



Technical Specifications for items included with your Practical Tutorials

EHRA 2019 Congress News insert page advertisement

General Information:

- EHRA 2019 Congress News is available everyday of the congress.
- The ESC reserves the right to amend the final advertisement sizes if required.
- Your Practical Tutorials 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 Practical Tutorials take 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: 5 February 2019

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 Practical Tutorials message to delegates.

No hyperlinks to sponsor web sites allowed. No product advertising allowed.

1 Weblink can only promote 1 industry sponsored session.

Weblink format: PDF

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

Send to sponsorship@escardio.org

Deadline for Final approval + send pdf file: 5 February 2019

GENERAL NOTE ON CONTENT

- The congress name should be EHRA 2019 (not “ESC EHRA 2019” or the “EHRA congress”...)
- The title of your Practical Tutorials 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 “Practical Tutorials” (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