



**ESC Congress 2011  
27– 31 August  
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 27 - 31 August 2011.
- No product advertising will be allowed

**Format and Size:**

- All spaces are available in one unique format: half-page, landscape format. Advert spaces are approximately an A4 page.
- **Advertisement real size: Height: 165mm Width: 245mm**
- 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.**

**Deadline to submit for approval: on or before 25 June 2011**

- **A low definition PDF** should be submitted to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)

**Deadline to submit your finalized adverts: no later than 1 July 2011**

- 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**

For queries on artwork, submission deadlines or further detail regarding the ESC Congress News Advertisements, contact [Sponsorship@escardio.org](mailto:Sponsorship@escardio.org) or +33 (0)4 89 87 20 09