

# WINTER ANTIQUES SHOW

A BENEFIT FOR EAST SIDE HOUSE SETTLEMENT

## 2018 Advertising Contract and Print Specifications

### **DEADLINE: OCTOBER 27, 2017**

For Digital Files and Contract Proofs

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

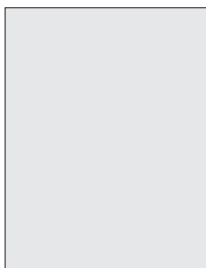
6. **Deadlines:**  
**Supplied Digital Files and Contract Proofs:**  
**October 27, 2017**

**Exhibitor ads that are not supplied by the deadline will result in re-printing 2017 Catalogue Ad files.**

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"

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

1. Navigate to **winterantiquesadvertising.com**
2. All users must **REGISTER** anew each year. Please complete the Registration Form.  
Your username will be your email address.  
The password is: winterantiques (case sensitive)
3. After registering, you can **LOG IN**
4. Select **UPLOAD**
5. Select **CHOOSE FILES**. Browse your desktop and select your Zipped Ad Files.  
Select the **Upload** button.
6. Once your file has been successfully uploaded, please send an email to:  
**m@group-m.com**  
with confirmation of the final file name, transfer date/time, and delivery date of your Contract Ad Proof.

**Send all Advertising and Production Materials, Ad 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**

**Digital Files and Contract Proofs:**  
 October 27, 2017

**Ad Approval Deadline Online:**  
 November 10, 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.

**Supplying Multiple Ads?**

**Advertising agencies, designers, and publishers** supplying multiple Exhibitor Ad Files, **please contact Group M for special instructions** prior to registering online.

**Production Questions?**

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