2023 MEDIA KIT

AHA DIGITAL ADVERTISING OPPORTUNITIES

- Professional Heart Daily
- Science News
- Custom Webinars

ACCOUNT MANAGERS

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AHA DIGITAL ADVERTISING OPPORTUNITIES

- Professional Heart Daily
- Science News
- Custom Webinars
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


[Website]

¥ 3.2 million unique visitors per year*
¥ 13 million pageviews per year*

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

SCIENCE NEWS

Award-winning e-newsletter

¥ More than 15 million emails delivered in 2022**
¥ Timely, detailed coverage of breaking news and conferences
¥ Weekly edition is broadly distributed
¥ Conference editions are available for more targeted messaging

CONTACT YOUR ACCOUNT MANAGER:

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* Google Analytics, Jan. 1, 2022-Dec 31, 2022
** Exact Target, Jan. 1 - Dec. 15, 2022
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.

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**PROFESSIONAL.HEART.ORG**

**KEY METRICS**
- 271,000 average users/month
- 1,080,000 average pageviews/month
- 416,000 average sessions/month

**DEVICES**
- Desktop: 53%
- Mobile: 45%
- Tablet: 2%

*Source: Google Analytics, Jan. 1, 2022-Dec. 31, 2022*

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**Monthly Frequency Rates**

<table>
<thead>
<tr>
<th></th>
<th>Desktop</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1X</strong></td>
<td>728 x 90</td>
<td>300 x 250</td>
</tr>
<tr>
<td><strong>3X</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>6X</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>12X</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Banner Ad</strong></td>
<td>$6,500</td>
<td>$5,850</td>
</tr>
<tr>
<td><strong>Square Ad</strong></td>
<td>$3,500</td>
<td>$3,150</td>
</tr>
</tbody>
</table>

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

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

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**Ad Specifications & Policy**

AHA accepts jpg, png and gif files under 40 KB. Please submit web-ready artwork 14 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](http://professional.heart.org/advertisingpolicy). See page 7 for more information and specifications.
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

- 48 issues in 2022
- 692,928 total emails delivered
- 52% average total open rate

Source: Exact Target, Jan. 10-Dec. 15, 2022

<table>
<thead>
<tr>
<th>Position</th>
<th>Annual Rate</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>$15,000 (limit three advertisers per year)</td>
<td>650 x 90</td>
</tr>
</tbody>
</table>

That’s just $313 per issue!*  

That’s just $313 per issue!*

Specific number of issues or circulation is not guaranteed. 2022 metrics represent a typical year.

*Based on 2022’s 48 issues.
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 last two weeks of December.

**KEY METRICS**

- Average circulation: 300,000+
- Average open rate: 37%

Source: Exact Target, Jan. 5-Dec. 14, 2022

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 additional bonus issues.*

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
<th>2023 Meeting Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>International Stroke Conference</td>
<td>Feb. 8-10</td>
</tr>
<tr>
<td>February/</td>
<td>EPI</td>
<td>Lifestyle</td>
</tr>
<tr>
<td>March</td>
<td></td>
<td>March 3</td>
</tr>
<tr>
<td>March</td>
<td>American College of Cardiology</td>
<td>March 4-6</td>
</tr>
<tr>
<td>May</td>
<td>Vascular Discovery: From Genes to Medicine</td>
<td>May 10-13</td>
</tr>
<tr>
<td>July/August</td>
<td>BCVS</td>
<td>July 31-Aug. 3</td>
</tr>
<tr>
<td>August</td>
<td>European Society of Cardiology</td>
<td>Aug. 25-28</td>
</tr>
<tr>
<td>September</td>
<td>Hypertension</td>
<td>Sept. 7-10</td>
</tr>
<tr>
<td>November</td>
<td>Scientific Sessions</td>
<td>Nov. 11-13</td>
</tr>
</tbody>
</table>

*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.

Circulation: 300,000+ each week!

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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 Twitter account 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](http://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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Ad Positions

Professional Heart Daily

Ad Sizes

- Banner Ad: 728x90 and 300x250 pixels
- Square Ad: 250x250 pixels

Specifications

- Banner and Square Ad must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted.)
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of the American Heart Association.
- The maximum ad file size is 100kb–125kb.

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Ad Positions

Science News

Hypertension in Patients Treated With In-Center Maintenance Hemodialysis

The majority of patients undergoing treatment for in-center maintenance hemodialysis due to kidney failure also have hypertension (HTN), a significant but modifiable risk factor for cardiovascular disease (CVD). However, the pathophysiology of HTN in patients treated with maintenance hemodialysis has multiple causes distinct from those seen in other hypertensive populations and requires different treatment approaches. This scientific statement reviews the current evidence on defining, diagnosing, and treating HTN in patients treated with maintenance hemodialysis and highlights opportunities for future investigation, including studies on blood pressure targets and treatment strategies. Better assessment and management of hypertension in these patients could significantly improve cardiovascular outcomes for the almost 500,000 American receiving in-center hemodialysis each year.

View supporting materials

Recommended

2017 Hypertension Clinical Guidelines
Cardiovascular Effects of Home Dialysis Therapies
Heart Disease and Stroke Statistics - 2023 Update

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Science News Weekly

Banner Ad 1: 650x90 pixels

Hypertension Risk and Workplace Discrimination

Discrimination is known to play a role in cardiovascular disease (CVD), and although recent research has shown a link between workplace discrimination and depression, not much work has been done on the role of workplace discrimination and CVD. Researchers publishing in JAMA, analyzed data from MEDIUS (Midlife in the United States), a prospective national survey that collects data on well-being at midlife, and found that high levels of perceived unapologetic discrimination were associated with a significantly elevated risk of hypertension independent of other health-related factors. The results suggest that clinicians should raise the possibility of workplace discrimination as a potential CVD risk factor with their patients, and that interventions to minimize the impact of workplace discrimination could be developed as a strategy for improving CV outcomes for working Americans.

Learn more

Recommended

2021 Dietary Guidance to Improve Cardiovascular Health
2019 CVD Primary Prevention Guideline
Cardiovascular Effects of Home Dialysis Therapies

Banner Ad 2: 650x90 pixels

Get Involved

Vascular Discovery 2023 | May 10-11, Boston, MA
BCV3 2023 | July 28-August 3, Boston, MA
Hypertension 2023 | September 7-10, Boston, MA

Banner Ad 3: 650x90 pixels