



American
Heart
Association®

2021 MEDIA KIT

AHA DIGITAL ADVERTISING OPPORTUNITIES

- Professional Heart Daily
- Science News
- Custom Webinars

SALES REP

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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

- 1.6 million unique visitors per year*
- 6.8 million pageviews per year*



SCIENCE NEWS *Award-winning e-newsletter*

- 793,000 emails delivered in one year**
- 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:

- 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, 7/1/19 to 6/30/20 | ** Exact Target, 7/1/19 to 6/30/20

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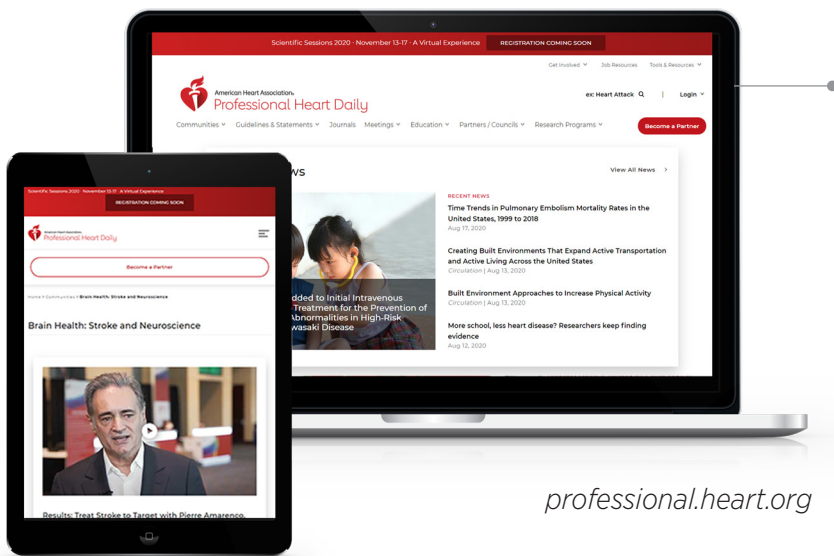


American Heart Association®

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 professional partners. Advertise today and start promoting your product and service solutions to thousands of cardiovascular and stroke clinicians and scientists around the world.



professional.heart.org

KEY METRICS

- 137,000 average unique users/month
- 565,000 average pageviews/month
- Session duration average 2:27

DEVICES

- Desktop: 83%
- Mobile: 15%
- Tablet: 2%

Source: Google Analytics, 7/1/19 to 6/30/20

Ad Position	Desktop	Mobile	Rate*
Homepage Leaderboard	728 x 90	300 x 250	\$110 CPM
Homepage Banner	250 x 250	250 x 250	\$110 CPM
ROS Leaderboard	728 x 90	300 x 250	\$100 CPM
ROS Banner	250 x 250	250 x 250	\$100 CPM
Meetings Leaderboard [^]	728 x 90	300 x 250	\$100 CPM
Meetings Banner [^]	250 x 250	250 x 250	\$100 CPM

*Minimum purchase of 50,000 impressions is required.

[^]You must be an AHA exhibitor to advertise in the meetings zone.

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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 Karli Gillespie at kgillespie@smithbucklin.com. All ads must adhere to AHA's Advertising Policy: professional.heart.org/advertisingpolicy





E-newsletter Advertising | Rates & Specifications

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



Science News - Weekly Edition

KEY METRICS (WEEKLY EDITION)

- Average circulation: 400,000
- Average open rate: 13.1%
- Average click to open rate: 6.7%

Source: Exact Target, 7/1/19 to 6/30/20

Science News

Issues of **Science News** are customized to reach professionals with a self-identified interest in the topic(s) covered. You can become the exclusive sponsor of this set of newsletters and reach a large, actively engaged audience of readers. More than 793,000 emails were delivered in 2019 alone.

