



**Technical Specifications for items included with your Practical Tutorials**

**EHRA 2020 Congress News insert page advertisement**

General Information:

- EHRA 2020 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: 12 February 2020**

## 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](http://www.escardio.org) website.

This invitation will communicate your Practical Tutorials message to delegates.

No hyperlink 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](mailto:sponsorship@escardio.org)

**Deadline for Final approval + send pdf file: 12 February 2020**

## GENERAL NOTE ON CONTENT

- The congress name should be **EHRA 2020** (not “ESC EHRA 2020” 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](mailto:sponsorship@escardio.org)