCVS	3	July 25-27
August	European Society of Cardiology Congress	4	Aug. 26-29
September	Hypertension	3	Sept. 7-10
November	ReSS	3	Nov. 4-6
November	Scientific Sessions	3	Nov. 5-7

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*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.

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.*



KEY METRICS

Webinars in 2021 averaged
191 registrations each.

Source: AHA registration data.

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.

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