Ad Placement	Rate Per Year
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Exclusive Sponsor (650 x 90)	\$10,000
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Science News - Weekly Edition

The **Science News** weekly edition will be delivered every Wednesday to 435,000 subscribers. Content will include top stories for the week as published in **Professional Heart Daily**, recommended related content, and opportunities for readers to get involved in AHA initiatives.

Ad Placement	Rate Per Week
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Banner 1 (650 x 90)	\$3,750
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Banner 2 (650 x 90)	\$3,625
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Banner 3 (650 x 90)	\$3,500
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*Rates are weekly. Minimum buy of two weeks.

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Conference Editions | Rates & Specifications

Target conference goers and partner-subscribers associated with a particular cardiovascular specialty or interest with the conference editions of **Science News**. Issues may contain coverage of exclusive interviews, late-breaking news, and other noteworthy insights into the science presented at the **International Stroke Conference**, **Scientific Sessions**, and AHA's **Specialty Conferences**.



American Stroke Association
International Stroke Conference

Circulation: 10,000[^]

Issue Dates: February 10-12

KEY METRICS

- Average circulation: 10,600
- Average open rate: 14%
- Average click to open rate: 5%

Source: Exact Target, 2020 International Stroke Conference Science News

Ad Placement	Rate for All Issues*
Banner 1 (650 x 90)	\$4,500
Banner 2 (650 x 90)	\$4,375
Banner 3 (650 x 90)	\$4,250

[^]February 19 issue is sent to AHA's entire mailing list of 428,000.

*Rate includes all four issues.



American Heart Association®
Scientific Sessions

Circulation: 428,000

Issue Dates: November 13-17

KEY METRICS

- Average circulation: 428,000
- Average open rate: 14%
- Average click to open rate: 7%

Source: Exact Target, 2020 Scientific Sessions Science News

Ad Placement	Rate Per Issue*
Banner 1 (650 x 90)	\$3,750
Banner 2 (650 x 90)	\$3,625
Banner 3 (650 x 90)	\$3,500

*Rate includes one issue.

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Specialty Conference Editions | Rates & Specifications

	EPI Lifestyle	Vascular Discovery	QCOR	BCVS	Hypertension	Resuscitation Science Symposium
Circulation	9,100 [^]	3,900 [^]	9,500	6,200 [^]	9,500	6,000
Issue Dates	March 2-5	TBD	May 14-15	TBD	TBD	Nov. 13-14
Ad Placement & Rates*						
Banner 1	\$3,750	\$3,750	\$1,300	\$3,750	\$1,950	\$1,300
Banner 2	\$3,625	\$3,625	\$1,200	\$3,625	\$1,800	\$1,200
Banner 3	\$3,500	\$3,500	\$1,100	\$3,500	\$1,650	\$1,100

[^]One issue is sent to AHA's entire mailing list of 428,000.

*Rate includes all issues dates for the selected conference. Banners are 650 x 90 pixels.

AHA Coverage of Other Industry Events | Rates & Specifications

ACC's Annual Scientific Session & Expo

Circulation: 428,000

Issue Dates: March 20-22

Ad Placement	Rate Per Issue*
Banner 1 (650 x 90)	\$2,750
Banner 2 (650 x 90)	\$2,625
Banner 3 (650 x 90)	\$2,500

*Rate includes one issue.

European Society of Cardiology Congress

Circulation: 430,000

Issue Dates: August 28-31

Ad Placement	Rate Per Issue*
Banner 1 (650 x 90)	\$2,750
Banner 2 (650 x 90)	\$2,625
Banner 3 (650 x 90)	\$2,500

*Rate includes one issue.

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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, hosting and moderating. 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

Pre-webinar

- Banner advertising in Science News weekly edition promoting the webinar to 435,000+ subscribers
- Sponsored Content advertising in Science News weekly edition (*exclusively available to webinar sponsors*)
- Recognition on AHA's Meetings social media platforms, including Facebook and Twitter
- Homepage and ROS banner advertising 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. All ads must adhere to AHA's Advertising Policy: *professional.heart.org/advertisingpolicy*. Please contact sales representative for full advertising policies and more detailed information on webinars.

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