

TECHNICAL SPECIFICATIONS 2017

PCROnline

PCROnline	Mobile	Tablet	Desktop
Homepage Banner	300x250	300x250	336x280
Topic page Banner	320x100	320x100	320x100
Course Programme Banner	300x250	300x250	336x280

Banners Specifications

- For the Homepage banner: Static (JPG), HTML5 web banner, or GIF, RGB, maximum of 200kb+url of redirection.
- For the other PCROnline Banners: Static (JPG), HTML5 web banner, or GIF, maximum of 250kb +url of redirection.

Topic Sponsorship on PCROnline:

1. Company Logo (*minimum width: 350px*) + url of redirection
2. Clickable banner (size: 320x100, Static or HTML5 web banner, maximum of 250kb) + url of redirection
3. For the promoted content box:
 - a. An image (size: 640x314px, jpg static)
 - b. Title and subtitle
4. For the content page :
 - a. Your content :
 - i. Title and subtitle for the page;
 - ii. Content must be related to the sponsored topic but it could be what you want as a new recorded case video (format: HD mp4), an existing webcast/video already on PCROnline and/or a page with only images and texts.

Note: When you click on the “promoted content box”, you go to your content published on PCROnline.

Example: <https://www.pcronline.com/Cases-resources-images/Industry-partner-perspectives/Promoted-content/2017/Case-Study-a-Tale-of-4-Bifurcations> (of course it could be just a video already on PCR online as a webcast, or no video but just a text with images...)

Eurointervention Advertising:

Print edition:

Full page advert: Trim size (mm) 210x280 / Bleed (mm) 220x290

Please respect the bleed size indicated above, i.e. 5mm on all 4 sides of the page, to avoid any issue at the time of cutting and binding the Journal.

Digital edition:

Your advert is also displayed both on the web & iPad editions of the Journal. Make sure to provide us with a url link so that physicians can be redirected to the website of your choice when clicking on your artwork.

EuroIntervention web banners:

Web banner position	MOBILE	TABLET	DESKTOP
Header Banner: Web banner running on top of all the pages	320x100	728x90	728x90
Top homepage web banner	290x60	460x95	580x120
Right homepage web banner	272x226	300x250	336x280
Current issue's TOC web banner	272x226	300x250	336x280

Banners Specification:

Static or HTML5 (or GIF) web banner, maximum of 250kb +url of redirection.

Banner for EuroIntervention e-newsletter:

460x95px + url of redirection

Format: Static image, JPG file, RGB, maximum weight 80Kb

EuroIntervention iPad sponsoring:

Video (Only allowed: MP4)

Important: The image will be automatically resized according to its location.

Splash screen

Retina:

- 1536x2048 (portrait)
- 2048x1536 (paysage)

non retina:

- 768x1024 (portrait)
- 1024x768 (paysage)

Partners Logo

- retina: 204x88
- non retina: 107x44

Asia Intervention banners (not managed through DoubleClick)

Included in the Asia Web Banner Pack

- Top banner on AsiaIntervention: 728 x 90 + url
- Newsletter Banner: 460x95px + url of redirection

Not included in the Asia Web Banner Pack

- Right Banner on AsiaIntervention: 460x95px + url of redirection

Format: Static image, JPG file, RGB, maximum weight 160Kb

PCR Trials:

Print edition:

Full page advert: Trim Size: 14,9 x 21 cm 14,9 x 21 cm. (Trim size)

Please allow a bleed of 7mm on all 4 sides of the page, to avoid any issue at the time of cutting and binding the journal.

Web edition:

Web banner on the website: 225x120px + url of redirection

Format: GIF or JPG, RGB, maximum weight 80kb

IOS application:

PLATFORM	SPLASH SCREEN	LOGO
iPhone	640x960 640x1136 750x1334 1242x2208 + url of redirection	300x125 600x250 900x375 + url of redirection
iPad	768x1024 1536x2048 + url of redirection	720x300 1440x600 + url of redirection

IMPORTANT:

- Deadline for web banners: Files must be provided 1 week before their publication date.
- Deadline for print material: see EuroIntervention publication calendar on <https://www.pcronline.com/eurointervention/mediapack/>
- Advert content is subject to PCROnline.com Editorial Board's approval