



**ESC Congress 2012  
25- 29 August**

### **ESC Congress News Advertisement Specifications**

#### **General Information:**

- ESC Congress News is available in tabloid (approximately A3) size. The ESC reserves the right to amend the final advertisement sizes if required.
- The ESC Congress News will be composed of 8 pages.
- Advertisement spaces are available on 4 pages: 3, 5, 7 and the Back Cover Page. The Congress news is distributed daily from 25 - 29 August 2012.
- Product advertising is not allowed



#### **Format and Size:**

- All spaces are available in one unique format: half-page, landscape format. Advert spaces are approximately an A4 page.
- **Advertisement real size: Height: 175mm Width: 250mm**
- No bleed-off / crop area required. There is no requirement for 'border' incorporation.

#### **Preferred format:**

- **High Definition PDF (Press quality or more)**
- All fonts embedded

#### **Soft/Hardware Recommendations:**

- PC highly recommended and preferred.
- Source files are required including all font files.
- 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.

**Special request: Original films will not be accepted.**

#### **Deadline to submit for approval: on or before 25 June 2012**

- **A low definition PDF** should be submitted to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)

**Deadline to submit your finalized adverts: no later than 1 July 2012** - Please **upload the high resolution finalized and approved version** to the following ftp site:

- <ftp://suivi.ob1.fr>
- Login: ESC
- Password: ESC
- The name of your uploaded document should include the day it will appear and the page number

The ESC will send a proof, in PDF, to each sponsor for final approval.

For queries on artwork, submission deadlines or further detail regarding the ESC Congress News Advertisements, contact [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org) or +33 (0)4 89 87 20 09

**Technical specifications are subject to change**

Contact the ESC team at [sponsorship@escardio.org](mailto:sponsorship@escardio.org)

