

# GENERAL HFSA ADVERTISING OPPORTUNITIES

## Heart Failure News Weekly

### ENEWSLETTER ADVERTISING

HFSA publishes a weekly eNewsletter, the Heart Failure News Weekly, 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 4,000 users, the Heart Failure News Weekly 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 **4,000** heart failure professionals reached with each issue

**OPEN RATE 56%**

### RATES AND PLACEMENTS

#### Top Banner

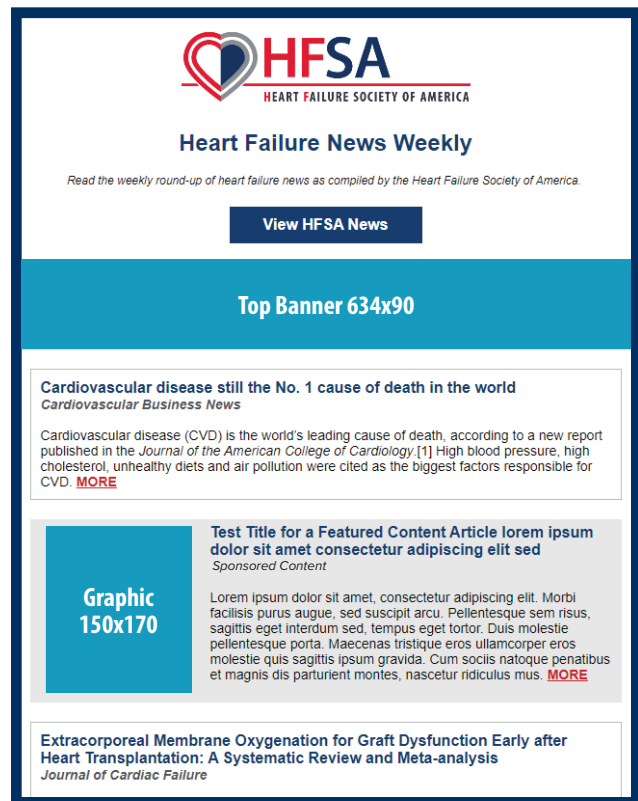
Premium leaderboard position at the top of the eNewsletter guarantees all readers will see your ad when they open the newsletter.

- Ad specs: JPEG, PNG | 634x90px | Max Size: 150KB
- Valid URL

#### Sponsored Content

Share industry content in this section which 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



	1-4 weeks	5-12 weeks	13-26 weeks
<b>Banner</b>	\$1,100/wk	\$900/wk	\$795/wk
<b>Sponsored Content</b>	\$1,800/wk	\$1,300/wk	\$1,180/wk
<b>Banner + Sponsored Content</b>	\$3,000/wk	\$2,400/wk	\$1,900/wk

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

### PRODUCTION DETAILS

All final ad materials must be submitted to [marketing@hfsa.org](mailto:marketing@hfsa.org) 10 business days prior to the date of ad 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.

# NEWSLETTER 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 not 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:
  - Surrounding the HFSA AHFTC Board Certification Review 2024. This includes the week of the meeting. In 2024: July 12
  - 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 2024: September 13, 20 and 27, October 4
  - The week of the Thanksgiving Holiday. November 25-29, 2024
  - The last two weeks of the year. December 23, 2024 – January 3, 2025
  - First week of a new year
  - Other blackout dates may occur at the discretion of staff
5. At the discretion of staff, the Heart Failure News Weekly 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.
8. 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).
9. HFSA will not accept advertisements regarding pharmaceutical, biomaterials, or medical devices not cleared for marketing in the U.S. by the Food and Drug Administration.
10. HFSA will only accept clinical trial advertisements if such advertisements are for the purpose of recruiting patients for legally permissible clinical trials.



# 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.

### AD PLACEMENTS

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

**Position 1** This ad appears in a prime position at the top of the homepage and select interior pages\*.

**Position 2** This ad appears in a prominent position at the upper-midway point on the homepage and is strategically placed immediately below important content on select interior pages\*.

