

THE WINTER SHOW/2024

EXHIBITOR AD CONTRACT AND PRINT SPECIFICATIONS

<p>AD TYPE [check appropriate]</p> <p><input type="checkbox"/> 2-Page Spread, Four Color (\$500.00)</p> <p><input type="checkbox"/> Full Page, Four Color (Included in Booth Fee)</p>	<p>DEADLINES:</p> <p>Supplied Digital Files and Industry Standard Production Proof: September 21, 2023</p> <p>Ad Approval Deadline Online: October 12, 2023</p>
<p>Advertiser _____</p> <p>Contact _____</p> <p>Email _____</p> <p>Tel _____</p> <p>Fax _____</p> <p>Address _____</p> <p>City _____ State _____ Zip _____</p> <p>Signature _____</p> <p>Date _____</p>	<p>Advertising Agency _____</p> <p>Contact _____</p> <p>Email _____</p> <p>Tel _____</p> <p>Fax _____</p> <p>Address _____</p> <p>City _____ State _____ Zip _____</p>
<p>Website Address _____</p> <p><i>To be linked in the digital edition of the catalogue.</i></p> <p>Email Address _____</p> <p><i>To be your username on the Ad Portal website.</i></p>	<p>EMAIL CONTRACT TO:</p> <p>Beatrice Giuli Project Manager The Winter Show (917) 860-6559 bg@thewintershow.org</p> <p>Anita Bassie Group M (215) 546-1995 m@group-m.com</p>

ADVERTISING TERMS OF CONTRACT

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

Additional payments due for spreads or changes to files after submission will be invoiced by The Winter Show.

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"

DEADLINES:

Supplied Digital Files and Industry Standard Production Proof Proofs:

September 21, 2023

Ad Approval Deadline Online:

October 12, 2023

PRODUCTION INFORMATION

Ad File Preparation Requirements and Proof Requirements go to:

[https://www.wintershowadvertising.com/
advertising-information/](https://www.wintershowadvertising.com/advertising-information/)

Bleed and 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.

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/](https://www.wintershowadvertising.com/advertising-information/)

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 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.

PRODUCTION QUESTIONS?

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