



FINAL PROGRAMME ADVERTS SPECIFICATIONS

Product Advertisement Opportunity

Final Programme Back Cover & Inside Advertisements

Boost your visibility and reinforce your congress take-home messages by placing an advertisement in this essential congress document. The Final Programme with the full scientific agenda, Exhibition and Industry Sponsored Session information is inserted in the Official Congress Bag and distributed to all delegates.

Three positions available:

- ✓ Back Cover Advertisement
- ✓ Inside Back Cover Advertisement
- ✓ Inside Page Advertisement

Back cover, inside covers, and inside pages: printable size: w: 17cm x h: 24cm – all files should be high-res printable PDF-files (min 300 dpi), with bleed and crop marks (5mm)

Please submit your artwork at Sponsorship@escardio.org

Deadline to submit inside page adverts: 5 April 2016

Deadline to submit inside back cover and back cover adverts: 25 April 2016

IMPORTANT:

Product advertising allowed

NOTE ON CONTENT: industry sponsored session should be referred to as Satellite Symposium (capital “S” for both words) at all times or Satellite Symposium – Experts on the spot.

The congress name should be ESC Congress 2017 (not ESC 2016 or the European Society of Cardiology congress)

No trademarks, no product name or logo will be allowed for Satellite Session Adverts

The files must be approved and send to sponsorship@escardio.org

1 Advert promotes 1 event (ie: Satellite Symposium, Satellite Symposium-Experts on the Spot, EBAC Accredited Educational Programme, Hands-On Tutorial or Exhibition advert).

1 Advert promoting 1 Session with reference to the booth is considered as 1 Advert.

1 Advert promoting 2 Sessions will be considered as 2 Adverts.

1 Advert promoting 1 Session and Exhibition activity will be considered as 2 Adverts

Hyperlinks in titles or adverts are not permitted

If your Satellite Symposia is webcasted, you could mention that it will be available on congress365 after the ESC Congress

If your Satellite Symposia is Live-broadcasted you could mention this information