

EHRA 2018

THE ANNUAL CONGRESS
OF THE EUROPEAN HEART
RHYTHM ASSOCIATION



Technical Specifications for items included with your PACE

EHRA 2018 Congress News insert page advertisement

General Information:

- EHRA 2018 Congress News is available everyday of the congress.
- The ESC reserves the right to amend the final advertisement sizes if required.
- Your PACE advert will be on the center pages which are a **different size insert** from the main document.
- Your advert is a one sided advert
- These inside pages will contain your advert each day the PACE takes place. (You could therefore mention: "Today at 12:45 in room...." Rather than stating the actual date)
- Product advertising is not allowed



Technical specifications:

Full Page Insert

134mm (w) x 390mm (h)



Acceptable File Formats

- High Res PDF

Colours

- 4 colour process (CMYK) - NO RGB OR SPOT COLOUR ELEMENTS ACCEPTED

Image Requirements

- 300 dpi

- 100% of print size

Deadline: 31 January 2018

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 PACE 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: 21 January 2018

Weblink format: PDF

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

GENERAL NOTE ON CONTENT

- The congress name should be EHRA 2018 (not “ESC EHRA 2018” or the “EHRA congress”...) or you can simply use the picto provided on the dedicated industry web-page:
<http://www.escehibition.org/EHRA%202018/default.aspx>
- The title of your PACE and presentation should be the same as what you originally submitted, make sure to inform us of any changes as early as possible
- The rooms should be referred to as “The PACE (with the assigned room number)”
- No product trademark, name or logos are permitted for these adverts. Only corporate logo to ensure clarity for delegates
- Hyperlinks in titles or adverts are not permitted

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