

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 **11,800 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 Ad appears in a prime position at the top of the homepage and select interior pages*.

Position 2 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 page 4 (HFSA Website Advertising Guidelines, #5 and #6) for exclusions.

SOV % Each ad position allows for three (3) ads running concurrently and appearing in a randomized order. Ads must be purchased for a designated position, 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 ad specs: 728x90, 320x50 and 970x90
- 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.

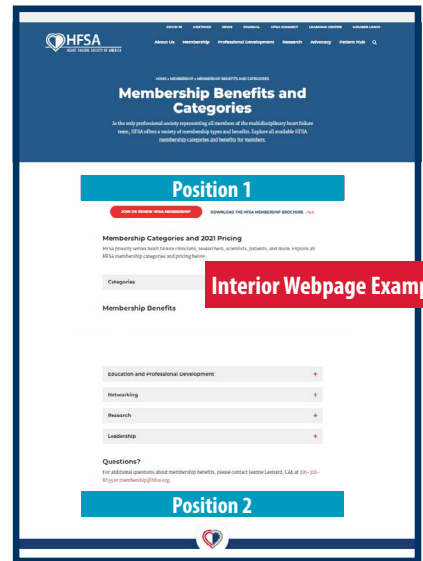
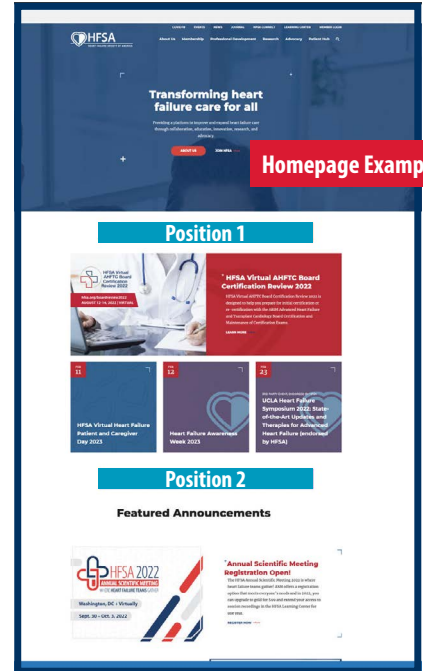
Your ad will be shown on the HFSA homepage and thousands of content pages!

PRODUCTION DETAILS

All final ad materials must be submitted to Soc_AdOps@formedics.com 10 days prior to the date of ad placement. Ad materials not received by this date may result in the select ad placement date to change. **Please make sure to include 'HFSA' in the email subject line** — this is required for proper routing and timely processing. Ad placement dates are assigned on a first-come, first-served basis, subject to availability. See full guidelines (pg 4) for more details.

	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

For digital advertising sales and placement inquiries on HFSA.org, please contact the Formedics team—
Krissy Gutowski (krissy.gutowski@formedics.com) or Erica Armstrong (erica.armstrong@formedics.com).



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. 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 **5,800** heart failure professionals reached with each eNewsletter

AVERAGE OPEN RATE 45%

RATES AND PLACEMENTS

SOV Top Banner

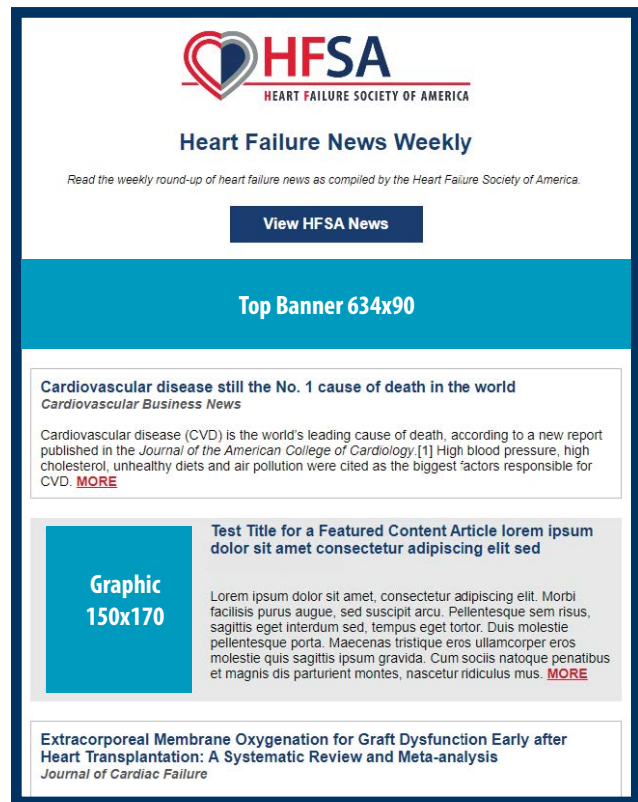
Premium leaderboard position at the top of the eNewsletter guarantees all readers will see your ad when they open the newsletter.

