

PLAYBILL®

MECHANICAL REQUIREMENTS

	FINAL TRIM SIZE	NONBLEED IMAGE AREA
Full Page	5 3/8" x 8 1/2"	4 5/8" x 7 3/4"
Full Page Spreads	10 3/4" x 8 1/2" (Gutter safety is 1/4")	10 1/4" x 7 3/4"
Half Page (Vertical)	2 1/4" x 7 3/4"	
Half Page (Horizontal)	4 5/8" x 3 3/4"	
Quarter Page (Vertical)	2 1/4" x 3 3/4"	

**BLEED on Full size pages ONLY. Add 1/8" image, extended past final trim marks.
Copy Safety 3/8" at all edges**

DIGITAL FILES

DELIVER VIA - CD, DVD, Email or FTP

** Please email production person with file name when posted

<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

NATIVE FILES - MAC based. Quark, InDesign, Photoshop, Illustrator (Supply all applicable fonts & images)

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. Playbill will not be held liable for any misprints unless a proof is supplied.

MATERIAL SHIPPING ADDRESS

2 proofs per region - 5 proofs for NATIONAL ADS

PLAYBILL®

525 Seventh Avenue, Suite 1801

New York, NY 10018

(212) 557-5757

Att: Production Dept (Indicate contact person per below)

PRODUCTION CONTACT INFO

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