

General Information

- ESC Congress News is available in tabloid (approximately A3) size. The ESC reserves the right to amend the final advertisement sizes if required.
- The ESC Congress News will be composed of 8 pages.
- Advertisement spaces are available on 4 different pages, namely page 3, page 5, page 7 and the Back Page for each version of ESC Congress News distributed daily from 29 August to 2 September 2009

Format and Size

- All 20 advert spaces are available in one unique format: half-page, landscape format. Advert spaces are approximately half of an A3 page.
- **Advertisement real sizes: Width: 260mm Height: 170mm**
- No bleed-off / crop area required. There is no requirement for 'border' incorporation.

Soft/Hardware Recommendations

- PC highly recommended and preferred.
- The following software packages are recommended:
 - Adobe **Illustrator** CS 3 (save file as *.eps)
 - Adobe **Photoshop** CS 3 (save file as *.tiff or *.eps) resolution @ 300dpi at actual print size.
 - Adobe **Indesign** CS 3 (**MAC**)
 - **QuarkXpress** 6.5 (save file as *.qxd) – for both MAC or PC (+ fonts)



Preferred format

- **High Definition PDF documents**, alternatively CD-ROM also accepted.
- Original films will not be accepted.
- Source files are required including all font files.

Mode:

All full colour images must be saved in CMYK mode, as *.tiff or *.eps files at actual print size. Provide CMYK (Cyan-Magenta-Yellow-Black) percentages for Pantone colours used.

Deadline to submit for approval:

- Low definition PDF should be sent **prior to 19 June 2009** to sponsorship@escardio.org attention Kristina Simon.
- Once final approval has been received from the ESC, a high definition PDF should be sent direct to sponsorship@escardio.org or uploaded to the printer's ftp site:
 - ftp: suivi.ob1.fr
 - login: ESC
 - password: ESC
- Advertisement proofs will be sent, in PDF, to each sponsor for final approval/comment.

Deadline to submit finalized adverts:

Electronic only files are to be sent by post on CD-ROM or if prior approval gained from ESC, high definition PDF by email, **no later than 26 June 2009** to the ESC.

Queries on artwork, submission deadlines or general queries regarding ESC Congress News Advertisement opportunities, contact sponsorship@escardio.org or +33 (0)4 89 87 20 09