

THE WINTER SHOW

2021 WINTER SHOW ADVERTISING

Advertising Submission Deadline: December 17, 2020

Instructions:

Please fill out your [Advertising Contract](#) to Reserve Your Advertising Space for the TWS 2021 Virtual Fair Website, Bi-Monthly E-Newsletter and Digital Catalogue and email to:

Veronica Wu
Project Manager
The Winter Show Advertising
thewintershow.org/advertise
vw@thewintershow.org
t:+1 917-420-0669

The Winter Show Website Digital Ads

Display Ads	Ad Size (In Pixels)	Placement
Premium Banner (horizontal)	1765 x 500	Sponsor Page
Regular Banner (horizontal)	1200 x 430	Editorial Pages
Side Banner (vertical)	363 x 726	Editorial Pages

Newsletter Digital Ads

Editorial Banner	800 x 265	2x Bi-Monthly
Header	800 x 130	2x Bi Monthly

TWS 2021 Digital Advertising File Preparation:

File Types: JPG, PNG, (SWF not recommended)

Please provide a click-through URL for all ads, including: <https://www.website.com>

All ads should be 72 DPI and in RGB color.

Ads with a white background must have at least a .25pt border.

*3rd party impression tracking pixels are not accepted.

Submitting Ad Files

Email your signed Contract and ad to TWSads@group-m.com

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TWS 2021 Digital Catalogue Advertising

Space Unit	Trim	Bleed	Non-bleed
Double page spread	*16.5 x 10.625"	16.75" x 10.875"	15.5" x 9.625"
Full page	8.25" x 10.625"	8.5" x 10.875"	7.25" x 9.625"
1/2 page horizontal	8.25" x 5.3125"	8.5" x 5.5625"	7.25" x 4.3125"
1/2 page vertical	4.125" x 10.625"	4.375" x 10.875"	3.625" x 9.625"

* 2-page Spread Ad Files should be prepared and submitted as Left and Right Pages. Not Spreads. File names should identify "L" and "R" in the file name.

File Preparation

Please supply Press Ready PDFs with crop marks.

All ads should be 300 DPI and in RGB color.

Ad file sizes should be under 5 mb.

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

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

Submitting Ad Files

Email your signed Contract and Ad to TWSads@group-m.com

Ad Placement

We cannot guarantee left or right page placement for Ads.

You may submit 2 versions of your Ad File. Register as Advertiser Name_ LEFT and Advertiser Name_RIGHT.

File names should identify "L" and "R" in the file name and be uploaded individually.

All submitted ads are considered final.

You will not be sent a production proof for approval.

The Winter Show Catalogue Design & Production Team

The Winter Show Catalogue design firm is Group M.

If you require design services, please contact Anita Bassie or Tomas Sokol at 215-546-1995.

Production Questions?

Anita Bassie

Group M

215.546.1995