

Technical Specifications for items included with your PACE

EHRA EUROPACE CARDIOSTIM 2017 Congress News insert page advertisement

General Information:

- EHRA EUROPACE CARDIOSTIM 2017 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** from the main document.
- 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



Format and Size:

- Adverts – (1 long side): 111 X 320mm (W x H) with 3 mm bleed

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: **18 April 2017**

Deadline to submit your finalised adverts: 21 April 2017 - *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 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: 25 April 2017

Weblink format: PDF

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

GENERAL NOTE ON CONTENT

- 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.escexhibition.org/EHRA2017/Sponsorship>
- 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
- No trademarks, no product name or logo will be allowed for PACE Adverts. Hyperlinks in titles or adverts are not permitted

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