

SPECIFICATIONS & DEADLINES

1. E-mailing campaigns / E-blasts

Technical guidelines

The emailing campaign files may be hosted on PCRonline at no extra cost.
A full set of guidelines, to be shared with your graphic team can be found in the “Downloads” section on <http://www.pcronline.com/eurointervention/mediapack/>

Rules & requirements

Products advertised must be approved for distribution.
Sponsored emailing campaigns are limited over the year for a stronger impact and less marketing pressure on the database. Consult us for dates and availability.

Deadline to send your files: 7:00 AM GMT, 3 workdays prior to the scheduled date.

Lateness: an additional €1,000 will be charged systematically for files received behind time.
Statistical report provided within 3 weeks of the sending date.
Clicks and open rates cannot be guaranteed.

2. PCR monthly Press digest campaigns / Press Release insertions

Technical guidelines

Each press release insertion is announced by its title, followed by 470 characters maximum, spaces included, and includes a link to the full press release hosted on PCRonline.

Rules & requirements

The content must be an official press release, available on your website.
Insertion slots on the Press Digest are allocated from top to bottom position on a first-come, first-served basis.
Statistical report provided within 3 weeks of the sending date. Clicks and open rate cannot be guaranteed.

Deadline to send your files: 7:00 AM GMT, 3 workdays prior to the scheduled date. If the files are received behind time, or with a different format or size than announced in the technical guidelines, they will be rejected and the insertion is cancelled. Please make sure to send your files before the deadline to allow any adjustments if needed.