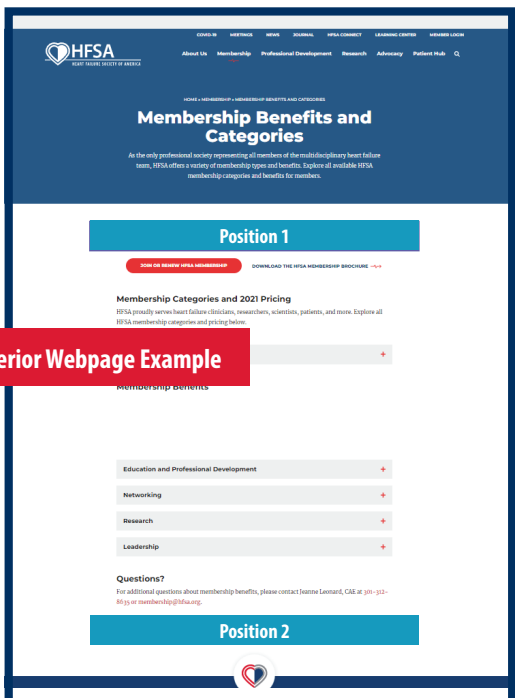
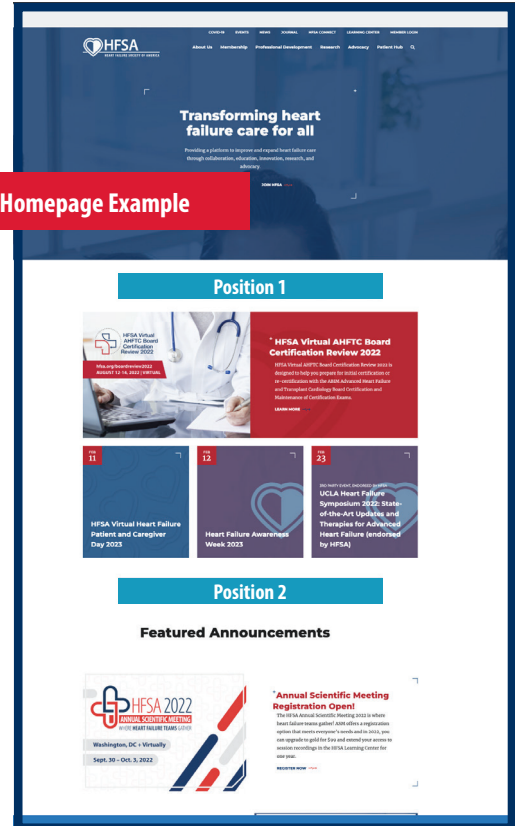
\*See guidelines on page 4 for exclusions noted in #5 and #6

Each ad position allows for three (3) ads running concurrently and appearing in a randomized order. Ads must be purchased for a designated position in one-month increments, based on availability. Creative cannot be changed at any point within the purchased month.

- Ad specs: JPEG, PNG | 970x90px plus mobile optimized ad\*\* sized 300x250px | Max Size: 150KB
- Fixed banner ads only (no rotating/rich media advertisements)
- Valid URL

\*\*Mobile optimized ad will appear when visitors access the site from a mobile device. Standard horizontal banner will appear when visitors access the site from a desktop device. See guidelines on page 4 for full details.

Your ad will be shown on the HFSA home page and thousands of content pages!



## PRODUCTION DETAILS

All final ad materials must be submitted to [marketing@hfsa.org](mailto: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.*

	1-3 months	4-6 months	7-9 months	10+ months
Position 1	\$2,000/mo	\$1,600/mo	\$1,280/mo	\$1,025/mo
Position 2	\$1,500/mo	\$1,200/mo	\$975/mo	\$775/mo

[Gold HFSA Corporate Members](#) receive one complimentary banner ad and a 25% discount on additional purchases. Silver HFSA Corporate Members receive a 15% discount on purchases. Contact Michelle Poinelli at [mpoinelli@hfsa.org](mailto: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. 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.
3. If creative materials are received and do not 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 #2.
4. 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.
5. Advertising will not appear on event pages or the news blog.
6. 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.
7. Metrics to be sent no earlier than 10 business days following end of ad duration. Metrics will include overall impressions, clicks and CTR.
8. HFSA, in its sole discretion, retains the right to discontinue posting of any advertisement previously accepted.
9. 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).
10. HFSA will not accept advertisements regarding pharmaceutical, biomaterials, or medical devices not cleared for marketing in the U.S. by the Food and Drug Administration.
11. HFSA will only accept clinical trial advertisements if such advertisements are for the purpose of recruiting patients for legally permissible clinical trials.