GENERAL HFSA ADVERTISING OPPORTUNITIES

Heart Failure Weekly News Round-Up

ENEWSLETTER ADVERTISING

HFSA publishes a weekly eNewsletter, the Heart Failure Weekly News Round-Up, which provides a snapshot of the latest news and trends in the field of heart failure and transplant cardiology. The eNewsletter consolidates news from important cardiology sources such as the Journal of Cardiac Failure, Cardiology Business News, JAMA, Medscape, and other leading media publications and scientific journals. Delivered to the inbox of over 3,000 users, the Heart Failure News Round Up keeps heart failure professionals informed on important topics that may impact their day-to-day lives. Subscribers are board-certified physicians, nurses, nurse practitioners, physician associates, pharmacists, and others working in the field.

REACH
Approximately 3,000 heart failure professionals reached with each issue
OPEN RATE 45%

RATES AND PLACEMENTS

Top Banner
Premium leaderboard position at the top of the eNewsletter guarantees all readers will see your ad when they open the newsletter.
• Ad specs: JPEG, PNG | 634x90px | Max Size: 150KB
• Valid URL

Featured Content
Share industry content in this section combines an image and text in an intersecting and compelling manner. All below materials must be submitted at the same time.
• Ad specs: JPEG, PNG | 150x170px | Max Size: 150KB
• Text specs: 100 characters max for title plus 300 characters max for written content.
• Valid URL

<table>
<thead>
<tr>
<th></th>
<th>1-4 weeks</th>
<th>5-12 weeks</th>
<th>13-26 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>$1,100/wk</td>
<td>$900/wk</td>
<td>$795/wk</td>
</tr>
<tr>
<td>Featured Content</td>
<td>$1,800/wk</td>
<td>$1,300/wk</td>
<td>$1,180/wk</td>
</tr>
<tr>
<td>Banner + Featured Content</td>
<td>$3,000/wk</td>
<td>$12,400/wk</td>
<td>$1,900/wk</td>
</tr>
</tbody>
</table>

HFSA Corporate Members receive discounts on ad purchases. (Gold 25%, Silver 15%, and Bronze 5%). Contact Michelle Poinelli at mpoinelli@hfsa.org for membership information.

PRODUCTION DETAILS

All final ad materials must be submitted to enieves@hfsa.org 10 business days before date of ad the placement. Ad materials not received by this date may result in the selected ad placement date to change. Date of ad placement is on a first come, first served basis based on availability.
ENewsletter Advertising Guidelines

1. Banners may be placed according to the date preference of the sponsor with respect to blackout dates, current availability, and all deadlines and specifications for creative materials. Read below for details.

2. Final, publication-ready materials must be received by HFSA staff 10 business days preceding the newsletter send date – NO EXCEPTIONS. If not received by this date, it may be bumped to the next available week on the calendar in which there is availability. Purchaser will have the choice to bump to an alternative available date at that time.

3. If creative materials are received and do need meet the specification requirements, they will be returned to the purchaser to be corrected. If incorrect materials are received after the deadline, they may be bumped to the next available week on the calendar in which there is availability. Purchaser will have the choice to bump to an alternative available date at that time.

4. Blackout dates occur in which no newsletter is sent. These dates include:
   - 4 weeks surrounding the Annual Scientific Meeting. This includes 2 weeks prior to the meeting, the week of the meeting, and the week following. In 2023: September 22 and 29, October 6 and 13
   - 3 weeks surrounding the HFSA Virtual AHFTC Board Certification Review 2023. This includes 1 week prior to the meeting, the week of the meeting, and the week following. 2023 dates TBD.
   - The week of the Thanksgiving Holiday. 2023: November 24
   - The last two weeks of the year. 2023: December 22, 29
   - Other blackout dates may occur at the discretion of staff

5. At the discretion of staff, the Heart Failure Weekly News Round-Up may be distributed on a day other than Friday with no advance notice to advertisers.

6. If purchasing both the Banner and Sponsored Content, the purchaser may opt to include both in one issue if there is availability; or opt to place creative in different issues

7. Metrics to be sent no earlier than 7 business days after the email is sent. Metrics will include overall open and click rate percentages.
GENERAL HFSA ADVERTISING OPPORTUNITIES

HFSA Website Advertising

The Heart Failure Society of America website (hfsa.org) is the go-to website for professionals working in the cardiology subspecialty of heart failure. A multidisciplinary audience of professionals – from board certified physicians to pharmacists, nurse practitioners, and more – visit the HFSA website daily to access resources and learn about upcoming meetings and educational opportunities unique to the heart failure space – an opportunity that is unmatched across competitors’ websites.

Traffic on the hfsa.org site averages over 52,000 page views per month! Capture this traffic through banner advertising on hfsa.org.

