



ADVERT IN INDUSTRY PROGRAMME

The Industry Programme advert is a double-side invitation inserted in the Industry Programme detailing your company EBAC accredited Session, Industry Sponsored Sessions, or Exhibition stand.

The Industry Programme will be inserted in the official congress bag

In order to facilitate approval of your artwork, we recommend using the same artwork for the E-Blast, Advert in Industry Programme, Weblink and Information Screen

➤ Procedure

The sponsor must send the files for approval before being inserted in the Industry Programme.

Colours : 4 colour Print - CMYK (Full Colour) - No Pantone colours

Send:

- PDF documents (with all fonts embedded)
High resolution 300 dpi - Press Quality OR
- Accepted format:
Only Apple Macintosh Electronic files using the following Software;
 - Adobe Indesign (No pantone colours)
 - Adobe Illustrator CS3 (No pantone colours)
 - Adobe Photoshop CS3 (all files 300 dpi and CMYK)
- Font folders are necessary

Deadline for draft adverts: 9 June 2015

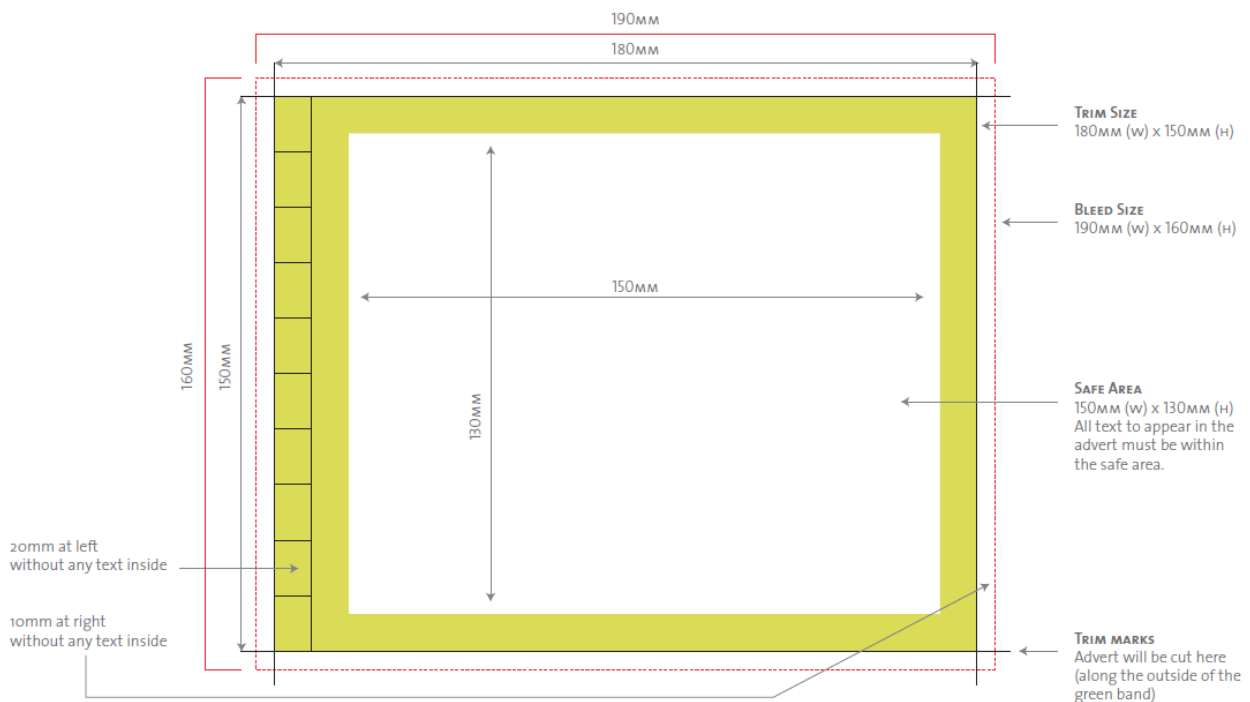
Deadline for approved adverts: 18 June 2015

Artwork in horizontal format only Advert Specifications:

