



From Athens to You

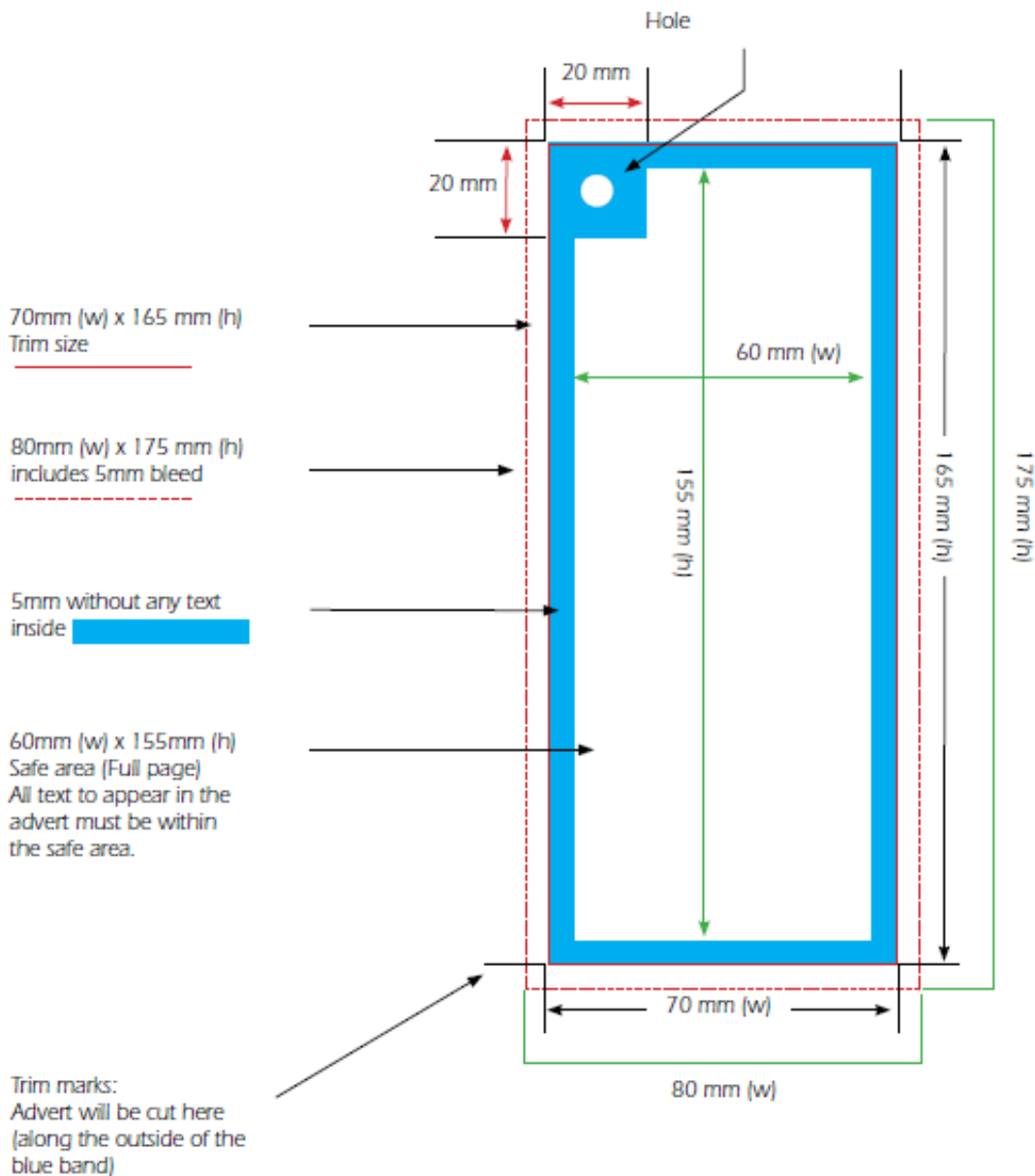
HEART FAILURE 2014



17-20 MAY ATHENS GREECE

# MECHANICAL SPECIFICATIONS FOR ADVERTISEMENTS

## FRONT OF BOOKMARK





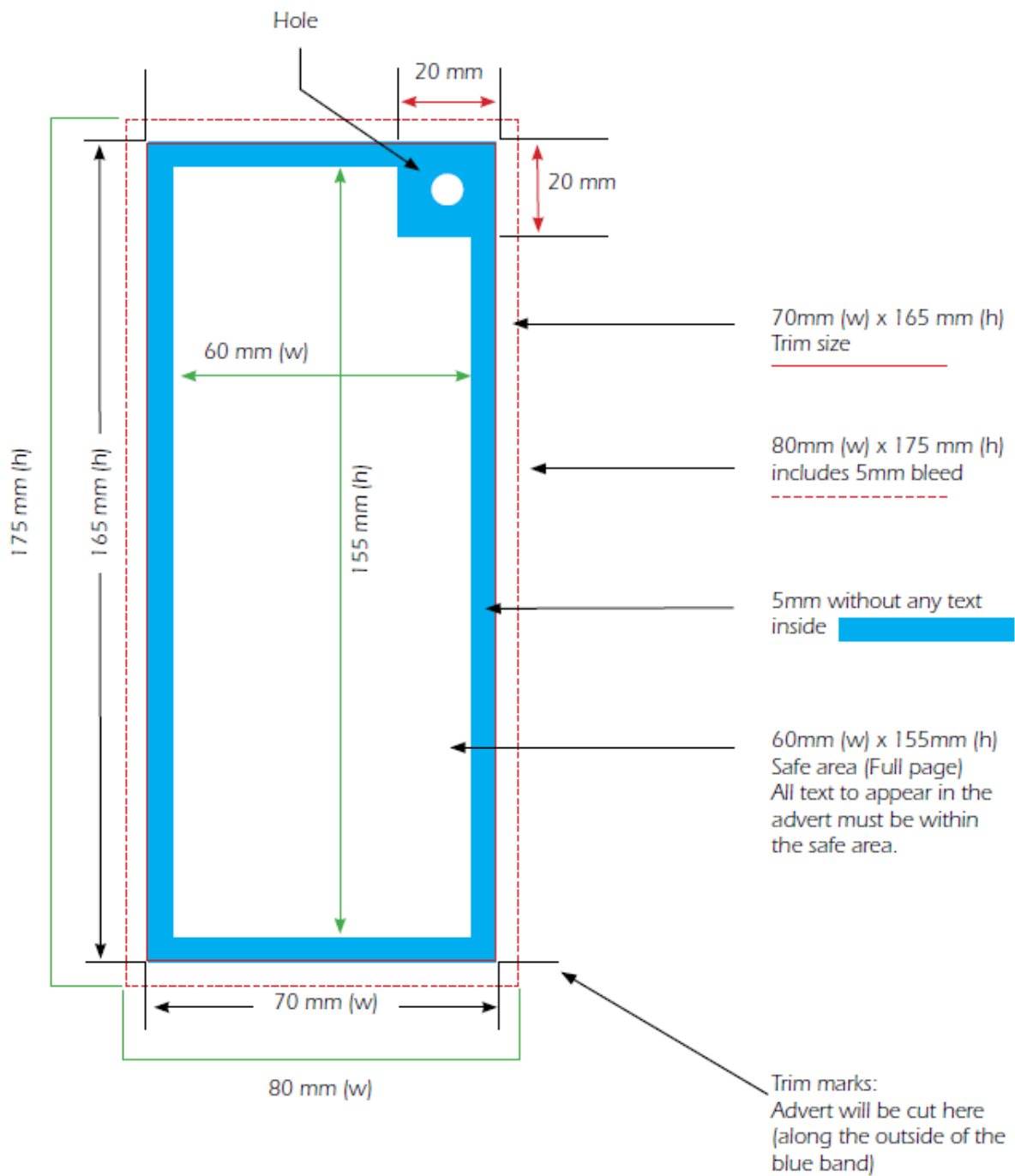
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## Back Side:





#### 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

CompanyName\_Bookmark\_DocumentName\_CongressName for a folder and/or  
CompanyName\_Bookmark\_DocumentName\_CongressName.pdf for a pdf file.

Example

Folder: Trade\_Bookmark\_FP\_HeartFailure

