

A Benefit for East Side House

# THE WINTER SHOW

## 2026 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 Printers Proof:

September 26, 2025

#### Final Ad Approval Deadline Online:

October 24, 2025

Exhibitor

Contact

Email

Tel

Address

City

State

Zip

Signature

Date

Advertising Agency

Contact

Email

Tel

Address

City

State

Zip

### EMAIL CONTRACT TO:

Beatrice Giuli  
Fair 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.

A completed signed contract is 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/](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 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 Printers Proof:

September 26, 2025

#### Ad Approval Deadline Online:

October 24, 2025

### 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](#)

### 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**.

### 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.

### 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

### PRODUCTION QUESTIONS?

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