

# THE WINTER SHOW/2022

## AD CONTRACT AND PRINT SPECIFICATIONS

### AD TYPE [check appropriate]

- 2-Page Spread, Four Color \$ 5,000
- Full Page, Four Color \$ 3,000
- Half Page, Four Color \$ 1,850  
[Vertical or Horizontal]
- Preferred Placement \$ 3,500  
[Limited Number, Four Color Only]
- Second + Third Covers \$ 6,500

**Total Payment** \$ \_\_\_\_\_  
*Includes Online Ad Approval*

### SEND CONTRACT AND CHECK TO:

Laura Daley  
Director of Development  
East Side House Settlement  
337 Alexander Avenue  
Bronx, NY 10454

Payment must be in US dollars drawn on a US bank and made payable to East Side House Settlement.

#### Questions?

Jill Bossert, Director of Advertising Sales  
(718) 222-5020  
jbossert@nyc.rr.com

### DEADLINES:

**Ad Space Reservations:** November 12, 2021

**Supplied Digital Files and Contract Proofs:** November 19, 2021

**Ad Approval Deadline Online:** November 26, 2021

Advertiser \_\_\_\_\_

Contact \_\_\_\_\_

Email \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Website Address \_\_\_\_\_

*To be linked in the digital edition of the catalogue.*

Advertising Agency \_\_\_\_\_

Contact \_\_\_\_\_

Email \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### ADVERTISING TERMS OF CONTRACT

Please read the Instructions and Advertising Production Specifications carefully. All information must be specified herein; verbal agreements cannot be recognized.

**FULL PAYMENT** and completed signed contract are required when advertising materials are submitted.

Materials must be submitted as digital files and conform to the Ad File Preparation Requirements. For information about preparing and uploading your ad, please see the specifications on page 2 and visit our Advertising website: [wintershowadvertising.com/advertising-specifications/](http://wintershowadvertising.com/advertising-specifications/)

Additional charges will apply for non-conforming materials.

Ad position is at the discretion of The Winter Show.

Original Material: Advertising materials are not returned unless requested by advertiser. Advertiser must pay all shipping costs for advertising material returns. The Winter Show and its vendor are not responsible for original material. Please send only duplicate imagery. Advertiser is solely responsible for copyright and usage rights of all logos, photos, and illustrations. Advertising materials are discarded one year from catalogue publication.

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### AD DIMENSIONS

#### Double-Page Spread \*

Size: 16.5 x 10.625"  
Bleed: 16.75 x 10.875"  
Non Bleed: 15.5 x 9.625"

#### Full Page

Size: 8.25 x 10.625"  
Bleed: 8.5 x 10.875"  
Non Bleed: 7.25 x 9.625"

#### Half-Page Horizontal

Size: 8.25 x 5.3125"  
Bleed: 8.5 x 5.5625"  
Non Bleed: 7.25 x 4.3125"

#### Half-Page Vertical

Size: 4.125 X 10.625"  
Bleed: 4.375 x 10.875"  
Non Bleed: 3.625 x 9.625"

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### AD DESIGN AND PRODUCTION SERVICES

If you do not have a designer to create your ad, The Winter Show offers these services through our catalogue designers, Group M.

Please contact Anita Bassie or Tomas Sokol to discuss your advertising needs: (215) 546-1995

### PRODUCTION INFORMATION

#### Ad File Preparation Requirements and Proof Requirements go to:

<https://www.wintershowadvertising.com/advertising-information/>

#### Submit Digital Ad Materials via The Winter Show Advertising website:

[wintershowadvertising.com](https://www.wintershowadvertising.com)

#### Double-Page Spread \*files must be submitted as Left and Right pages, see:

<https://www.wintershowadvertising.com/advertising-information/>

Bleed: Add 1/8" on all sides for bleed outside of trim.

Keep live matter 1/2" from trim, head, foot, and sides.

### SEND MATERIALS TO:

Send all Advertising and Production Materials, Proof, and a copy of your Contract to:

**Tomas Sokol**  
**Group M**  
**314 Catharine Street**  
**Suite 101**  
**Philadelphia, PA 19147**

**(215) 546-1995**

Do not request a signature for FedEx for priority shipments.

### PROOFS

It is recommended that an Industry Standard Contract Proof be submitted with your Ad Files. Additional charges may apply for ads submitted without Contract Proofs. The Winter Show accepts no responsibility for accurate color reproduction if a press proof is not supplied with your files.

### PRODUCTION QUESTIONS?

Anita Bassie  
Group M  
(215) 546-1995  
[m@group-m.com](mailto:m@group-m.com)