

THE WINTER SHOW

A BENEFIT FOR EAST SIDE HOUSE

2027 EXHIBITOR AD INSERTION ORDER & 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 25, 2026

Final Ad Approval
Deadline Online: October 26, 2026

Exhibitor _____

Contact _____

Email _____

Tel _____

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 _____

Address _____

City _____ State _____ Zip _____

EMAIL AD INSERTION ORDER 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 Insertion Order 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/

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.

THE WINTER SHOW

A BENEFIT FOR EAST SIDE HOUSE

2027 EXHIBITOR AD INSERTION ORDER & 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 25, 2026

Final Ad Approval Deadline Online:

October 26, 2026

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

SUBMIT AD FILES :

1. **Complete your 2027 Registration at The Winter Show Advertising Portal website:**
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