



Technical Specification for eBlast

Two customised mailings created exclusively will be emailed to **Heart Failure 2015/ 2nd World Congress on Acute Heart Failure pre-registered delegates.**

The customised emailing will be sent on the 6 May 2015 and 20 May 2015.
E-Blast mailings will be composed of visuals of Industry Sponsored Session adverts.

10 visuals will be aligned in the email content and will each include:

- Sponsor advert visuals
- Session title, date, time and room

The delegate will be able to open a pdf enlarged version of each of the sponsor advert by clicking on the advert visual or the session title.

A carousel at the top of the mailing will show each sponsor's advert and corporate logo, session title, time and lecture room. The visual for the email visual should be based on the same visual as used for the carousel.

The sponsor adverts shown in the carousel do not open the pdf version of the advert.

Companies need to provide a visual for the carousel and a visual for the advert in the

- 1 advert visual for carousel - size: 600 x 150 pixels
- 1 advert visual for email content - size: 250 x 145 pixels
- 1 Pdf format advert



Image not to scale

Deadline for artwork for 6 May emailing: **13 April 2015**
Deadline for artwork for 20 May emailing: **20 April 2015**

After the congress, the click rate of each industry advert(s) is sent to them.

- 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

Hyperlinks in titles or adverts are not permitted