



**PLAYBILL®**

RICHARD RODGERS THEATRE



**HAMILTON**  
AN AMERICAN MUSICAL



**PLAYBILL®**

2018 Media Kit



rev.6.23.17

The Met  
ropolitan  
Opera



**PLAYBILL**

DECEMBER 2016



# 2018 Editorial Profile

## PLAYBILL - THEATRE

As the exclusive and most-trusted magazine in the theatre community for over 130 years, PLAYBILL's coverage and access to the most exciting events and personalities on the stage is unparalleled.

Inside a PLAYBILL, theatregoers find a wealth of stories dedicated to productions around the world, as well as pieces advising theatregoers on travel, dining and drinks. Playbill magazine features these beloved staples:

- **"Program" Section:** An essential guide to the show you are about to see, including: Who's Who bios of the actors, creative team, producers etc.; a list of the musical numbers or play scenes and acts; and other theatre particulars.
- **Theatre Quiz:** A magazine staple for decades that is a conversation generator before curtain and during intermission.
- **On the Town:** PLAYBILL's invaluable tool to navigating the culinary and bar scenes in and around the theatre district and city at large. It includes "Celebrity Choice," featuring stage stars' picks for their favorite dining experiences.
- **How Many Have You Seen?:** The go-to listing for current productions.
- **PLAYBILL Interviews** with the industry's most respected talents, stars in the making and people working behind the scenes.



# PLAYBILL®

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729 Seventh Avenue, 4th floor  
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[advertising@playbill.com](mailto:advertising@playbill.com)

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# 2018 Editorial Profile

## PLAYBILL - CLASSIC ARTS

PLAYBILL's Classic Arts editions present editorial content that enhances and deepens a concertgoer's appreciation of the classical arts - from the solo piano recital to the most lavish opera production to thrilling high-concept festivals.

By spotlighting upcoming concerts, artists, and performances in compelling features, Playbill Classic Arts provides valuable context for listeners in the concert hall; it's also a beautiful keepsake from a memorable evening on the town.



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# 2018 National Market List



Markets	Avg. Monthly Circulation*
<b>New York, NY</b>	1,830,000
<b>Midwest</b> (Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City)	547,877
<b>Mid-Atlantic</b> (Philadelphia, Baltimore, Washington D.C.)	293,130
<b>Western</b> (San Francisco, Los Angeles, San Diego)	241,000
<b>Southeast</b> (Nashville, New Orleans)	32,330
<b>Florida</b> (Miami, Ft. Lauderdale, West Palm Beach, Orlando)	183,000
<b>South Central</b> (Dallas, Houston, San Antonio)	141,100
<b>New England</b> (Boston)	217,550
<b>TOTAL</b>	<b>3,485,987</b>

*\*In season distribution*

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# 2018 National Broadway Market List



## Markets

## Avg. Monthly Circulation\*

<b>New York, NY</b>	1,313,000
<b>Midwest</b> (Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City)	495,877
<b>Mid-Atlantic</b> (Philadelphia, Baltimore, Washington D.C.)	99,030
<b>Western</b> (San Francisco, Los Angeles, San Diego)	176,000
<b>Southeast</b> (Nashville, New Orleans)	32,330
<b>Florida</b> (Miami, Ft. Lauderdale, West Palm Beach, Orlando)	141,000
<b>South Central</b> (Dallas, Houston, San Antonio)	141,100
<b>New England</b> (Boston)	187,150
<b>TOTAL</b>	<b>2,585,487</b>

