ADVERT IN INDUSTRY PROGRAMME

The Industry Programme advert detailing your company Exhibition stand or Industry Sponsored Sessions activities, is a double-sided invitation inserted in the very complete and practical Industry Programme.

The Industry Programme will be inserted in the official congress bag ⭐ NEW THIS YEAR

> 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.
150mm (H) x 197mm (W)
Safety Zone: 130mm (H) x 167mm (W)
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)
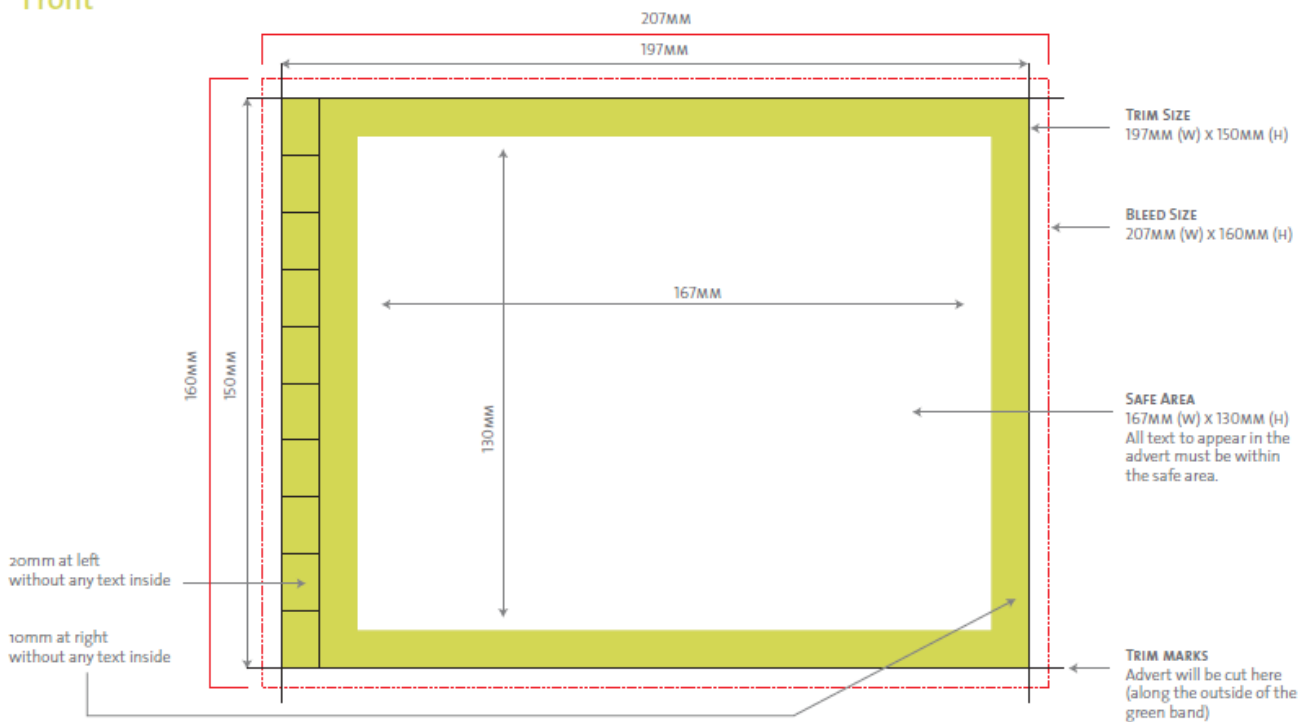• Font folders are necessary

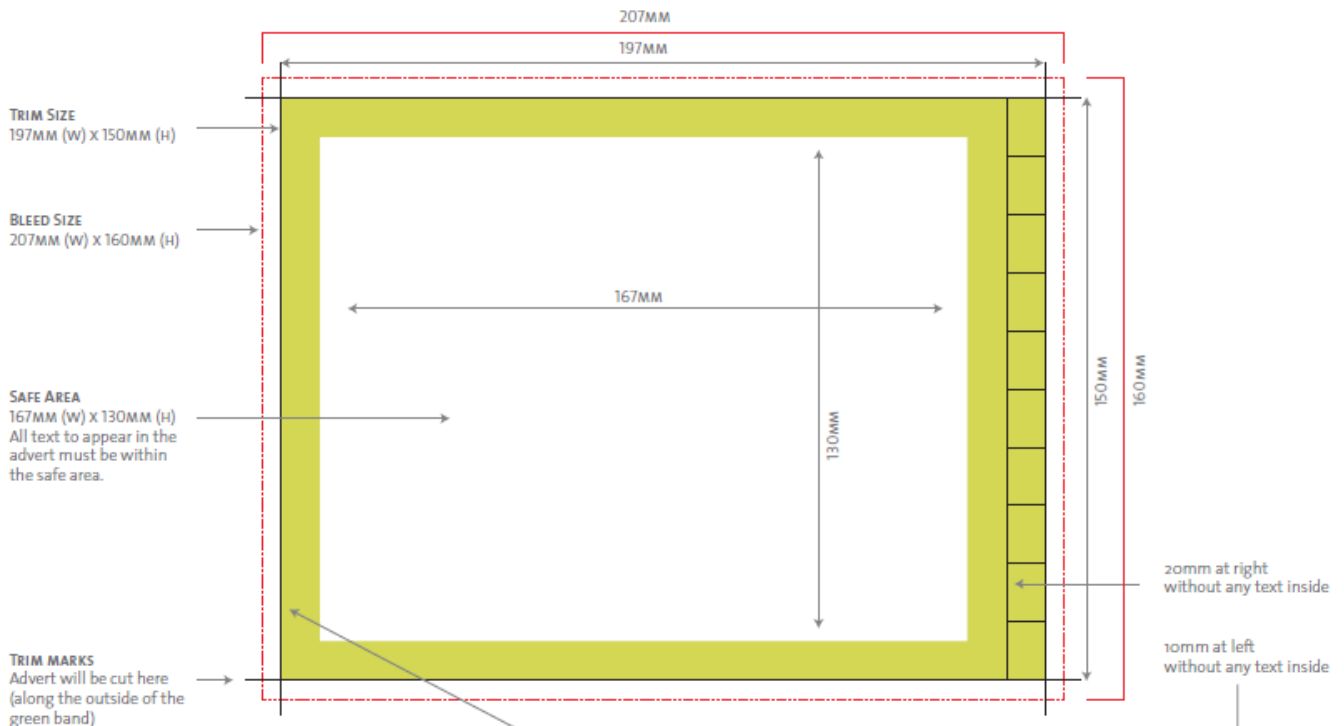**Deadline for application: 16 June 2014**

➢ **Cost**
€ 6 500 per Advert   Points awarded: 3

Front

TRIM SIZE
197MM (W) X 150MM (H)

BLEED SIZE
207MM (W) X 160MM (H)

SAFE AREA
167MM (W) X 130MM (H)
All text to appear in the advert must be within the safe area.

20mm at left without any text inside

10mm at right without any text inside

TRIM MARKS
Advert will be cut here (along the outside of the green band)

> **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