



## 55th Annual Delaware Antiques Show

**NOVEMBER 9–11, 2018**

60 Exceptional Dealers—One of the Nation's Top Shows!

**CATALOGUE ADVERTISING MEDIA KIT**



# 55th ANNUAL DELAWARE ANTIQUES SHOW

NOVEMBER 9–11, 2018 • Chase Center on the Riverfront, Wilmington, Delaware



## About the show

Since its inception in 1964, the Delaware Antiques Show has blossomed into one of the country's most acclaimed antiques shows, with an overriding emphasis on both excellence and education. The show provides established collectors, dealers, design professionals, and first-time buyers with an opportunity to view and purchase exceptional pieces showcased by more than 60 experts in American antiques and decorative arts.

Proceeds from the show benefit educational programming at Winterthur Museum, Garden & Library.

## Audience

The Delaware Antiques Show's audience is comprised of **affluent, highly educated collectors and connoisseurs** with the resources to spend and invest in quality antiques for their homes and collections. The show attracts thousands of visitors annually. These knowledgeable patrons predominately reside along the Northeast corridor, from New York City to Washington, D.C., and bring proven purchasing power to the show each year.

## Advertising in the official show catalogue

For more than 50 years, strong attendance, excellent sales, corporate underwriting, and advertiser support have contributed to the success of the show. The official show catalogue provides a highly visible means by which to reach an educated and influential audience with proven discretionary resources.

This year's show catalogue is bigger and better than ever! **Enhanced with expanded editorial and show-related content**, including feature articles by esteemed collectors and decorative arts experts, this handsome keepsake is distributed at the exclusive Opening Night Party and is made available to 5,000 show attendees.

As an added bonus, all ads appear in an **electronic flip-book** version of the show catalogue, to be displayed on the show's official website throughout the year, reaching thousands of additional prospects with ample buying power. To view last year's show catalogue, please visit [winterthur.org/das](http://winterthur.org/das).

## Advertising options

The Delaware Antiques Show's official catalogue offers a variety of advertising options to meet your business goals and budget. From four-color display ads to editorial sponsorships to community advertising listings, our team of dedicated ad sales professionals is qualified to find the right advertising solution for your needs.

## As a valued advertiser

We are pleased to offer all 2018 advertisers **four (4) complimentary, general admission tickets** to this year's Delaware Antiques Show. General admission includes entry to special lectures and show features.

For information regarding advertising opportunities, please contact Hillary Holland, 302.888.4614, or [hholland@winterthur.org](mailto:hholland@winterthur.org).

For detailed information on advertising options, rates, and specifications, please refer to the **Advertising Rates and Guidelines** section of this media kit.



All photos by Ben Fournier and J. Paul Simeone



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## ADVERTISING RATES AND GUIDELINES

SIZE	BLEED PAGE	TRIM	LIVE AREA
Full Page	6" W x 9" V	5.5" W x 8.5" V	4.5" W x 7.5" V
Half-Page Horizontal	No bleed available	4.5" W x 3.75" V	N/A
Two-Page Spread*			

Please keep all live matter .5" away from trim on all sides.

\*Two-page spread: Ad files should be prepared as Left and Right pages. File names should identify 'L' and 'R' in the filename.

**LIVE AREA:** The area where your main typographic elements should be within to ensure they will not be cut off in the trimming process.

**PAGE TRIM:** Where the page itself will be cut. The final size of the printed piece.

**BLEED:** The excess image area that must pass the trim dimensions to ensure your image will flow over all sides. Objects outside the bleed area are not printed.

### File format

Please supply QuarkXPress, InDesign, or PDF file and include support graphics on disk (EPS or TIFF files) with a color proof. All images must be at least 300 dpi at 100% of final placement size, 150 line screen at 100%. Please convert all spot/special colors to four-color process, and provide CMYK files and images only (no RGB).

### Design services

Design services can be supplied at a cost of \$75 per full-page ad or \$150 per spread.

### Community Business Listings—NEW!

Show your support of the Delaware Antiques Show with a listing in this new local business section! Entice show attendees to shop locally and to explore the Brandywine Valley. Advertisers should provide the following information: business name, address, and an exclusive offer for customers who present their tickets from this year's show.

### Editorial Sponsorships

Reserve a full-page or two-page advertising spread and qualify to sponsor an editorial feature in this year's show catalogue. Your business logo and a special acknowledgment will be prominently displayed at the end of the article. *Limited opportunity.*

**Ad space reservation deadline: August 27, 2018 (Reserve your ad by August 10, 2018, and receive a 10% discount.)**

**Submission date for camera-ready artwork: September 5, 2018**

**Submission date for materials if we are designing your ad: August 29, 2018**

### Submit ad contract and payment to:

Jill Abbott, Winterthur Museum, 5105 Kennett Pike, Winterthur, DE 19735. E-mail: [jabbott@winterthur.org](mailto:jabbott@winterthur.org); 302.888.4992. Make check payable to: **Delaware Antiques Show, Winterthur Museum.**

### Submit ad materials to:

Pure Imaging, Inc., c/o: Delaware Antiques Show, 9 Fowle Street, Woburn, MA 01801. E-mail: [ads@antiquesandfineart.com](mailto:ads@antiquesandfineart.com); WeTransfer.com (send files to [ads@antiquesandfineart.com](mailto:ads@antiquesandfineart.com)).

### Questions?

Advertising information: Hillary Holland, 302.888.4614, or [hholland@winterthur.org](mailto:hholland@winterthur.org)

Production questions: 617.926.0004

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## ADVERTISING CONTRACT

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Advertiser

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Contact Person

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Tel.

Fax

E-mail

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Address

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City

State

Zip

### SELECT AD TYPE [check appropriate]

- ☐ Full-page, four-color: \$400
- ☐ Full-page, four-color, preferred placement (front of book): \$600
- ☐ Two-page spread, four-color: \$650\*
- ☐ Premium positions: back cover, inside front cover, inside back cover: SOLD OUT
- ☐ Half-page, four-color (special section, back of book position): \$250
- ☐ Community Business Listing (back of book): \$200
- ☐ Editorial Sponsorship (with full-page or spread ad buy): additional \$150
- ☐ Design Services (\$75 for full-page ad; \$150 for two-page spread)

Reserve your ad by August 10, 2018, and receive a 10% discount.

\*Non-premium position.

**Total Payment \$** \_\_\_\_\_

### Deadlines:

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Jill Abbott, Winterthur Museum, 5105 Kennett Pike, Winterthur, DE 19735.  
E-mail: [jabbott@winterthur.org](mailto:jabbott@winterthur.org); 302.888.49924. Make check payable to:

**Delaware Antiques Show, Winterthur Museum.**

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**Full payment and completed signed contract are required when advertising materials are sent.**

**ACCEPTANCE:** The undersigned hereby contracts with the Delaware Antiques Show for an advertisement in the 2018 show catalogue, compliant with rates, production requirements, and closing dates as stated. Errors occurring because materials failed to meet ad guidelines shall not entitle the advertiser to an adjustment or refund. If materials for a confirmed insertion are not delivered by deadline, the advertiser may be billed for reserved space. Ad position is at the discretion of the Delaware Antiques Show. Advertiser may guarantee placement only by purchasing cover or premium positions. In no case will the position of an advertisement entitle an advertiser to an adjustment or refund. Advertisers are solely responsible for copyright and usage rights of all logos, photos, and illustrations.

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SIGNATURE

DATE

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PRINT NAME, COMPANY, TITLE