

THE WINTER SHOW

A Benefit for
East Side House

DIGITAL AD CONTRACT AND SPECIFICATIONS

AD TYPE [check appropriate]

- | | | |
|--------------------------|---|----------|
| <input type="checkbox"/> | Website
Premium Banner
[horizontal] | \$ 2,500 |
| <input type="checkbox"/> | Regular Banner
[horizontal] | \$ 500 |
| <input type="checkbox"/> | Side Banner
[vertical] | \$ 500 |
| | E-Newsletter
[horizontal] 2x Bi-Monthly | |
| <input type="checkbox"/> | Editorial Banner | \$1,000 |
| <input type="checkbox"/> | Header | \$ 700 |

Total Payment \$ _____

SEND CONTRACT AND CHECK TO:

Christina Bello
Fundraising & Special Events Officer
East Side House Settlement
337 Alexander Avenue
Bronx, NY 10454

Payment must be in US dollars drawn on a US bank
and made payable to East Side House Settlement

Questions?

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

DEADLINES:

Ad Space Reservations: **December 4, 2020**

**Supplied Digital Files
and Contract Proofs:** **December 17, 2020**

Advertiser _____

Contact _____

Email _____

Tel _____

Fax _____

Address _____

City _____ State _____ Zip _____

Signature _____

Date _____

Website Address _____

To be linked in the digital edition of the catalogue

Advertising Agency _____

Contact _____

Email _____

Tel _____

Fax _____

Address _____

City _____ State _____ Zip _____

ADVERTISING TERMS OF CONTRACT

Please read the Instructions and Advertising Production Specifications carefully. All information must be specified herein; verbal agreements cannot be recognized.

FULL PAYMENT and completed signed contract are required when advertising materials are sent.

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 website: thewintershow.org/advertise

Additional charges will apply for non-conforming materials.

Ad position is at the discretion of The Winter Show.

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

Website	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
E-Newsletter (horizontal)		
Editorial Banner	800 x 265	Bi-Monthly
Header	800 x 130	Bi Monthly

PRODUCTION INFORMATION

Ad File Preparation Requirements go to:
<https://www.thewintershow.org/advertise>

Submit Digital Ad Materials to:
TWSads@group-m.com

**Double-Page Spread *files must be submitted as
Left and Right pages, see:**
<https://www.thewintershow.org/advertise>

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.advertiserwebsite.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.

The Winter Show accepts no responsibility for accurate color reproduction. All Ad submissions are considered final.

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December 4, 2020

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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

SEND MATERIALS TO:

Send all Advertising and Production Materials, Proof, and a copy of your Contract to:

**Tomas Sokol
Group M
314 Catharine Street
Suite 101
Philadelphia, PA 19147**

(215) 546-1995

Do not request a signature for FedEx for priority shipments.

PRODUCTION QUESTIONS?

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