ADVERTISING OPPORTUNITIES

EXTERNAL ADVERTISING

Advertising opportunities external to the geographical confines of the Congress venue, which delegates will see on their way to and from the Congress.
Deadline: **July 30, 2010**

Price on request.

INFORMATION SCREEN ADVERTISING

Information screen technology will be used outside the session rooms to give details of current and upcoming sessions. This information will be collated on giant static screens positioned over the walkways connecting the Congress halls. The ERS offers sponsors the opportunity to advertise their Symposia using these screens at given time intervals during the Congress.

Details on request.

ERS CONGRESS WEBSITE WWW.ERSCONGRESS2010.COM

All registration, abstract submission and access to the online scientific programme, educational programme and details of accommodation will now only be possible through our new website. There will be a great deal of traffic through this portal. Exclusive sponsorship on selected pages of this service is available.

Price: **CHF 45,000**

PUBLICATIONS

Online banner advertising

Opportunities exist for companies to advertise on selected areas of the ERS website. Advertising can be geo-targeted and limited to an agreed number of page impressions.
Deadline to option a package: **June 2010,** although interested parties are advised to enquire in advance of this date.

Price on request.

Advertisement in the Advance Programme

Published in April 2010 and mailed to approximately 45,000 potential participants, the *Advance Programme* consists of 100 pages of information about the ERS Congress.
Deadline for reservation: **March 5, 2010**
1 full-page colour: **CHF 5,500 (base price)**
Covers: **from CHF 9,000**

Advertisement in the Final Programme

Approximately 400 pages including the detailed contents of all scientific sessions day by day, and Exhibitors' guide section. Distributed on site.
Deadline for reservation: **June 18, 2010**
1 full-page colour: **CHF 5,500 (base price)**
Covers: **from CHF 8,000**

Advertisement in the Buyers' Guide to Respiratory Care Products

Comprehensive guide to respiratory equipment and care products. Approximately 120 pages. It will be inserted into the Congress bags and is now available online in an interactive format at www.ERSBuyersGuide.org
Deadline for reservation: **June 18, 2010**
1 full-page colour: **CHF 4,500 (base price)**
Covers: **from CHF 6,500**

Advertisement in Breathe

The September issue will be distributed on site to all ERS Barcelona Congress participants. Published quarterly.
Deadline for advertising in the September issue: **June 18, 2010**
1 full-page colour: **CHF 4,350 (base price)**
Covers: **from CHF 5,600**

Advertisement in the European Respiratory Journal

Issues published in the months preceding the Congress will be available free for participants on the ERS stand during the ERS Barcelona Congress. Published monthly.
Monthly deadline: **5 weeks prior to the publication date.**
1 full-page colour: **CHF 3,900 (base price)**

Advertising rates for the *Buyers' Guide to Respiratory Care Products* and the *European Respiratory Journal* are invoiced in GBP (£). Prices in CHF are indicative only.

For all advertising opportunities, please contact Steve Sealy:
E-mail: steve.sealy@ersnet.org
Tel: +41 212130161