

2017 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:** Add .125", extended past final trim marks, indicated above
- Copy Safety: .25" from trim on all edges

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.

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