

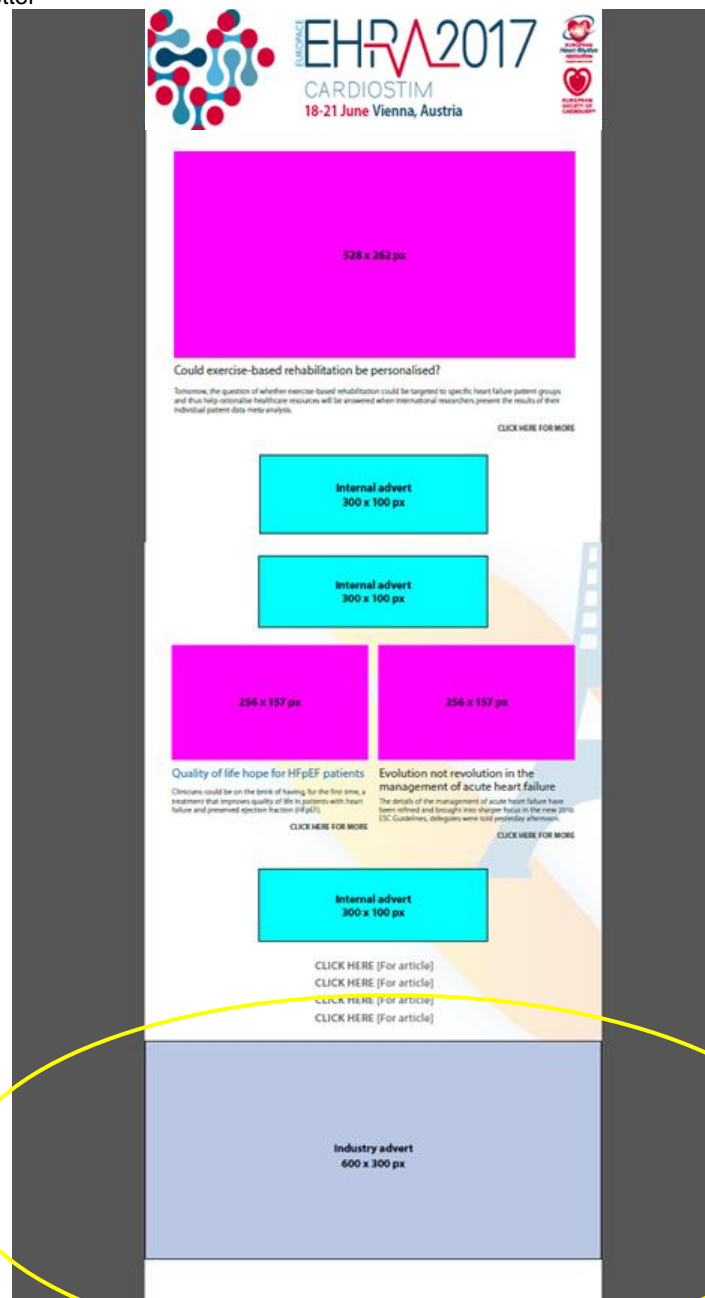
Technical Specifications for online congress news

EHRA EUROPACE CARDIOSTIM 2017 Online Congress News advertisement

General Information:

- EHRA EUROPACE CARDIOSTIM 2017 Online Congress News will be sent to all registered delegates each day of the congress. This advert is sent in the morning. The ESC reserves the right to amend the final advertisement sizes if required.
- Product advertising is not allowed

Example of congress newsletter



The image shows a vertical layout for a congress newsletter advertisement. At the top, it features the EHRA 2017 logo and the ESC logo. Below the logos is a large pink rectangular area labeled "528 x 262 px". Underneath this is a text block with the heading "Could exercise-based rehabilitation be personalised?" and a short paragraph of text, followed by a "CLICK HERE FOR MORE" link. This is followed by two cyan rectangular areas, each labeled "Internal advert 300 x 100 px". Below these are two smaller pink rectangular areas, each labeled "256 x 157 px". Each of these pink areas has a short text snippet and a "CLICK HERE FOR MORE" link. Below the pink areas is another cyan rectangular area labeled "Internal advert 300 x 100 px". At the bottom, there are four "CLICK HERE [For article]" links. Finally, at the very bottom, there is a large blue rectangular area labeled "Industry advert 600 x 300 px". A yellow arrow points from the left towards the bottom of the layout, and a yellow oval highlights the bottom section containing the industry advert and the four article links.

Format and Size:

- Adverts – 600px X 300px (W x H)

Preferred format:

- jpg

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

Deadline to submit your adverts for approval: **22 May 2017**

Deadline to submit your finalised adverts: 30 May 2017 – *After this date no modification of the visual*

GENERAL NOTE ON CONTENT

- If in your advert you refer to the congress, 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>
- No trademarks, no product name or logo will be allowed
- Hyperlinks in titles or on advert are not permitted
- Advertising files must be approved and send to sponsorship@escardio.org