

EuroEcho 2019

THE LEADING ECHOCARDIOGRAPHY CONGRESS

Technical Specifications for items included with your Practical Tutorials

EuroEcho-Imaging Congress News inside page advertisement

General Information:

- EuroEcho Congress News is distributed every day of the congress. The ESC reserves the right to amend the final advertisement sizes if required.
- Your Practical Tutorials advert will be on the centre pages which are a different size from the main document.
- Your advert is a one sided page.
- The inside pages will contain your advert on each day the Practical Tutorials takes place. (You could therefore mention: "Today at 12:45 in room...." rather than stating the actual date)
- For each visual you supply, please make sure to specify on which day it is meant to be published
- Product advertising is not allowed



Format and Size:

- Trim size: 134mm X 390mm (W x H), and include 3mm bleed

Formats (both PDF and designer formats are required):

- High Definition PDF (Press quality or more) with all fonts embedded
- The following software packages are recommended:
 - Adobe Indesign CS 4
 - Adobe Illustrator CS 3 (save file as *.eps)
 - Adobe Photoshop CS 3 (save file as *.tiff or *.eps) resolution @ 300dpi at 100% of print size.

Colour 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.

Artwork should be submitted for approval to: euroechoservices@escardio.org

Deadline to submit your adverts for approval: **18 October 2019**

Deadline to submit your finalised adverts: 25 October 2019 - Please send the high resolution finalised and approved version

Weblink

Invite delegates to your congress activities by designing a promotional page linked to the Scientific Programme & Planner (SPP). SPP can be seen by delegates from the www.escardio.org website.

This invitation will communicate your Satellite Symposium or Practical Tutorials message to delegates.

No hyperlinks to sponsor web sites allowed. No product advertising allowed.

1 Weblink can only promote 1 industry sponsored session.

Send to euroechoservices@escardio.org

Deadline for Final approval + send pdf file: 25 October 2019

Weblink format: PDF

Size: the lighter the better, consider approx 600Kb max

GENERAL NOTE ON CONTENT

- Industry sponsored session should be referred to as Satellite Symposium (capital “S” for both words) at all times
- The congress name should be EuroEcho 2019
- The title of your Satellite Symposium and presentation should be the same as what you originally submitted, make sure to inform us of any changes as early as possible
- No trademarks, no product name or logo will be allowed for Satellite Symposia or Practical Tutorials adverts. Hyperlinks in titles or adverts are not permitted