*\*In season distribution*

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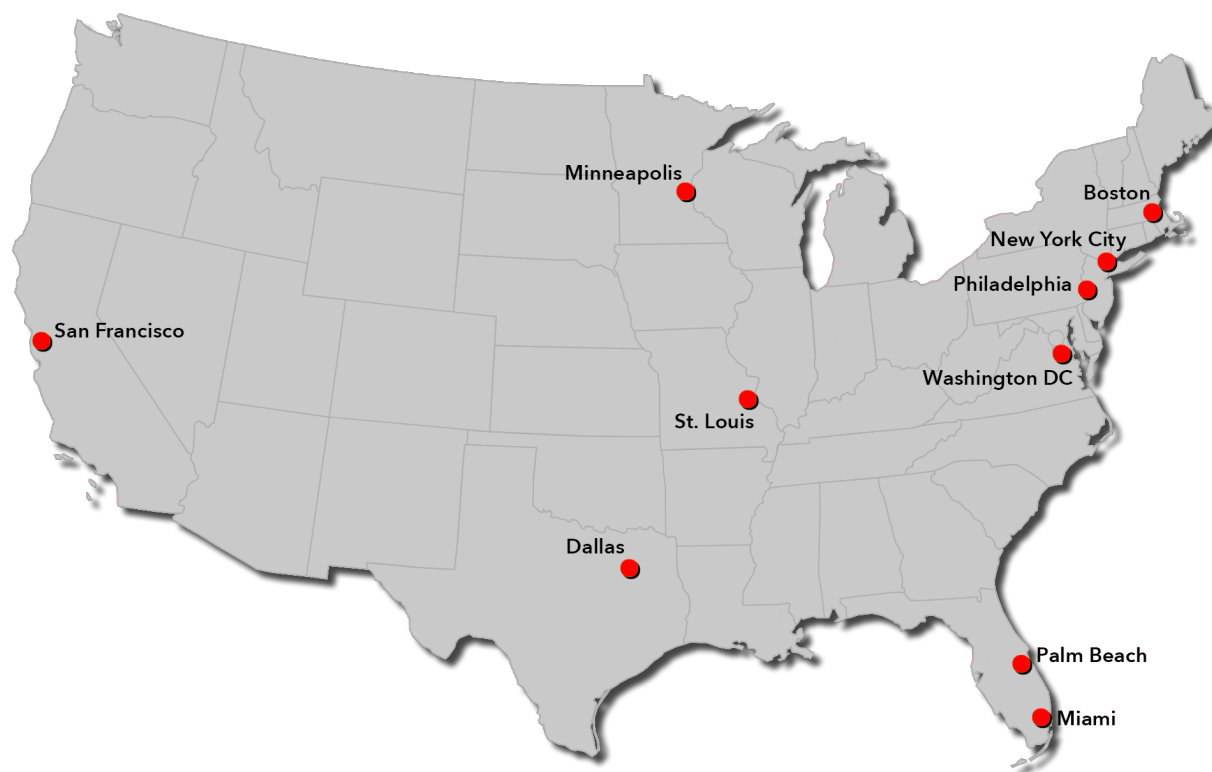
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# 2018 National Classic Arts Market List



Markets	Avg. Monthly Circulation*
New York, NY (Lincoln Center, Carnegie Hall, City Center, Metropolitan Opera)	517,000
St. Louis, MO (St. Louis Symphony)	30,000
Minneapolis, MN (Minnesota Orchestra)	22,000
Washington, D.C (The Kennedy Center)	139,000
Philadelphia, PA (The Philadelphia Orchestra, Pennsylvania Ballet)	55,100
San Francisco, CA (San Francisco Symphony, Cal Performances)	65,000
South Florida (Kravis Center, The Arsht Center)	42,000
Boston, MA (Boston Ballet)	30,400
TOTAL	900,500

*\*In season distribution*

Note: National Classic Arts include Dallas Opera, delivered as a bonus, when in season.  
Dallas Opera available to buy in select months. In-season distribution: 17,000.

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# The Demographics of the Broadway Audience 2015-2016

## Residence

New York DMA	37.4%
Tourists	62.6%

## New York City Residents 19.7%

Manhattan	10.8%
Other Boroughs	8.9%

## New York City Suburbs 17.7%

Long Island	6.7%
Westchester/Rockland	3.3%
Northern New Jersey	7.7%

## Domestic U.S.

Other New York State	2.7%
Other New Jersey	3.3%
Pennsylvania	3.3%
Connecticut	2.5%
California	5.5%
Florida	3.1%
Texas	2.5%
Massachusetts	2.0%

## International 17.5%

## Frequency of Attendance

Average Per Year	5
1 Show	37.8%
2-4 Shows	38.1%
5-9 Shows	13.6%
10-14 Shows	5.0%
15-24 Shows	2.7%
25+ Shows	2.8%

## Gender

Female	67%
Male	33%

## Age

Average	43.8
Under 18 years	10.9%
18-34 years	26.4%
25-49 years	35.5%
50-64 years	26.7%
65+ years	16.7%

## Annual Household Income

Average	\$195,390
Under \$50,000	17.3%
\$50,000-\$99,000	23.8%
\$100,000-149,999	18.1%
\$150,000+	40.8%

## Education

Post Graduate Degree	40.3%
Completed College+	80.4%

Source: The Demographics of the Broadway Audience 2015-16.  
Survey conducted by The Broadway League



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# 2018 Current Advertisers

## AUTOMOTIVE

Acura  
Audi  
BMW  
Cadillac  
Ford  
Lexus  
Lincoln  
Mercedes-Benz  
Nissan  
Porsche  
Subaru  
Toyota  
Volvo

