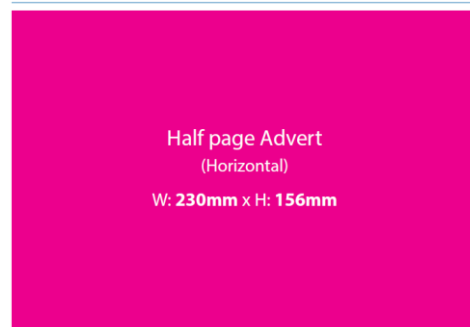


Technical Specifications for the Congress News back cover

General Information:

- EHRA EUROPACE CARDIOSTIM 2017 Congress News is available everyday of the congress. You can supply a different advert for each day
- The ESC reserves the right to amend the final advertisement sizes if required.
- Your advert will be on the back cover page which is a **specific size** on this page as visible below.
- If referring to an Industry Sponsored Session it is possible to mention on your advert: "Today at 12:45 in room...." Rather than stating the actual date.
- Product advertising is not allowed



Format and Size:

- Adverts – ("landscape"): 230mm X 156mm (W x H)

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 must be submitted for approval in pdf to: sponsorship@escardio.org

Deadline to submit your adverts for approval: **24 April 2017**

Deadline to submit your finalized adverts: 26 April 2017 - *Please send the high resolution finalized and approved version*

GENERAL NOTE ON CONTENT

- Industry sponsored session should be referred to as **Satellite Symposia** (capital "S" for both words) at all times,
- If Your Satellite Symposium is Live-broadcasted or Webcasted, why not mention this?
- If you wish to use the congress name should be **EHRA EUROPACE CARDIOSTIM 2017** (not ESC Cardiostim 2017 or the EHRA congress...) or you can simply use the picto provided on the dedicated industry web-page: <http://www.escehhibition.org/EHRA2017/Sponsorship> (but as this is stated on the congress news it should not be necessary)
- The title of your Satellite Symposium and presentation should be the same as what you originally submitted
- The advert can be an awareness campaign
- No trademarks, no product name or logo will be allowed.