RATES AND PLACEMENTS

Horizontal banner ads to appear on the hfsa.org homepage and select interior pages*. Two ad placements are available, sold in one (1) month increments: Top Banner and Mid-Page Banner

Ad specs: JPEG, PNG | 970x90px plus mobile optimized ad* 300x250px | Max Size: 150KB

Two separate pieces of art one of each size needs to be submitted for each placement

*Mobile optimized ad will appear when visitors access the site from a mobile device. A standard horizontal banner will appear when visitors access the site from a desktop device.

Advertising on event pages is not available at this time. Current web banners cannot run on those event pages as the sponsorship and advertising packages for those events are separate from our advertising program.

PRODUCTION DETAILS

All final ad materials must be submitted to enieves@hfsa.org 10 business days prior to date of ad placement. Ad materials not received by this date may result in selected ad placement date to change. Date of ad placement is on a first come, first served basis based on availability.

<table>
<thead>
<tr>
<th></th>
<th>1-3 months</th>
<th>4-6 months</th>
<th>7-9 months</th>
<th>10+ months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>$2,000/mo</td>
<td>$1,600/mo</td>
<td>$1,280/mo</td>
<td>$1,025/mo</td>
</tr>
<tr>
<td>Mid-Page Banner</td>
<td>$1,800/mo</td>
<td>$1,440/mo</td>
<td>$1,150/mo</td>
<td>$925/mo</td>
</tr>
</tbody>
</table>

HFSA Corporate Members receive discounts on ad purchases. (Gold 25%). Contact Michelle Poinelli at mpoinelli@hfsa.org for membership information.
PRODUCTION DETAILS

All final ad materials must be submitted to marketing@hfsa.org 10 business days prior to the start of the month in which the ad is scheduled to run.

Ad materials not received by this date may result in selected ad placement date to change. See guidelines for full details. Date of ad placement is on a first come, first served basis based on availability.

<table>
<thead>
<tr>
<th></th>
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<th>4-6 months</th>
<th>7-9 months</th>
<th>10+ months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position 1</td>
<td>$2,000/mo</td>
<td>$1,600/mo</td>
<td>$1,280/mo</td>
<td>$1,025/mo</td>
</tr>
<tr>
<td>Position 2</td>
<td>$1,500/mo</td>
<td>$1,200/mo</td>
<td>$975/mo</td>
<td>$775/mo</td>
</tr>
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Gold HFSA Corporate Members receive one complimentary banner ad and a 25% discount on additional purchases. Contact Michelle Poinelli at mpoinelli@hfsa.org for membership information.

HFSA WEBSITE ADVERTISING GUIDELINES

1. Banners may be placed according to the month preference of the advertiser with respect to current availability and all deadlines and specifications for creative materials.

2. Banner spots are available on a first-come, first-served basis.

3. Final, publication-ready materials must be received by HFSA staff 10 business days prior to the date of ad placement – NO EXCEPTIONS. If publication-ready ad materials are not received by this date, the ad may be bumped to the next available month on the calendar in which there is availability for that ad position (position 1 or position 2). If there is no availability within the calendar for that position, ad may be switched to an alternative position if a spot is available. Finally, if there is zero availability left within the calendar for either position, the ad may run for a partial month, within the month it was purchased, with the start date determined by HFSA staff based on the receipt of publication-ready creative, upload time, etc.

4. If creative materials are received and do need meet the specification requirements, they will be returned to the advertiser to be corrected. If incorrect materials are received after the deadline, they may be bumped to another date based on availability. Please see #3.

5. Advertisers may submit one ad design per position, per month within the two ad sizes requested (two sizes to ensure optimization across all platforms). Creative cannot be changed at any point within the purchased month. If an advertiser wishes to run two distinct advertisements, they must purchase a separate ad position within the same month or a different month, based on availability.

6. Advertising will not appear on event pages or the news blog.

7. In accordance with ACCME regulations, advertisements may not be juxtaposed with, appear in line with, appear adjacent to, or be linked to continuing medical education content.

8. Metrics to be sent no earlier than 10 business days following end of ad duration. Metrics will include overall impressions, clicks and CTR.

9. HFSA, in its sole discretion, retains the right to discontinue posting of any advertisement previously accepted.

10. HFSA will not accept advertisements that, in the sole opinion of HFSA, make unsubstantiated claims of therapeutic benefit for a particular product(s). HFSA may require an advertiser to provide valid, reliable scientific data to support any claims made in the advertisement. In addition, HFSA will not accept advertising in any form for any products or services known to be harmful to health (e.g., tobacco products).

11. HFSA will only accept clinical trial advertisements if such advertisements are for the purpose of recruiting patients for legally permissible clinical trials.