pdf file: Trade\_Bookmark\_FP\_HeartFailure.pdf

Name Company (or laboratory) = Trade

Insert Name = Bookmark

Document = FP (Final Programme)

Congress = HeartFailure

#### 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)

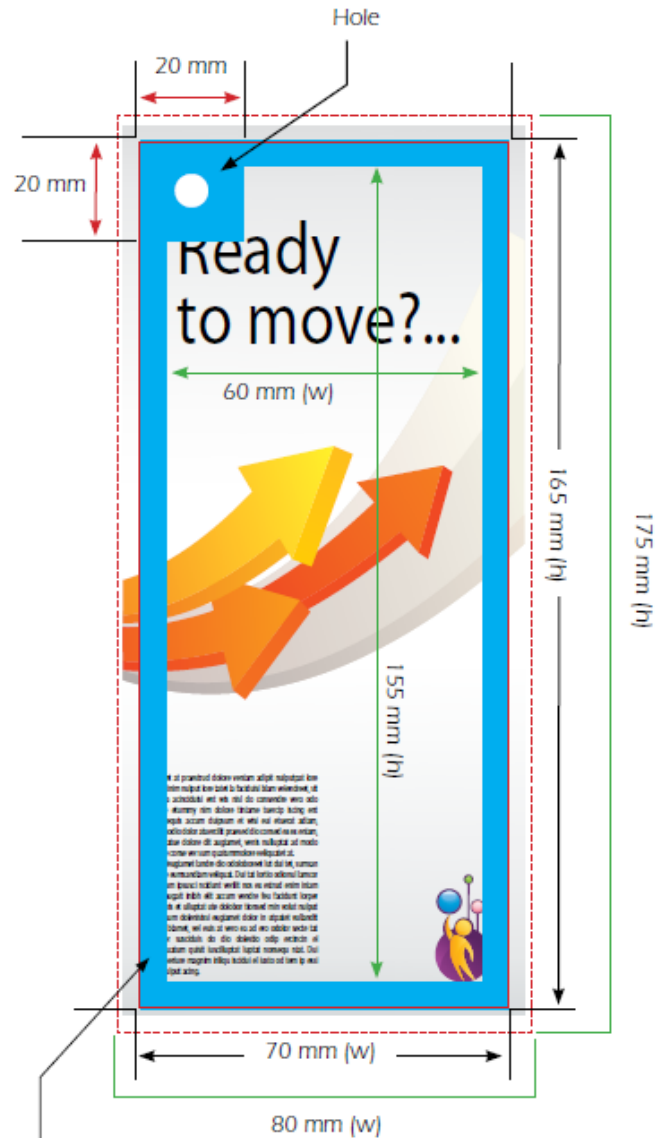


### EXAMPLE OF LAYOUT - VERTICAL USE

Respect from mechanical specifications  
FRONT SIDE



No respect from mechanical specifications  
FRONT SIDE





### EXAMPLE OF LAYOUT - VERTICAL USE

Respect from mechanical specifications  
BACK SIDE



No respect from mechanical specifications  
BACK SIDE

