

WINTER ANTIQUES SHOW

A BENEFIT FOR EAST SIDE HOUSE SETTLEMENT

2018 Advertising Contract and Print Specifications

DEADLINE: November 17, 2017

For Digital Files and Contract Proofs

Visit the Winter Antiques Show Media Kit website for complete Ad Preparation Instructions:
winterantiqueshowmediakit.com/advertising-specifications/

Terms of Contract

Please read the Instructions and Advertising Production Specifications carefully.

1. **FULL PAYMENT and completed signed contract are required when advertising materials are sent.**
2. Materials must be submitted as digital files and conform to the Ad File Preparation Requirements.

For more information about preparing and uploading your ad, please see the specifications on the reverse side of this page and visit our Media Kit website:
winterantiqueshowmediakit.com/advertising-specifications/

Additional charges will apply for non-conforming materials.

3. 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 Antiques Show accepts no responsibility for accurate color reproduction if a press proof is not supplied with your files.

4. Ad position is at the discretion of the Winter Antiques Show.
5. Original Material: Advertising materials are not returned unless requested by advertiser. Advertiser must pay all shipping costs for advertising material returns. The Winter Antiques 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.

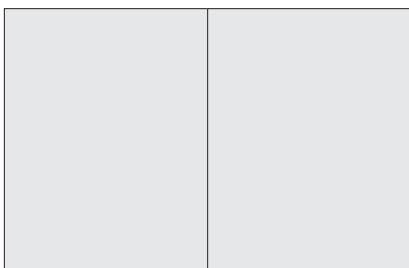
Advertising materials are discarded one year from catalogue publication.

6. **Deadlines:**

**Ad Space Reservations:
November 10, 2017**

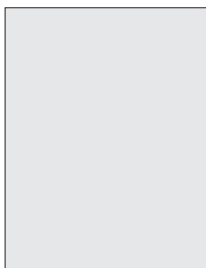
**Supplied Digital Files and Contract Proofs:
November 17, 2017**

7. All information must be specified herein; verbal agreements cannot be recognized.



Double-Page Spread

Size: 17" x 11"
 Bleed: 17.25" x 11.25"
 Non Bleed: 16.25" x 10.25"



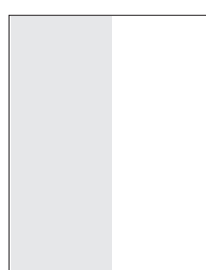
Full Page

Size: 8.5" x 11"
 Bleed: 8.75" x 11.25"
 Non Bleed: 7.75" x 10.25"



Half-Page Horizontal

Size: 8.5" x 5.5"
 Bleed: 8.75" x 5.75"
 Non Bleed: 7.75" x 5.125"



Half-Page Vertical

Size: 4.25" x 11"
 Bleed: 4.5" x 11.25"
 Non Bleed: 3.875" x 10.25"

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 or priority shipments.

Ad Design and Production Services

If you do not have a designer to create your ad, the Winter Antiques 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

Deadlines

Ad Space Reservations:
 November 10, 2017

Digital Files and Contract Proofs:
 November 17, 2017

Ad Approval Deadline Online:
 November 29, 2017

For Ad File Preparation Requirements and Proof Requirements go to:

winterantiquesshowmediakit.com/advertising/

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.

Submit Digital Ad Materials via the Winter Antiques Show Online Ad Gateway:

winterantiquesadvertising.com

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