



ESC Congress 2011
27– 31 August

Final Programme Adverts Specifications
Product Advertisement Opportunity

Final Programme Back Cover & Inside Advertisements

Boost your visibility and reinforce your congress take-home messages by placing an advertisement in this essential congress document. The Final Programme for the ESC Congress 2011 is distributed to all delegates in the Congress Bag and provides participants with the full scientific agenda, exhibition and satellite information.

Three positions available:

- ✓ Back Cover Advertisement
- ✓ Inside Back Cover Advertisement
- ✓ Inside Page Advertisement

➤ **Procedure**

To take an advert in the Final Programme, the exhibiting company must send us a duly completed application form. The ESC will then issue the invoice. The visual must be approved by the ESC.

Deadline for application with priority status: 14 November 2010

Contact the ESC team at sponsorship@escardio.org

➤ **Cost & Points awarded**

Back Cover Advertisement:	€120,000	(44 points & Bonus 12 points)
Inside Back Cover Advertisement:	€70,000	(25 points & Bonus 7 Points)
Inside Page Advertisement:	€50,000	(18 points & Bonus 5 Points)

➤ **Invoicing**

Adverts in the Final Programme will be invoiced upon receipt of the application form.

➤ **Cancellation fee**

Cancellations will incur fees of 100% if cancelled after receipt of your signed application form.

➤ **Specifications**

Size: 170 mm (width) x 240 mm (height)

All files should be high-resolution printable PDF-files (min 300 dpi), with bleed and cropmarks (5mm)

Please submit your artwork at Sponsorship@escardio.org

Deadline to submit for approval: 06/06/2011

Deadline to submit final artwork: 10/06/2011