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

Sponsored Content

Share industry content in this section which combines an image and text in a 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.



Top Banner 634x90

Cardiovascular disease still the No. 1 cause of death in the world
Cardiovascular Business News

Cardiovascular disease (CVD) is the world's leading cause of death, according to a new report published in the *Journal of the American College of Cardiology*. [1] High blood pressure, high cholesterol, unhealthy diets and air pollution were cited as the biggest factors responsible for CVD. [MORE](#)

Graphic 150x170

Test Title for a Featured Content Article lorem ipsum dolor sit amet consectetur adipiscing elit sed

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi facilisis purus augue, sed suscipit arcu. Pellentesque sem risus, sagittis eget interdum sed, tempus eget tortor. Duis molestie pellentesque porta. Maecenas tristique eros ullamcorper eros molestie quis sagittis ipsum gravida. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. [MORE](#)

Extracorporeal Membrane Oxygenation for Graft Dysfunction Early after Heart Transplantation: A Systematic Review and Meta-analysis
Journal of Cardiac Failure

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

For digital advertising sales and placement inquiries in Heart Failure News Weekly, please contact the Formedics team— Krissy Gutowski (krissy.gutowski@formedics.com) or Erica Armstrong (erica.armstrong@formedics.com).

PRODUCTION DETAILS

All final ad materials must be submitted to Soc_AdOps@formedics.com 10 days prior to the date of ad placement. Ad materials not received by this date may result in the select ad placement date to change. **Please make sure to include 'HFSA' in the email subject line** — this is required for proper routing and timely processing. Ad placement dates are assigned on a first-come, first-served basis, subject to availability. See full guidelines (pg 5) for more details.

JCF ADVERTISING OPPORTUNITIES

JCF Engage eNewsletter

This weekly eNewsletter provides the global heart failure community with easily digestible messages from Dr. Mentz and Dr. Lala regarding the latest hot topic from JCF. Each newsletter begins with a personal introduction by Drs. Mentz and Lala, followed by four articles of interest around specific themes. For major papers from HFSA, ie. Scientific Statements, simultaneous papers published around major cardiology meetings and announcements important to the community, additional JCF Engage newsletters are sent.

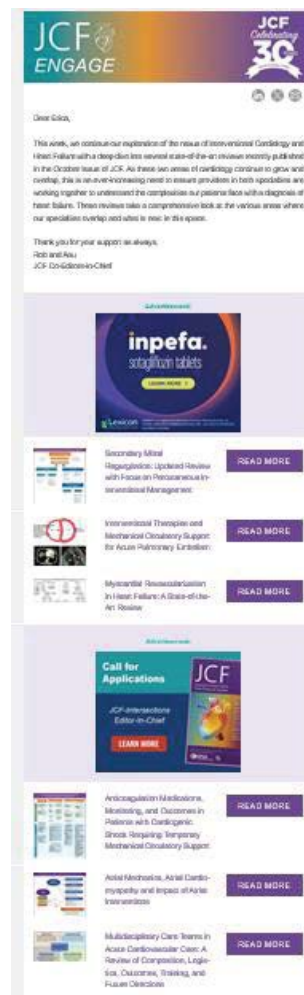
TARGETED REACH

- 7,090** JCF authors and HFSA Members
- 4,000** Japanese Heart Failure Society Members
- 97** Korean Heart Failure Society Members
- 307** Indian Heart Failure Society Members

