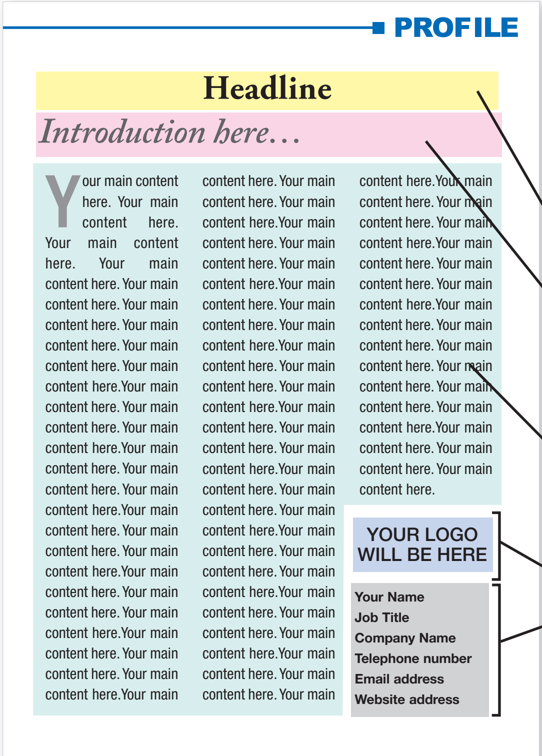
Client Profile Helpsheet

1 CONTENT REQUIRED FROM THE CLIENT

TEXT FORMATS	Send text as Microsoft Word document **(.doc or .docx)** or rich text format **(.rtf)**.
WORD COUNT – MAIN PROFILE TEXT (See Diagram below)	**650 WORDS** required for a **SINGLE** page **1600 WORDS** required for a **DOUBLE** page spread (2 pages) Please **reduce** these words **by roughly 100** for either a small image and up to 400 for a large image, or if the content contains around 10 bullet points.
LOGOS AND IMAGES	**300dpi resolution JPEG (High Quality/Low Compression) or Photoshop TIFF, EPS** (Photoshop, Illustrator CC or lower – with fonts converted to outline), and **PDF** formats. We can provide stock images if needed. Please send either keywords for the image you need, or provide a link to your preferred image. We use www.istockphoto.com exclusively. It is **not** advisable to send website images as the quality is generally poor.
HOW TO SEND THEM TO US	**1.** Please send all files via **email** to: **sophiec@healtheuropa.eu, jordan@healtheuropa.eu or natalie@healtheuropa.eu** making sure the subject details include the **publication edition** and your **company name.** **2.** For large file sizes that may not send through email, or that may struggle to reach us in a timely manner, we suggest using a file transfer system (such as wetransfer.com). **Please contact us if this is your intention.**

2 PROFILE CONTENT GUIDELINES



PLEASE NOTE: NO DESIGN WORK IS REQUIRED BY THE CLIENT
The profile is designed using a specially-formatted template produced by Pan European Networks, therefore the client needs only to supply the profile text, logos and any images required (as stated above).

Please supply ALL of the following information:

1. Headline

2. Introduction

A small lead-in to the content should contain between 10 and 20 words.

3. Main profile content

Your target audience will consist of senior figures responsible for budgets, who will be generally very well informed but not necessarily have as much technical knowledge as you. As such, your profile should give an overall impression of how you can help your target audience, but be understood by a larger viewership.

4. **Logo and contact details –** please supply name, job title, company name, telephone, email and website, your **logo/s** (details of supplying logos and images are listed in **Section 1** (above)).

Please note: If you require any additional logos, these may also be included if space permits.

3 AUTHORISATION

The typeset profile will be sent to you for authorisation to publish. This provides you with an opportunity for final minor amendments. Subsequent amendments may incur a charge. The editor reserves the right to suggest and implement amendments.

Please note: *we shall assume that reproduction of all text, images and logos is authorised by the copyright holder unless informed otherwise.*

We may use your profile and publish it on our website as a news story. If this is the case, please note we reserve the right to change the layout and content. This would be to enhance the Search Engine Optimisation.

4 CONTACT DETAILS

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