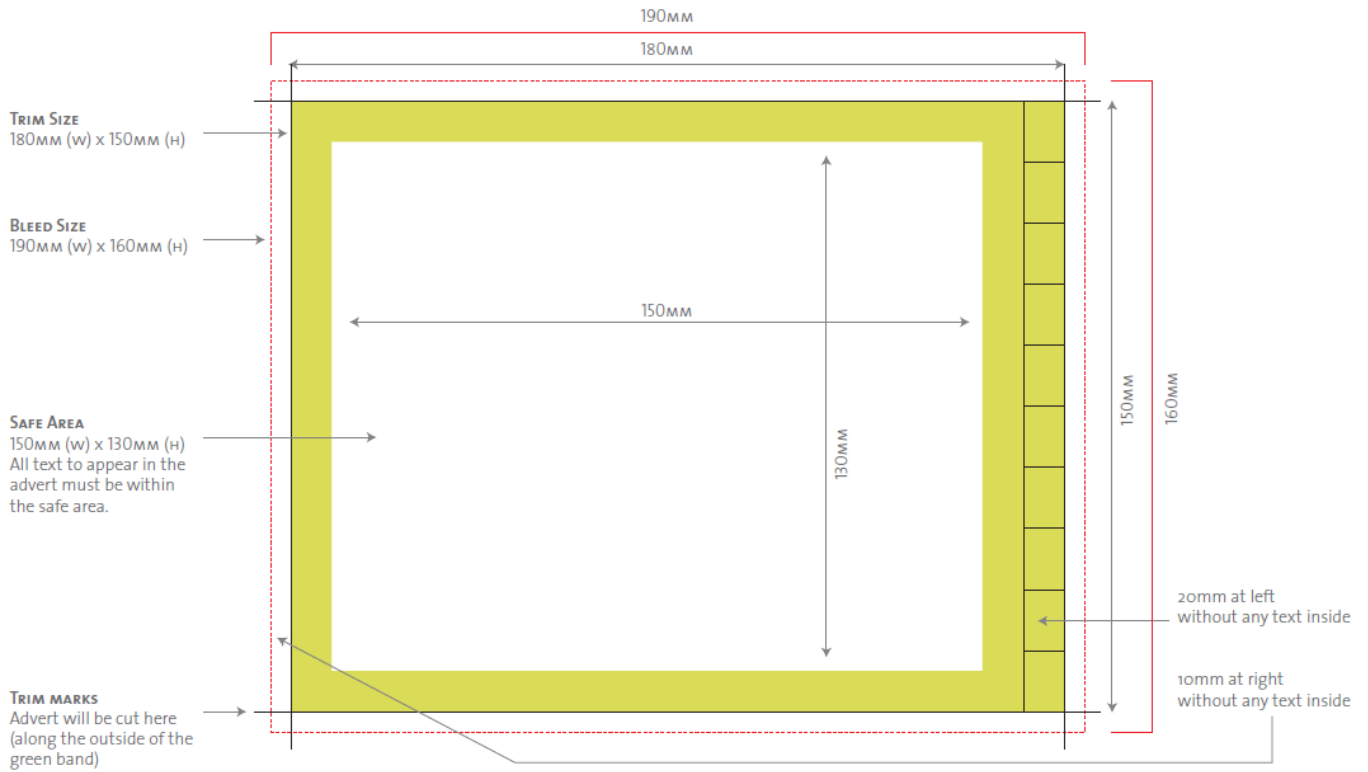
EBAC Accredited Educational Programme advert specifications

- 150mm (H) x 180mm (W)
- Safety Zone: 130mm (H) x 150mm (W)

