

Get your message to healthcare market researchers

The EphMRA News is published every 3-4 months and is available on line as an eNews as well as a downloadable pdf. There is no paper News.

Copy Deadlines:

News Published	Copy Deadline
June 2018	15 April 2018
September 2018	7 July 2018
December 2018	15 October 2018

Make the most of your membership:

Free advertising for members: Associate Members can include for free in each edition **one piece of News in one of the following 4 categories:**

	1.People/Moves/Promotions Let the members know when there are colleague promotions, new joiners etc	2.Services Announce a new service or offering to let members know your company scope	3.Company Moves Announce your new company address or a new office	4.Company Name/logo/web site changes Updates, new web sites etc - your Company logo can be included. Web site address can be included but not a telephone number.
All Announcements can be no more than 30 words long including any title. Hyphenated words count as 2 or more.				
Photo included?	Yes	No	No	No
Logo included?	Yes	Yes	Yes	Yes
Web site address included?	No	Yes	Yes	Yes
Telephone number included?	No	No	Yes	No

Photo: A colour (not B&W) photo of **one person only** can be included with a People announcement. Min quality 300dpi, Head & Shoulders, Business attire in a business setting on a plain background. Photos taken outdoors, in gardens or a relaxed pose or setting etc will not be accepted.

Logos: Logos to be supplied in jpeg format and only the usual company logo can be included – not a logo for say a specific service



Paid Advertising:

You can buy a half page or full page advert in the eNews and we can now hyperlink your advert to one web site address etc. Please provide this with your advert.

Prices in Swiss Francs (CHF)	
Half page	150 swiss francs
Full page	275 swiss francs

Contact EphMRA - generalsecretary@ephmra.org

Advertising Specification

	No bleed	With bleed	Type Area
Full page	297mm x 210mm	307mm x 220mm	277mm x 190mm
Half page horizontal	148mm x 210mm	158mm x 220mm	128mm x 190mm
Half page vertical	297mm x 105mm	307mm x 115mm	227mm x 185mm

Resolution/Artwork	If using photoshop or software dependent on resolution please ensure that it is set at the correct size and that the resolution is set to no less than 300dpi. Finished artwork needs to be supplied in CMYK with embedded fonts, or text should be converted to outlines/paths and supplied as an EPS. Print quality PDF files are also acceptable. PLEASE NOTE: We cannot be held responsible for any misprint, if fonts are not embedded/converted and the file is not in CMYK.
System	Apple Mac
Programmes	Quark Xpress, Adobe Illustrator, Freehand, Adobe Photoshop
File formats	Graphics should be supplied (CMYK) in the following formats EPS, TIF, JPEGs and Print Quality PDF files.