

# THE WINTER SHOW

A BENEFIT FOR EAST SIDE HOUSE

## 2027 CATALOGUE ADVERTISING INSERTION ORDER & PRINT SPECIFICATIONS

### AD TYPE [check appropriate]

- |                          |  |          |
|--------------------------|--|----------|
| <input type="checkbox"/> | 2-Page Spread, Four Color                                | \$ 5,225 |
| <input type="checkbox"/> | Full Page, Four Color                                    | \$ 3,150 |
| <input type="checkbox"/> | Half Page, Four Color<br>[Vertical or Horizontal]        | \$ 1,965 |
| <input type="checkbox"/> | Preferred Placement<br>[Limited Number, Four Color Only] | \$ 3,650 |
| <input type="checkbox"/> | Second + Third Covers                                    | \$ 6,550 |

Total Payment \$ \_\_\_\_\_

### DEADLINES:

- Ad Space Reservations: November 13, 2026  
Supplied Digital Files  
and Printers Proofs: November 18, 2026  
Final Ad Approval Online: November 25, 2026

### Questions?

Jill Bossert, Director of Advertising Sales  
(718) 222-5020  
jbossert@nyc.rr.com

### PAYMENT AND ADVERTISING AGREEMENT:

#### Please Return this Insertion Order via Email to:

Anita Bassie, Group M Design  
m@group-m.com

Christina Bello, Fundraising and Special Events Officer  
East Side House Settlement  
cbello@eastsidehouse.org

Upon receipt, an invoice and advertising agreement will be issued and a payment link will be shared.

FULL PAYMENT and completed signed agreement are required when advertising materials are submitted.

Payments must be made by credit card and payment must be received no later than the ad approval date (November 25, 2026). If payment is not received by November 25, 2026, the credit card on file will automatically be charged for the invoiced amount.

All advertising accepted is subject to approval of the Publisher. Positioning is at the discretion of The Winter Show.

### 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

### TO NOTE:

Please read the Instructions and Advertising Production Specifications carefully.

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: [www.wintershowadvertising.com](http://www.wintershowadvertising.com).

Additional charges will apply for non-conforming materials.

**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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### 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"

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### SUBMIT AD FILES :

1. **Complete your 2027 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. Specify a GracoL 2013 Coated Grade 1 color reproduction proof 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.