

2012 WINTER ANTIQUES SHOW ADVERTISING CONTRACT SPECIFICATIONS

Please read this Contract and the Print Production Specifications carefully.

1. Full payment and completed contract are required when advertising materials are sent.
2. Materials must be submitted as digital files. Please see the Ad File Preparation Requirements for details.
3. Ad position is at the discretion of the Winter Antiques Show.
4. 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. Please see page 3 for more information.
5. All materials must conform to Ad File Preparation Requirements. Additional charges will apply for non-conforming materials.
6. 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 vendors 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.
7. **Deadline for Ad Space Reservations: November 4, 2011.**
Deadline for Supplied Digital Files and Contract Proofs: November 21, 2011.
8. All information must be specified herein; verbal agreements cannot be recognized.

Advertising Size Requirements

SPACE UNIT	TRIM	BLEED	NON-BLEED
2-page spread	17" x 11"	17.25" x 11.25"	16.25" x 10.25"
Full page	8.5" x 11"	8.75" x 11.25"	7.75 x 10.25"
1/2 page horizontal	8.5" x 5.5"	8.75" x 5.75"	7.75" x 5.125"
1/2 page vertical	4.25" x 11"	4.5" x 11.25"	3.875" x 10.25"

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.

Send all Advertising and Production Materials, Proof, and the Group M copy of your Contract to:

Tomas Sokol
Group M
1050 North Hancock Street
Suite 61
Philadelphia, PA 19123

Production Questions?
Anita Bassie
Group M
215.546.1995
m@group-m.com

215.546.1995

Do not require a signature for priority shipments.

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AD FILE PREPARATION REQUIREMENTS

General Guidelines

Ensure that all images are a minimum of 300dpi at 100% of final placement size.

Convert all spot/special colors to four-color process.

Please provide CMYK files and images only.

Do not submit files in RGB, or files containing additional channels.

All Ads should be built with either Macintosh PostScript Type 1 fonts or OpenType fonts with PostScript outlines (.otf).

TrueType fonts will not be accepted.

Native Application Files

QuarkXPress 4.0 or higher, InDesign 2.0 or higher ONLY

Flatten any transparency.

Do not menu-style fonts (i.e. by selecting italic in the style menu). Use the font variation instead.

Use the QuarkXPress "Collect for Output" feature, or the InDesign "Preflight" feature to ensure all page elements (images and fonts) are captured and included.

We do not accept Illustrator, Photoshop, Pagemaker, or Microsoft Word Files.

PDF File Settings:

High Quality Print with box checked (USE DOCUMENT BLEED SETTINGS) converted to CMYK.

PDF Files are Not Acceptable as Color Proofs. It is recommended that a contract proof be sent with your PDF file. Please see the Contract Proofing Section on page 3.

Preflight

Run preflight software on file(s) whenever possible and provide the preflight report with all final digital files.

Naming and Compressing Files

- The Ad File Name must include the name of the Advertiser (or a recognizable abbreviation) as below:
AdvertiserName_WAS2012.
- Do Not Name Your Ad File : "WAS_AD" or any other name that does not include the Advertiser Name.
- Please ensure that your file name does not contain any spaces (use_underscores_instead) or special characters.
- Do not attempt to upload files with file names containing more than 27 characters, or containing the characters \, /, :, *, ?, <, >, or |.
- Compress all files into one archive prior to transfer. StuffIt (.sit, .sea), Zip (.zip), or BinHex (.hqx) encoding will be accepted. StuffIt (.sit) compression is recommended. StuffIt software can be downloaded from: <http://www.stuffit.com>.

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CONTRACT PROOFING MATERIAL SUGGESTED

GracoL color reproduction specification for sheetfed offset lithography.
Proof **MUST** have a COLOR BAR showing READABLE Color Densities.

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

If you are not supplying a proof, please include a dated and signed Contract Proof Waiver with your Ad Materials.

Please see the Winter Antiques Show On-line Media Kit Advertising Section for further details and requirements: winterantiquesshowmediakit.com/advertising/.

Contract Proof Suppliers

Contract Proofs are typically prepared by printing companies. You can also order a contract proof on-line from cmykproof.com

SUBMIT AD DIGITAL MATERIALS: THE WINTER ANTIQUE SHOW ON-LINE AD GATEWAY

Please submit digital files via the Winter Antiques Show On-line Ad Gateway as specified below. Send a physical contract proof to Group M, for all ads that are submitted electronically. (see above)

1. Go to winterantiquesshowmediakit.com
2. Select "Ad Gateway" tab at top right of the Home Page.
3. If you are a new user, you must register.
Your user name will be your email address.
The password is: winterantiques2012 (case sensitive)
4. If you are an existing user, you can LOG IN.
5. You will see a Print Direct Window. Select **UPLOAD**.
6. Select **CHOOSE FILES**. Browse your desktop and select your Zipped or Stuffed Ad Files.
Select **Upload** at the bottom of the page.
7. 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.



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AD APPROVAL PROCESS

1. The Ad Approval Process will take place On-line

An email notification will be sent to the user name email address that you supplied indicating that your Ad is ready for approval.

The email will be titled **"Your Phoenix Lithographing's Remote Notifications"**

2. Select the link supplied and you will be directed to the Print Direct Log-In page.
3. Select "PROOF" from the main menu.

4. Open your Ad and review it carefully.

Use the Green Check Mark ✓ To Approve the Ad.




You will receive an approval email notification.

Process complete!



Use the Red ✗ To Reject the Ad.

A dialog box appears where you may enter instructions.

-  Use the Annotation Tool to highlight an area that needs attention and enter instructions.
-  Use the Arrow Tool to reveal your comments.
-  Use the Hand Tool to Scroll through your document.

Submit new files with a new file name (version#) following steps 1-4.

Ad Design and Production Services

If you do not have a designer to create your Ad, the Winter Antique Show offers these services through our Catalogue Designers, Group M. Please contact Anita Bassie or Tomas Sokol to discuss your advertising needs.

Anita Bassie
Tomas Sokol
215.546.1995
m@group-m.com

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