Banner Specifications for the 9th Congress of the European Academy of Neurology

Please provide the preview of content/artwork for EAN approval until **15 May 2023** to industry@ean.org for approval. Individual deadlines for submitting of final artwork/banner according to the below instructions.

- **Congress Review eBook:**

  Deadline: Please provide the final banner until 15 June 2023 at the latest

  o Advert Banner in Congress Review eBook **(top banner)**
    - o Format: jpeg. or png. File
    - o Dimension: aspect ratio: 39:5 (minimum 72 dpi – 300 dpi recommended)
    - o Link: Please provide the URL to which you would like the banner to link.

  Content needs to be congress related – no product placement allowed.

  o Advert Banner in Congress Review eBook **(side banner)**
    - o Format: jpeg. or png. File
    - o Dimension: aspect ratio: 1:5 (minimum 72 dpi – 300 dpi recommended)
    - o Link: Please provide the URL to which you would like the banner to link.

  Content needs to be congress related – no product placement allowed.

  o Full Page Banner in Congress Review eBook:
    - o Format: jpeg. or png. File
    - o Dimension: 1818 px x 2425 px for the full ad (at least 96dpi)
    - o Link: Please provide the URL to which you would like the banner to link.

  Content needs to be congress related – no product placement allowed.

- **Banner on EAN Congress Website and Link**

  Deadline: Upload possible any time until the congress.

  - Format: jpeg. or png. File
  - Dimension: 1280px (width) x 256 (hight) with max. of 72 dpi
  - Link: Please provide the URL to which you would like the banner to link.

  Content needs to be congress related – no product placement allowed.

- **Banner in the Final Information Mailing:**

  Deadline: Please provide the final banner until 12 June 2023 at the latest.

  - o Format: png. file (transparent background recommended)
  - o Dimension: 1320px (width) x 240px (height) with max. of 72dpi
  - o Size: max 1MB
  - o Link: Please provide the URL to which you would like the banner to link.

  Content needs to be congress related – no product placement allowed.

- **Image Banner in EANPages Newsletter**

  Deadline: Please provide the banner at least 2-3 weeks before the agreed send out of the EANPages Newsletter. The newsletter is sent out every first Tuesday of the month.

    o Format: png. file (transparent background recommended)
    o Dimension: 1320px (width) x 240px (height) with max. of 72dpi
    o Size: max 1MB
    o Link: Please provide the URL to which you would like the banner to link.

  Content needs to be company or congress related. No product placement or advertisement of other congresses allowed.

- **Virtual Congress Platform Advertising Options:**

  o Banner on Main Landing Page:

  Deadlines: 15 June 2023 – submission of final artwork/banner

    o Format: png. file
    o Dimension: 900px (width) x 400px (height) with max. of 72dpi
    o Link: Please provide the URL to which you would like the banner to link. Per default the banner links to the profile of the sponsor or the industry session of the sponsor.
    o Duration: 27 June to 18 July

  Content needs to be congress related. No product placement allowed.

  o Rotating Banner on Main Landing Page:

  Deadlines: 15 June 2023 – submission of final artwork/banner

    - Format: jpeg. or png. file
    - Dimension: 1600px (width) x 335px (hight) with max. of 72dpi
    - Link: Banner is automatically linked to session detail page o the industry session or the industry profile. Link to an external website of your choice on request.
    - Duration: Visible on one congress day

  Content needs to be congress related (no product placement allowed)

  o Banner on Industry Area Landing Page:

  Deadlines: 15 June 2023 – submission of final artwork/banner

    - Format: jpeg. or png. file
    - Dimension: 680px (width) x 200px (hight) with max. of 72dpi
    - Size: max 300KB
    - Link: Please provide the URL to which you would like the banner to link. Per default the banner links to the profile of the sponsor or the industry session of the sponsor.
    - Duration: 27 June to 18 July

  Product placement allowed but congress related content recommended