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 30 August to 3 September 2014.
- Product advertising is not allowed

Format and Size:
- All advert spaces are available in one unique format: half-page, landscape format.
- **Advertisement real size: Height: 175mm Width: 250mm**
- No bleed-off / crop area required. There is no requirement for 'border' incorporation.

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

Deadline to submit for approval: 13 June 2014

Deadline to submit your finalized adverts: 23 June 2014 - 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.