

## 2010 WINTER ANTIQUES SHOW ADVERTISING CONTRACT

**Please read this Contract and the enclosed 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 attached Print Production Specifications for details.
3. Ad position is at the discretion of the Winter Antiques Show.
4. All materials must conform to Print Production Specifications. Additional charges will apply for non-conforming materials.
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 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.
6. **Deadline for Ad Space Reservations: November 4, 2009.**  
**Deadline for Supplied Digital Files and Contract Proofs: November 18, 2009.**
7. All information must be specified herein; verbal agreements cannot be recognized.

### Advertising Size Requirements

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

Safety: Keep live matter 1/2" from trim

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.

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

Send all advertising and production materials to:  
EAST SIDE HOUSE SETTLEMENT  
CATALOGUE MANAGER  
337 Alexander Avenue  
Bronx, NY 10454  
Tel: 718.665.5250  
Fax: 718.665.5532

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

## DIGITAL FILE REQUIREMENTS

### Digital File Submission

- Submit Macintosh formatted media and files. PC media and files will not be accepted.
- Send all materials on a CD, DVD, or via FTP (FTP instructions are included on page 4.)
- Do not send files via email.
- All disks should be labeled with advertiser name and publication name.

### 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

#### Page Layout Files

- QuarkXPress 4.0 or higher, InDesign 2.0 or higher
- 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.

#### PDF Files

- Provide Press Optimized PDF Files converted to CMYK.
- A contract proof must be sent with your PDF file. Please see contract proof requirements on page 3.

### Preflight

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

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

## CONTRACT PROOF REQUIREMENTS

### The Proofing Process

The Winter Antiques Show strives for the highest print reproduction quality for both advertising and editorial content. For us to achieve that high quality, The Winter Antiques Show requests that a contract proof be submitted with each advertising submission.

After your Ad Materials are submitted, they are reviewed by the The Winter Antique Show Catalogue Team and sent to the The Winter Antique Show Catalogue Printer. The printer outputs a high resolution SWOP proof from your digital files. The Catalogue Team then compares your Original Proof with the Printers Proof for quality control, reproduction and content accuracy. Any inconsistencies are then corrected.

If you cannot provide a high resolution contract proof, please provide a laser proof.

Please supply your Fed Ex Account Number on your contract if you would like to review your Final Proof(s) or include a pre-paid Fed Ex Ticket with your Ad materials.

### Examples of Acceptable Color Proofs for Advertising Materials:

- Kodak Approval
- Kodak Matchprint Digital Halftone
- Kodak Matchprint Inkjet/ProofPro (Canon, Epson, HP)
- Fuji Final Proof

All contract proofs should be made according to the manufacturer's SWOP Application Data Sheet. For a current list of SWOP Application Output Requirements, please visit [www.swop.org](http://www.swop.org).

## FTP INSTRUCTIONS

### FTP File Preparation and Contract Proofs

- A physical contract proof must be sent for all ads that are submitted electronically.
- PDF files are not acceptable as color proofs.
- Please contact the Advertising Services Manager (see step 5) after uploading any documents.
- Please ensure that your filename does not contain any spaces (use\_underscores\_instead) or special characters.
- Do not attempt to upload files with filenames containing more than 32 characters, or containing the characters \, /, :, \*, ?, <, >, or |.

### FTP Instructions

1. All files should be compressed 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>
2. Ensure that your filename does not contain any spaces or special characters. When naming your file, use only letters of the alphabet or numbers. Do not use any grammatical symbols with the exception of an underscore (use underscores instead of spaces).
3. Log on to <ftp.phoenixlitho.com>  
**User ID: 2010winterantiques**  
**Password: Comeonin5**
4. Send File
5. Once your file has been successfully uploaded, please send an email to: [m@group-m.com](mailto:m@group-m.com) with confirmation of the final filename, transfer date/time, and delivery date of your Contract Ad Proof.