

A Benefit for East Side House

# THE WINTER SHOW

## 2025 EXHIBITOR AD CONTRACT AND PRINT SPECIFICATIONS

**AD TYPE** [check appropriate]

- 2-Page Spread, Four Color (\$500.00)
- Full Page, Four Color (Included in Booth Fee)

**DEADLINES:**

**Supplied Digital Files  
and Industry Standard**

**Production Proof:** September 20, 2024

**Ad Approval Deadline Online:** October 25, 2024

Advertiser \_\_\_\_\_

Contact \_\_\_\_\_

Email \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

Address \_\_\_\_\_

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

Signature \_\_\_\_\_

Date \_\_\_\_\_

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

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

Email Address \_\_\_\_\_

*To be your username on the Ad Portal website.*

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

**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 found on 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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## 2025 EXHIBITOR AD CONTRACT AND PRINT SPECIFICATIONS

### 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 20, 2024

#### Ad Approval Deadline Online:

October 25, 2024

### PRODUCTION INFORMATION

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

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

#### Double-Page Spread \*

#### Files must be submitted as Left and Right pages, see:

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

#### Bleed and Live Area:

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

Bleed and Trim marks must be included in your file.

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

### 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](https://www.lightprint.com).**

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

**Submit and Approve your Ad File on The Winter Show Advertising website:**  
<https://www.wintershowadvertising.com>

#### Send all Advertising Production Materials to:

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

**(215) 546-1995**

Do not request a signature for FedEx priority shipments.

### PRODUCTION QUESTIONS?

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