

2020 Mechanical Requirements

PLAYBILL DIGEST FORMAT Mechanical Requirements

| | FINAL TRIM | LIVE AREA & AD SIZE NONBLEED | AD SIZE WITH BLEED |
|---|------------------------------------|------------------------------------|-----------------------|
| Full Page | 5.375" x 8.5" | 4.625" x 7.75" | 5.625" x 8.75" |
| Full Page Spread | 10.75" x 8.5" (Gutter safety .25") | 10.25" x 7.75" | 11.00" x 8.75" |
| Half Page Vertical | 2.25" x 7.75" | | |
| Half Page Horizontal | 4.625" x 3.75" | | |
| Quarter Page Vertical | 2.25" x 3.75" | | |
| Half Page "ABC Topper" Available Broadway only | | 4.875" x 3.8125" (nonbleed) | |

- **BLEED ON FULL SIZE PAGES ONLY:** Add .125", extended past final trim marks, indicated above
- Copy Safety: .375" from trim on all edges
- All crop/bleed marks and color bars should be offset from the live/bleed area of the file.

DIGITAL FILES

DELIVER VIA: Email or FTP

- Please email appropriate production manager listed below with file name when posted/uploaded
<https://ftpq.playbill.com> Username: AdDrop Password: playbillAdDrop

PDF: Hi-Res, press ready files. Composite CMYK or Grayscale. PDF/X-1A compliant.

TIFF: Must be flattened and final. No layers. Hi-res binary data. No compression.

JPEG: CMYK or Grayscale. High Quality Baseline Standard.

- PROOFS:
- All files should be supplied with an approved color proof at 175 line screen.
 - 2 proofs per region. 5 Proofs for NATIONAL ADS.
 - All files without a color proof will run to standard ink densities.

Material Shipping Address: PLAYBILL
729 Seventh Avenue, 4th floor
New York, NY 10019
Attn: Production Dept. (indicate contact person per below)

Production Contacts:

Maude Popkin (mpopkin@playbill.com)
646-751-4110

- Classic Arts New York
- Classic Arts Texas
- Classic Arts Florida
- Classic Arts Philadelphia
- Classic Arts St. Louis
- Classic Arts Minnesota
- Classic Arts Washington D.C.

Alex Near (anear@playbill.com)
646-751-4120

- National Ads
- Classic Arts Boston
- Broadway New York
- Broadway Boston
- Broadway Chicago
- Broadway Cincinnati
- Broadway Columbus
- Broadway Indianapolis
- Broadway Kansas
- Broadway Minneapolis
- Broadway St. Louis
- Broadway Texas

Jenna Perrino (jperrino@playbill.com)
718-606-3256

- Classic Arts California
- Broadway New York Showbill (Lyric)
- Broadway Florida
- Broadway California
- Broadway Philadelphia
- Broadway Baltimore
- Broadway Washington D.C.
- Broadway New Orleans
- Broadway Nashville

PLAYBILL®

212.557.5757

729 Seventh Avenue, 4th floor
New York, NY 10019

advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC

2020 Large Format Mechanical Requirements

PLAYBILL LARGE FORMAT Mechanical Requirements (Dallas Opera/Minnesota Orchestra ONLY)

| | FINAL TRIM | LIVE AREA & AD SIZE NONBLEED | AD SIZE WITH BLEED |
|-------------------------------|--|------------------------------------|-----------------------|
| Full Page | 8.375" x 10.875" | 7.625" x 10.125" | 8.625" x 11.125" |
| Full Page Spread | 16.75" x 10.875" (Gutter safety: .25") | 16.00" x 10.125" | 17.00" x 11.125" |
| Two-Thirds Vertical | (Minnesota Orch.) | 5.00" x 10.125" | |
| One Half Vertical | (Minnesota Orch.) | 5.00" x 7.5" | |
| One Half Horizontal | (Minnesota Orch.) | 7.625" x 5.00" | |
| One Third Vertical | (Minnesota Orch.) | 2.5" x 10.125" | |
| One Third Square | (Minnesota Orch.) | 5.00" x 5.00" | |
| One Sixth Vertical | (Minnesota Orch.) | 2.5" x 5.00" | |
| One Sixth Horizontal | (Minnesota Orch.) | 5.00" x 2.5" | |
| One Half Horizontal | (Dallas Opera) | 7.625" x 5.00" | |
| One Half Vertical | (Dallas Opera) | 3.75" x 10.125" | |
| One Quarter Vertical | (Dallas Opera) | 3.75" x 5.0" | |
| One Quarter Horizontal | (Dallas Opera) | 7.625" x 2.375" | |
| One Half Spread Horizontal | (Dallas Opera) | 16.00" x 5.00" | |
| One Quarter Spread Horizontal | (Dallas Opera) | 16.00" x 2.375" | |

- **BLEED ON FULL SIZE PAGES ONLY:** Add .125", extended past final trim marks, indicated above
- Copy Safety: .375" from trim on all edges
- All crop/bleed marks and color bars should be offset from the live/bleed area of the file.

DIGITAL FILES

DELIVER VIA: Email or FTP <https://ftpq.playbill.com> Username: AdDrop Password: playbillAdDrop

- Please email production manager, Maude Popkin (mpopkin@playbill.com) 646.751.4110 when files are posted/uploaded.

PDF: Hi-Res, press ready files. Composite CMYK or Grayscale. PDF/X-1A compliant.

TIFF: Must be flattened and final. No layers. Hi-res binary data. No compression.

JPEG: CMYK or Grayscale. High Quality Baseline Standard.

- PROOFS:
- All files should be supplied with an approved color proof at 175 line screen.
 - 2 proofs per region. 5 Proofs for NATIONAL ADS.
 - All files without a color proof will run to standard ink densities.

Material Shipping Address: PLAYBILL
729 Seventh Avenue, 4th floor
New York, NY 10019
Attn: Maude Popkin, Production Dept.

PLAYBILL®

212.557.5757

729 Seventh Avenue, 4th floor
New York, NY 10019

advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC