

THE WINTER SHOW/2023

EXHIBITOR AD CONTRACT AND PRINT SPECIFICATIONS

AD TYPE [check appropriate]

- 2-Page Spread, Four Color
- Full Page, Four Color

DEADLINES:

Supplied Digital Files and Contract Proofs: October 21, 2022
Ad Approval Deadline Online: November 4, 2022

Advertiser _____
 Contact _____
 Email _____
 Tel _____
 Fax _____
 Address _____
 City _____ State _____ Zip _____
 Signature _____
 Date _____

Advertising Agency _____
 Contact _____
 Email _____
 Tel _____
 Fax _____
 Address _____
 City _____ State _____ Zip _____

EMAIL CONTRACT TO:

Beatrice Giuli
 Project Manager
 The Winter Show
 (917) 860-6559
 bg@thewintershow.org

Anita Bassie
 Group M
 (215) 546-1995
 m@group-m.com

Website Address _____
To be linked in the digital edition of the catalogue.

Email Address _____
To be your username on the Ad Portal website.

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/

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.

THE WINTER SHOW/2023

EXHIBITOR AD CONTRACT AND PRINT SPECIFICATIONS

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"

DEADLINES:

Supplied Digital Files and Contract Proofs:

October 21, 2022

Ad Approval Deadline Online:

November 4, 2022

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:

<https://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.

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

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