



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 satellite information for the ESC Congress 2013 is distributed to all delegates at the self service areas, info points, and the Fellow Lounge.

Three positions available:

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

➤ Quantity

10 000 units

➤ Procedure

The exhibiting company must send us a duly completed application form. The ESC will then issue the invoice. The visual must be approved by the ESC.

Deadline for application with priority status: 16 November 2012

➤ Cost & Points awarded

Back Cover Advertisement:	€120,000	(48 points & Bonus 12 points)
Inside Back Cover Advertisement:	€70,000	(28 points & Bonus 7 Points)
Inside Page Advertisement:	€50,000	(20 points & Bonus 5 Points)

➤ Invoicing

Adverts in the Final Programme will be invoiced upon receipt of the application form.

➤ Cancellation fee

Cancellation Fees will apply as of receipt of the signed order form as follows:

- 10% until 30 November 2012
- 50% from 01 December 2012 to 28 February 2013
- 100% from 01 March 2013

➤ Specifications – specifications are subject to change

Back cover, inside covers, and the inside pages: printable size: w: 17cm * 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 for approval: 13 May 2013

IMPORTANT:

Product advertising allowed