FRONT



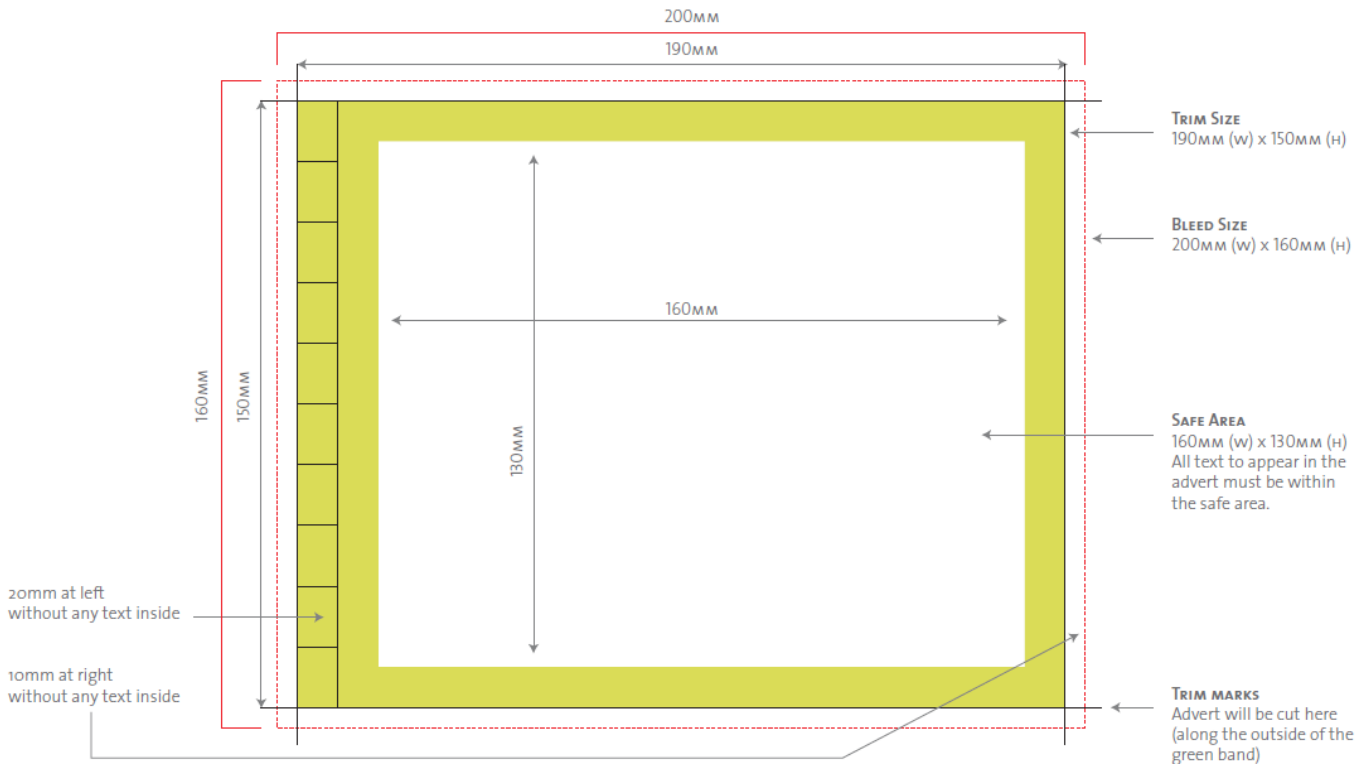
BACK



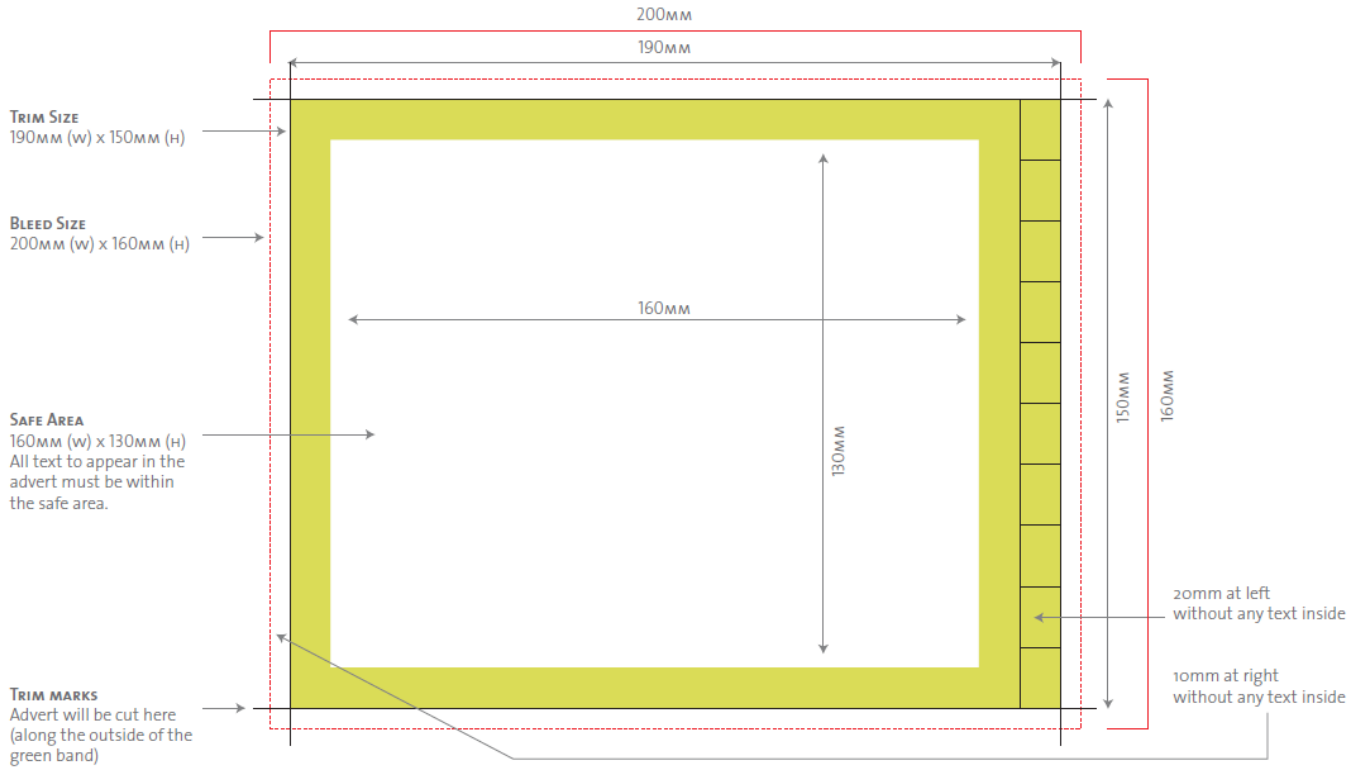
Industry Sponsored Session advert specifications

