



## 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 31 August to 4 September 2013.
- 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.
- Technical specifications are subject to change

### 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.**

Artwork should be submitted for approval to: [sponsorship@escardio.org](mailto:sponsorship@escardio.org)

**Deadline to submit artwork for approval: before 31 July 2012**

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

**Deadline to submit your finalized adverts (after corrections): 31 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.