



MECHANICAL REQUIREMENTS

Table with 3 columns: Trim Size, Non-Bleed, and Bleed. Rows include Covers or Full Pages, Spreads, Half Page (Vertical), Half Page (Horizontal), Quarter Page (Vertical), and Quarter Page (Horizontal).

Bleed requirements - 1/8" Extended past trim marks. 3/8" safety from all edges. (Live matter cannot exceed 4 7/8" X 8"). Gutter safety is 1/4".

FURNISHED DIGITAL FILES

- TRANSFER FILES - Email or FTP site
DISKS - CD's, DVD's
PDF - Hi-Res, press ready files.
EPS - Fonts and images must be imbedded.
TIFF - Must be flattened and final.
NATIVE FILES - MAC based.
FONTS & IMAGES - Supply all applicable fonts and images on disk
PROOFS - All files must be supplied with a Matchprint or approved color proof at 175 line screen

MATERIAL SHIPPING ADDRESSES

All materials (Digital files and proofs) must ship to their respective address indicated below.

All venues except Florida
One set of files and three proofs (If National ad, 5 proofs)
PLAYBILL
525 Seventh Avenue, Suite 1801
New York, NY 10018
(212) 557-5757
Att: Production Dept.

Florida venues only
One set of files and three proofs
CAROLINA DIAZ
10001 SW 54th Street
Miami, FL 33165
(305) 624-5001

Judy Samelson - Vegas, California, Arizona
jsamelson@playbill.com

Alex Near - All National, Texas/All Broadway, Cincinnati, Columbus, Indianapolis, Minneapolis, St. Louis Fox Theater, Chicago, Kansas
anear@playbill.com

Maude Popkin - All local New York, Texas/Dallas Symphony, Houston Ballet, Dallas Opera, Chicago, Philadelphia, St. Louis Symphony, Baltimore, Washington DC
mpopkin@playbill.com

Carolina Diaz - Florida
cdiazplaybill@gmail.com

Ads running in two venues per region, require one set of files and two proofs. If more than two venues, four proofs are required. National buys require five proofs in NY.

Spreads always require three proofs per region.