AVERAGE OPEN RATE 25%+
BUDGET \$5,000 eNL

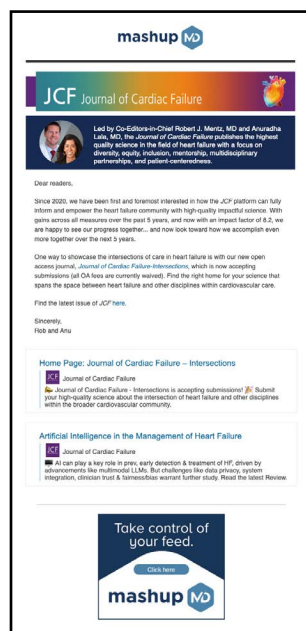
Ad specs:

- 468x60 px
- 300x250 px square
- 250x250
- 200x200
- 336x280
- 300x600



Mashup MD x JCF KOL-Curated eNL

100% SOV within the KOL-curated email newsletter based on a disease state/topic hashtag, aligning your brand message with the latest trending news from social media.



Ad specs:

- 468x60 px
- 300x250 px square
- 250x250
- 200x200
- 336x280
- 300x600

TARGETED REACH

9,000+ sends per email to MashupMD Cardiology Database Contextual ads

AVERAGE OPEN RATE 35%

BUDGET \$8,000 PER ENL (3 eNL minimum)

For more information about these two opportunities to support JCF, please contact the Formedics team—[Krissy Gutowski \(krissy.gutowski@formedics.com\)](mailto:krissy.gutowski@formedics.com) or [Erica Armstrong \(erica.armstrong@formedics.com\)](mailto:erica.armstrong@formedics.com).

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 Formedics (Soc_AdOps@formedics.com) 10 business days prior to the date of ad placement – NO EXCEPTIONS. Please make sure to include 'HFSA' in the email subject line — this is required for proper routing and timely processing. 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.

For digital advertising sales and placement inquiries on [HFSA.org](https://www.hfsa.org), please contact the Formedics team— Krissy Gutowski (krissy.gutowski@formedics.com) or Erica Armstrong (erica.armstrong@formedics.com).

If you have any questions regarding the guidelines above, please contact HFSA's Marketing team (marketing@hfsa.org).

E-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. Banner placement is restricted to a total of 1 banner and 1 sponsored content per newsletter.
3. Banner spots are available on a first-come, first-served basis; across all HFSA programs offering advertising in the newsletter.
4. Final, publication-ready materials must be received by Formedics (Soc_AdOps@formedics.com) 10 business days preceding the newsletter send date – NO EXCEPTIONS. Please make sure to include 'HFSA' in the email subject line — this is required for proper routing and timely processing. 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.
5. 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.
6. Blackout dates occur in which no newsletter is sent. These dates include:
 - 3 weeks surrounding the Annual Scientific Meeting. This includes 1 week prior to the meeting, the week of the meeting, and the week following. October 2 – October 16, 2026
 - The week of Thanksgiving Holiday. November 23-27, 2026
 - The last two weeks of the year. December 14, 2026 – January 1, 2027
 - First week of the New Year: January 4 -8, 2027
 - Other blackout dates may occur at the discretion of staff
7. 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.
8. HFSA will only accept clinical trial advertisements if such advertisements are for the purpose of recruiting patients for legally permissible clinical trials.
9. 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.
10. Metrics to be sent no earlier than 7 business days after the email is sent. Metrics will include overall open and click rate percentages.

For digital advertising sales and placement inquiries in *Heart Failure News Weekly*, please contact the Formedics team—[Krissy Gutowski \(krissy.gutowski@formedics.com\)](mailto:Krissy.Gutowski@formedics.com) or [Erica Armstrong \(erica.armstrong@formedics.com\)](mailto:Erica.Armstrong@formedics.com).

If you have any questions regarding the guidelines above, please contact HFSA's Marketing team (marketing@hfsa.org).