- 150mm (H) x 190mm (W)
- Safety Zone: 130mm (H) x 160mm (W)

FRONT



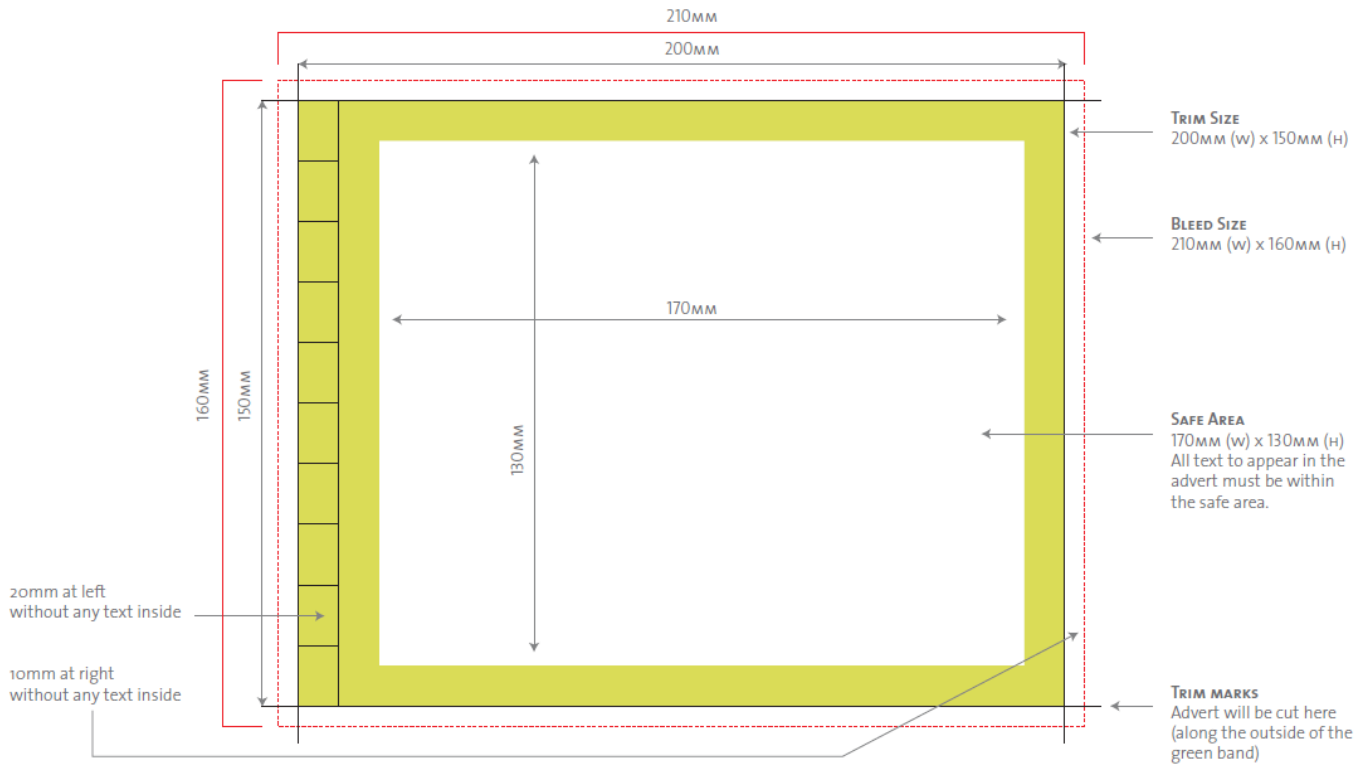
BACK



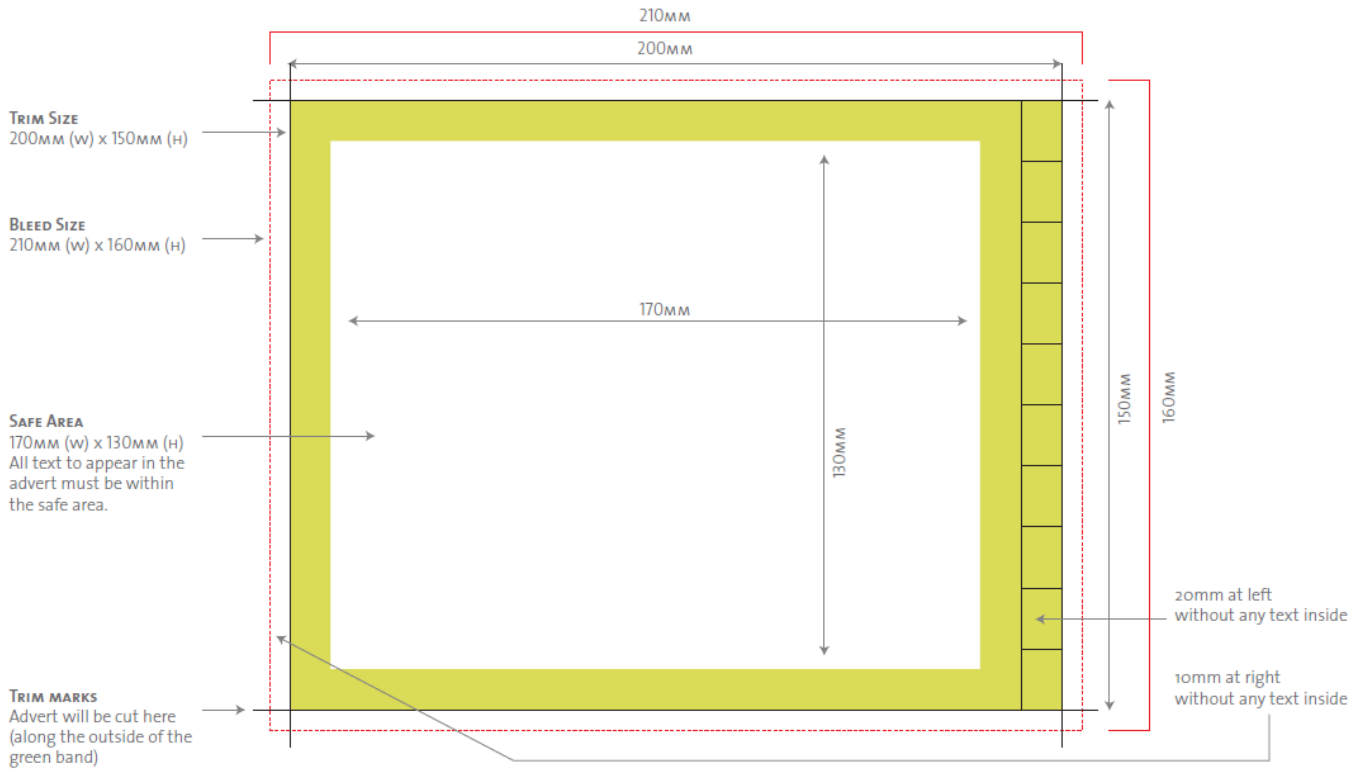
Exhibition advert specifications

- 150mm (H) x 200mm (W)
- Safety Zone: 130mm (H) x 170mm (W)

FRONT



BACK



➤ Important

No trademarks, no product name or logo will be allowed, on adverts promoting a Sponsored Session. Remember to include the date, time and room reference of your session as well as your company corporate logo. The advert should be double-sided (like a page in a book). No printing or shipping will be necessary. Please send this to your agency, if you are using one to ensure they have the specs and the deadline. The files must be approved and send to sponsorship@escardio.org

- 1 Advert promotes 1 event (Satellite Symposium, Satellite Symposium-Experts on the Spot, EBAC Accredited Educational Programmes, Hands-On Tutorials or Exhibition details).
- 1 Advert promoting 1 Session with reference to the booth will be considered as 1 Advert.
- 1 Advert promoting 2 Sessions will be considered as 2 Adverts.
- 1 Advert promoting 1 Session and Exhibition details or activities will be considered as 2 Adverts