

THE WINTER SHOW/2024

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 \$ _____

PAYMENT AND CONTRACT:

For payment by credit card go to:

<https://eastsidehouse.givingfuel.com/ws24-catalogue-payment>

Email signed contract to: cbello@eastsidehouse.org

For payment by check, send with signed contract to:

Christina Bello
Fundraising and Special Events Officer
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 10, 2023

Supplied Digital Files and Contract Proofs: November 17, 2023

Ad Approval Deadline Online: November 27, 2023

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/

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 *

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

Full Page

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

Half-Page Horizontal

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

Half-Page Vertical

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

PRODUCTION INFORMATION

Ad File Preparation Requirements and Industry Standard Production (ISP) Proof Requirements:

<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 + Live Area:

Add 1/8" on all sides for bleed outside of trim size.
Keep live matter 1/2" from trim, head, foot, and sides.

PRODUCTION QUESTIONS?

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

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PROOFS

It is recommended that a color accurate, calibrated, industry standard printers proof be submitted with your Ad Files. You can order a printers proof from lightprint.com.

If you are not supplying a printers proof, please email a dated and signed Printers Proof Waiver to m@group-m.com.

Additional charges may apply for ads submitted without printers proofs. The Winter Show accepts no responsibility for accurate color reproduction if a printers proof is not supplied with your files.

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, Industry Standard Production (ISP) Proof Proof, and 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.