



EuroEcho
Imaging 2016

Leipzig - Germany - 7-10 December



Technical Specifications for items included with your Imaging Campus

EuroEcho-Imaging Congress News inside page advertisement

General Information:

- EuroEcho Congress News is available everyday of the congress. The ESC reserves the right to amend the final advertisement sizes if required.
- Your Imaging Campus advert will be on the center pages which are a different size from the main document.
- These inside pages will contain your advert on the day the Session takes place. (You could therefore mention: "Today at 12:45 in room...." Rather than stating the actual date)
- Product advertising is not allowed



Format and Size:

- Adverts – (2 sided page): Recto + verso 125 X 155mm (WXH)
- Bleed size: 135mm X 165mm (WXH)
- Trim size: 125 X 155mm (WXH)
- Safe Area: 115 X 135mm (WXH)

Preferred format:

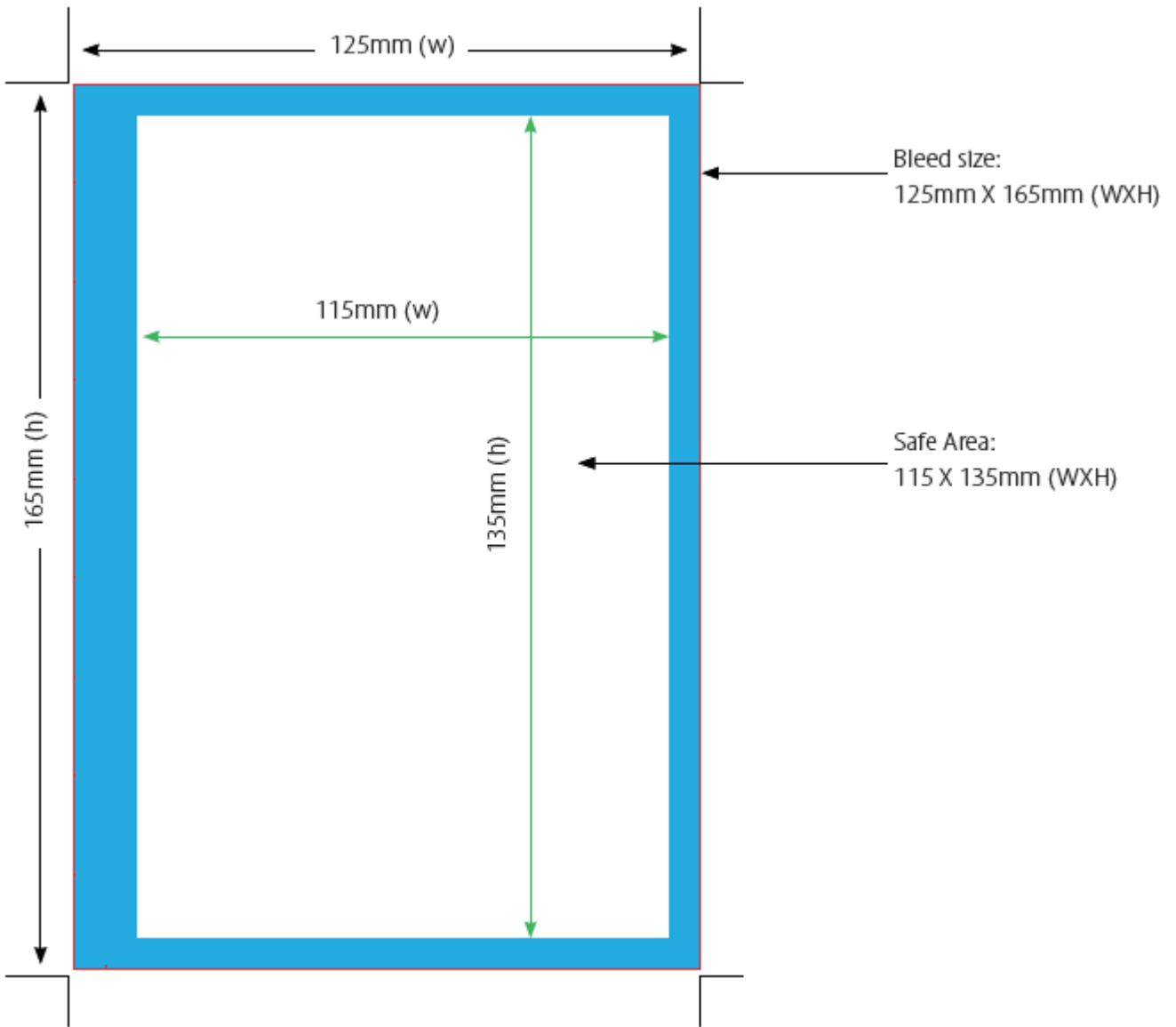
- High Definition PDF (Press quality or more) with all fonts embedded
- The following software packages are recommended:
 - Adobe Indesign CS 4
 - Adobe Illustrator CS 3 (save file as *.eps)
 - Adobe Photoshop CS 3 (save file as *.tiff or *.eps) resolution @ 300dpi at actual print size.

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: sponsorship@escardio.org

Deadline to submit your adverts for approval: **21 October 2016**

Deadline to submit your finalised adverts: 25 October 2016 - Please send the high resolution finalised and approved version



Example:



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 Imaging Campus 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 sponsorship@escardio.org

Deadline for Final approval + send pdf file: 25 October 2016

Weblink format: PDF

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

GENERAL NOTE ON CONTENT

- Congress name should be EuroEcho-Imaging 2016 (not EE 2016 or the European Society of Cardiology congress)
- The title of your Industry sponsored session 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 Industry sponsored session adverts. Hyperlinks in titles or adverts are not permitted

The files must be approved and send to sponsorship@escardio.org