

THE WINTER SHOW

A Benefit for
East Side House

AD CONTRACT AND PRINT SPECIFICATIONS

AD TYPE [check appropriate]

- | | | |
|--------------------------|--|----------|
| <input type="checkbox"/> | 2-Page Spread, Four Color | \$ 5,000 |
| <input type="checkbox"/> | Full Page, Four Color | \$ 3,000 |
| <input type="checkbox"/> | Half Page, Four Color
[Vertical or Horizontal] | \$ 1,850 |
| <input type="checkbox"/> | Preferred Placement
[Limited Number, Four Color Only] | \$ 3,500 |
| <input type="checkbox"/> | Second + Third Covers | \$ 6,500 |

Total Payment \$ _____
Includes Online Ad Approval

SEND CONTRACT AND CHECK TO:

Laura Daley
Director of Development
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 A. Bossert, Director of Advertising Sales
(718) 222-5020
jbossert@nyc.rr.com

DEADLINES:

Ad Space Reservations: November 12, 2018

**Supplied Digital Files
and Contract Proofs:** November 19, 2018

Ad Approval Deadline Online: November 30, 2018

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 sent.

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 *

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

Full Page

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

Half-Page Horizontal

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

Half-Page Vertical

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

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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 INFORMATION

Ad File Preparation Requirements and Proof Requirements go to:

wintershowadvertising.com/advertising-information/

Submit Digital Ad Materials via The Winter Show Advertising website:

wintershowadvertising.com

Double-Page Spread *files must be submitted as Left and Right pages, see: wintershowadvertising.com/advertising-specifications/

The Catalogue is printed sheetfed offset, perfect bound, and jogs to the head.

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

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

SEND MATERIALS TO:

Send all Advertising and Production Materials, Proof, and a copy of your Contract to:

Tomas Sokol
Group M
1024 North Third Street
Suite 101
Philadelphia, PA 19123

(215) 546-1995

Do not request a signature for FedEx for priority shipments.

PROOFS

It is recommended that an Industry Standard Contract Proof be submitted with your Ad Files. Additional charges may apply for ads submitted without Contract Proofs. The Winter Show accepts no responsibility for accurate color reproduction if a press proof is not supplied with your files.

PRODUCTION QUESTIONS?

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