

A Benefit for East Side House

# THE WINTER SHOW

## 2026 AD CONTRACT AND PRINT SPECIFICATIONS

### AD TYPE [check appropriate]

- |                          |  |          |
|--------------------------|--|----------|
| <input type="checkbox"/> | 2-Page Spread, Four Color                                | \$ 5,175 |
| <input type="checkbox"/> | Full Page, Four Color                                    | \$ 3,100 |
| <input type="checkbox"/> | Half Page, Four Color<br>[Vertical or Horizontal]        | \$ 1,915 |
| <input type="checkbox"/> | Preferred Placement<br>[Limited Number, Four Color Only] | \$ 3,600 |
| <input type="checkbox"/> | Second + Third Covers                                    | \$ 6,500 |

**Total Payment**      \$ \_\_\_\_\_

### PAYMENT AND CONTRACT:

**Make payment by credit card** [here](#).

**Email signed contract to:** [cbello@eastsidehouse.org](mailto: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](mailto:jbossert@nyc.rr.com)

### DEADLINES:

**Ad Space Reservations:** November 12, 2025

**Supplied Digital Files  
and Contract Proofs:** November 18, 2025

**Final Ad Approval Online:** November 27, 2025

Advertiser \_\_\_\_\_

Contact \_\_\_\_\_

Email \_\_\_\_\_

Tel \_\_\_\_\_

Address \_\_\_\_\_

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

Signature \_\_\_\_\_

Date \_\_\_\_\_

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

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

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

Contact \_\_\_\_\_

Email \_\_\_\_\_

Tel \_\_\_\_\_

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 Ad Portal 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.

**Proofs:** It is recommended that an Industry Standard Printers Proof be submitted with your Ad Files. 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.

**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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# THE WINTER SHOW

## 2026 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"

#### 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"

### DEADLINES:

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### SUBMIT AD FILES :

1. **Complete your 2026 Registration at The Winter Show Advertising Portal website:**  
[www.wintershowadvertising.com/ad-portal/](http://www.wintershowadvertising.com/ad-portal/)
2. You will receive a **Login Confirmation email** with a link to confirm your logins.
3. You will receive a **Registration Confirmation email** with a link to **Upload your Files**.

### PRODUCTION INFORMATION

The Winter Show Advertising Portal [Link](#)

Ad File Preparation Requirements [Link](#)

InDesign Ad Template [Link](#)

**Double-Page Spread Requirements\***  
**Files must be submitted as Left and Right pages.**

**Color Specifications**  
All images and color should be converted to CMYK.

#### Bleed, Trim and Live Area Requirements:

Bleed: Add 1/8" bleed on all 4 sides outside of trim.

Bleed and Trim marks must be included in your file.

Export your Ad file as a Press Quality PDF with Bleed and Trim Marks checked.

Live Matter should be placed 1/2" from trim, head, foot, and sides.

#### Proof Requirements and Specifications

It is recommended that an Industry Standard Printers Proof be submitted with your Ad Files. Order a GracoL 2013 Coated Grade 1 color reproduction specification for sheetfed offset lithography. You can order a Printer's Proof online from [lightprint.com](http://lightprint.com)

### SEND MATERIALS TO:

**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)

### AD DESIGN AND PRODUCTION SERVICES

If you need 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