



**HEART  
FAILURE 2014**  
CONGRESS ORGANISED BY THE HEART FAILURE ASSOCIATION OF THE ESC

17-20 MAY  
ATHENS  
GREECE

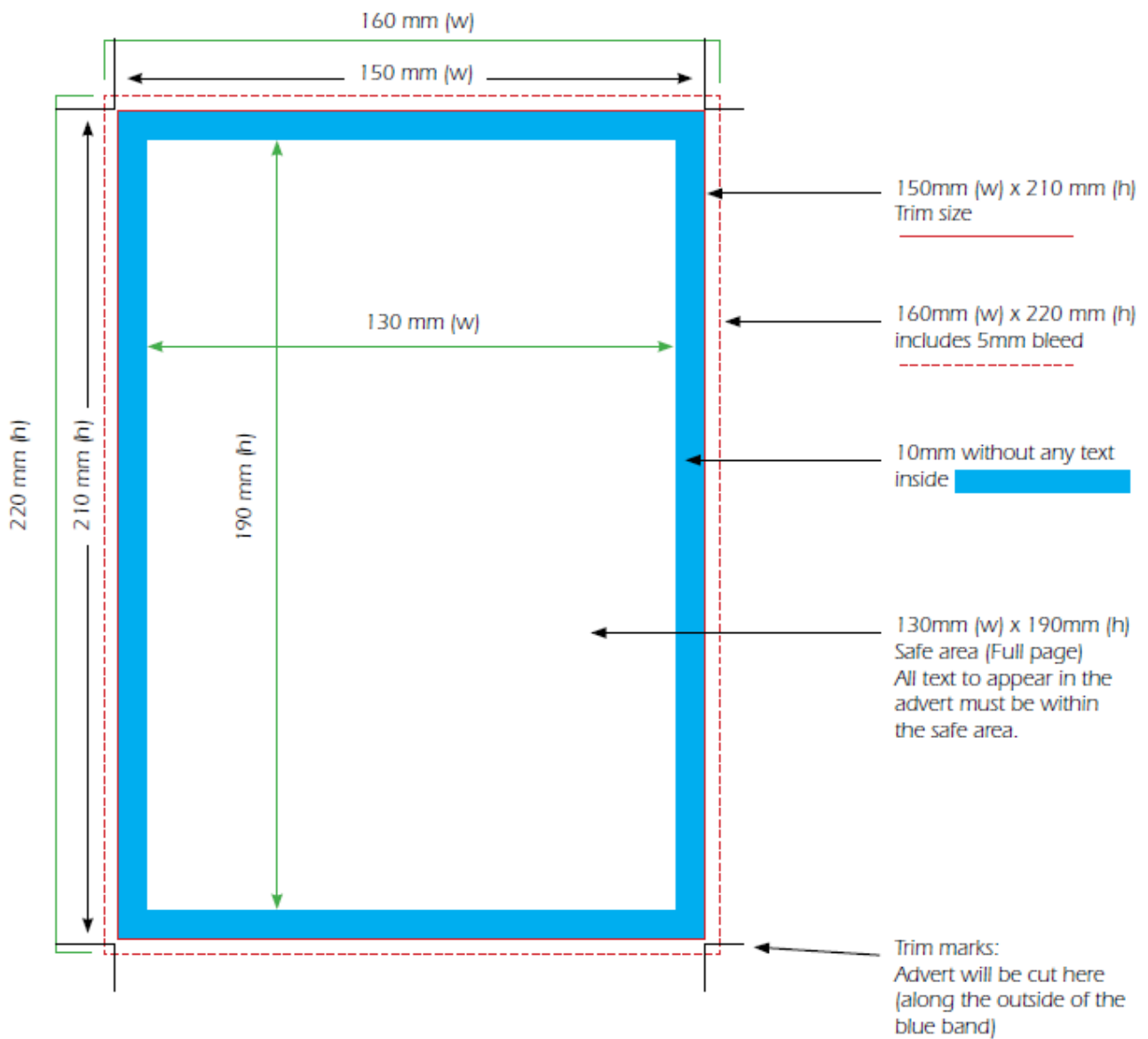


# MECHANICAL SPECIFICATIONS FOR ADVERTISEMENTS

## FINAL PROGRAMME

Document size

Width (w) 150 mm x Height (h) 210 mm





### 1/ Colour information

Colours: 4 colour Print (full colour) - No pantone colour

### 2/ File Format

PDF File in High Resolution (Press Quality, Optimal..) with embedded all font.  
OR

Macintosh Electronic file using only the following Software:

- Indesign CS3 (No pantone colour)
- Illustrator CS3 (No pantone colour),
- Photoshop CS3 (all files 300 DPI and CMYK)
- Font folders are necessary or all fonts used in your document must be outlined.

### 3/ File (or folder) Name

NameCompany\_PageNumber\_DocumentName\_CongressName for a folder and/or  
NameCompany\_PageNumber\_DocumentName\_CongressName.pdf for a pdf file.

Example

Folder: Merrigan\_BkCover\_FP\_HeartFailure

pdf file: Merrigan\_BkCover\_FP\_HeartFailure.pdf

Name Company (or laboratory) = Merrigan

PageNumber\* = BkCover (Back Cover) => information given by ESC

Document = FP (Final Programme)

Congress = HeartFailure

\*Abbreviations for cover

Back cover = BkCover

Inside cover = InCover

### 4/ Supplying Materials

By email if the pdf file (or compressed folder (.zip)) size don't exceed 6Mo.

(Please note, folders must be compressed)

Address mail: [sponsorship@escardio.org](mailto:sponsorship@escardio.org)



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## EXAMPLE OF LAYOUT

### Respect from mechanical specifications



### No respect from mechanical specifications

