



24th EACTS Annual Meeting 2010

of the
**European Association for
Cardio-Thoracic Surgery**
September 2010 Geneva Switzerland



Media Pack

2010

Celebrate the 24th meeting with the *EACTS Daily News*

As part of their commitment to education, EACTS are delighted to announce that the *EACTS Daily News* will be published at the 24th EACTS Annual Meeting in Geneva, 2010.

Now in its 24th year, the meeting has grown annually with the number of delegates regularly exceeding 3,000 and coming from over 70 countries – a truly worldwide audience. The conference has established itself as the premier European cardio-thoracic meeting in the conference calendar. As the official newspaper of the meeting, *EACTS Daily News* is the only official publication that will report exclusively on the developments at the meeting – available free to every delegate.

EACTS would like to offer your organisation the opportunity to increase its visibility with delegates by promoting your products and services in this high-quality publication.

The official newspaper of the EACTS Annual Meeting



EACTS Daily News

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Advertising opportunities



14 Sunday 17 October 2009 EACTS Daily News

Surgical Ablation of HIFU eliminates the need for left atria in CABG and Aortic Aneurysm Repair

A new study has shown that surgical ablation of the left atrium using high-intensity focused ultrasound (HIFU) can eliminate the need for a left atrial appendage in coronary artery bypass grafting (CABG) and aortic aneurysm repair. The study, led by Dr. [Name], found that HIFU ablation of the left atrium was safe and effective, and resulted in a significant reduction in the risk of stroke and other complications. The researchers concluded that HIFU ablation of the left atrium is a promising new technique for the treatment of left atrial arrhythmias and aortic aneurysms.



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Get your message to your target audience

EACTS Daily News is the mechanism to announce your company's latest developments – from clinical trial and product updates to announcing product approvals and launches. Take advantage of this exceptional marketing opportunity and your company cannot fail to get its message across to your target audience!

Latest product approvals

Product launches

Company announcements

Trial recruitment

Clinical updates

Latest innovations

Technological advancements

Company symposia



There is a broad array of advertising opportunities available in *EACTS Daily News* – from advertisements to advertorial features. In addition, as an advertiser your company is automatically entitled to submit additional editorial material (400–600 words, plus images) at no extra cost.



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Advertising opportunities and rates

Advertisement size	Orientation	Dimensions (w x h)	Single issue	Four issues
Single full page	Portrait	303 x 426mm ¹	€2,500	€8,750
Island advert	Portrait	200 x 278mm	€1,500	€3,750
Half-page	Landscape	273 x 185mm	€1,250	€3,500
Quarter-page	Portrait	133 x 185mm	€1,000	€3,000
Front page banner	Landscape	303 x 85mm ¹	€1,500	Single issue only
Banner (other pages)	Landscape	303 x 85mm ¹	€1,000	€3,000
Page 3	Portrait	303 x 426mm ¹	€3,125	€11,000
Inside back cover	Portrait	303 x 426mm ¹	€3,000	€10,500
Back cover	Portrait	303 x 426mm ¹	€3,250	Single issue only

1: This size INCLUDES 3mm allowance for bleed on ALL sides

Advertising specification requirements

- Please check the artwork is the correct size for the advertising space you have reserved.
- To ensure the highest quality in printing, please ensure that all advertising material is sent as high-resolution PDF files (preset PDF/X-3:2002 standard or equivalent).
- Images used in adverts or supplied separately for editorials, must be saved as Macintosh .tif files (or .eps for vector files) and 300dpi at the size they are to be used, specified as CMYK or Greyscale (not RGB, Index, Pantone, etc) and with no compression added (e.g. LZW).

Additional advertising opportunities

We are also offering additional advertising opportunities such as inserts & bellybands (prices available on request); please contact our Industry Liaison Manager who would be happy to discuss these options. If you would like to propose an advertising alternative we are confident we can meet your requirements.

For advertising queries please contact Industry Liaison Manager

Mary Kennedy
phone: +44 208 739 0700
e-mail: mary.kennedy@e-dendrite.com

For editorial queries please contact: Managing Editor

Owen Haskins
phone: +44 208 739 0700
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EACTS Daily News is published by
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software and publishing services for the
international healthcare sector.



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