## BOOKS/PUBLISHING

Boosey & Hawkes  
Hachette Book Group  
Harper Collins  
Macmillan Publishing  
Yale University Press

## COSMETICS / FRAGRANCE

Chanel Beauté  
Coty - Balenciaga  
Estée Lauder - Estée Lauder  
Estée Lauder - Clinique  
Estée Lauder - Jo Malone  
Estée Lauder - La Mer  
Estée Lauder - MAC  
Estée Lauder - Tom Ford  
Hermes - Jours de Hermes  
Lancôme Génifique  
LVMH - Givenchy  
Parlux - Norell  
Parlux - Vince Camuto  
Revlon

## ENTERTAINMENT

AMC  
Direct TV  
Disney Entertainment  
HBO Network  
Lionsgate  
MSNBC  
NBC  
Netflix  
Paramount Home Entertainment  
Paramount Pictures  
PBS  
Sony Music  
StubHub  
The CW  
The Weinstein Company

## FASHION/LUXURY GOODS

Abercrombie & Fitch  
Bulgari  
Cartier  
Chanel  
Citizen Watch  
Gucci  
Harry Winston  
Hermes  
Jaeger - LeCoultre  
Louis Vuitton  
Marc Jacobs  
Movado  
Oska  
Pandora  
Patek Philippe  
Polo Ralph Lauren  
Pologeorgis  
Riedel USA  
Rolex  
Trollbeads  
Vacheron Constantin  
Van Cleef & Arpels  
Zegna

## FINANCIAL

Bank of AmericaChubb  
City National Bank  
Ernst & Young  
First Republic Bank  
Geico  
Mastercard  
TotalBank  
Travelers Insurance  
USAA

## GALLERIES / MUSEUMS

The American Museum of Finance  
The American Museum of Natural History  
The Metropolitan Museum of Art  
MoMA  
The Morris-Jumel Museum

## RETAIL

Bloomingdale's  
Brookfield  
Lord & Taylor  
Macy's  
Mr Porter  
Saks Fifth Avenue  
The Shops at Grand Central  
Tourneau  
Wempe

## TRAVEL

Adventure Canada  
Amtrak  
Cars Co.  
Celebrity Cruises  
Colonial Williamsburg FNDN  
Crystal Cruises  
The Greater Miami CVB  
Kendal on Hudson  
Nevis Tourism  
Visit Florida

## OTHER

92nd Street Y  
AMDA  
Aspen Music Festival  
Atlantic Tomorrow's Office  
Boar's Head  
Broadway.com  
The Brooklyn Academy of Music  
Carnegie Hall  
The Church of Jesus Christ of Latter Day Saints  
The Cleveland Clinic  
Dave & Buster's  
The Hospital for Special Surgery  
The Joyce Theater  
Lincoln Center Presentations  
Live on NY  
The Manhattan School of Music  
The Metropolitan Opera  
Nespresso  
NY International Fringe Festival  
NY Presbyterian Hospital  
The New York Yankees  
One Day University  
Penguin  
Putnam Publishing  
The Richard Tucker Foundation  
Rockefeller University  
Scholastic  
Steinway & Sons  
Sub-Zero  
TCM On Location Tour  
The Julliard School  
UJA  
Visiting Nurse Service of NY

\*2016 to current issue

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# 2018 TONY® Awards Playbill



On Sunday, June 10, 2018, theatre lovers across the globe will gather to celebrate the 2017-2018 Broadway season at the 72nd Annual TONY® Awards broadcast live from New York City's legendary Radio City Music Hall.

As the exclusive and trusted magazine of the theatre community, PLAYBILL's coverage of Broadway is unparalleled. For the past 132 years, PLAYBILL has served as the magazine of record for the theatre community and has served as the preeminent destination for all things related to live performance. With both print and extensive digital capabilities, PLAYBILL engages theatregoers in-venue, online and across all social media platforms, in partnership with Broadway.



Total Circulation for the issue 10,000

2018 Net Advertising Rates

Full Page: \$5,482

Half Page: \$3,275

Quarter Page: \$2,552



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## Playbill Pride 2018

# 30 Days of Pride

PLAYBILL, through an array of multi-media coverage, will showcase a philosophy of equality and freedom with an in-depth look at our wonderful community of artists, innovators and theatre lovers onstage, behind the scenes, and in the audience. Content will feature not only people in and around Broadway, but will also reference Pride Month in cities such as San Francisco, Los Angeles, Miami, Orlando, Chicago, Houston and more.

Whether brand specific or a corporate “good citizenship” message, opportunities for Pride Month include print and digital advertising, native content and sponsorship.

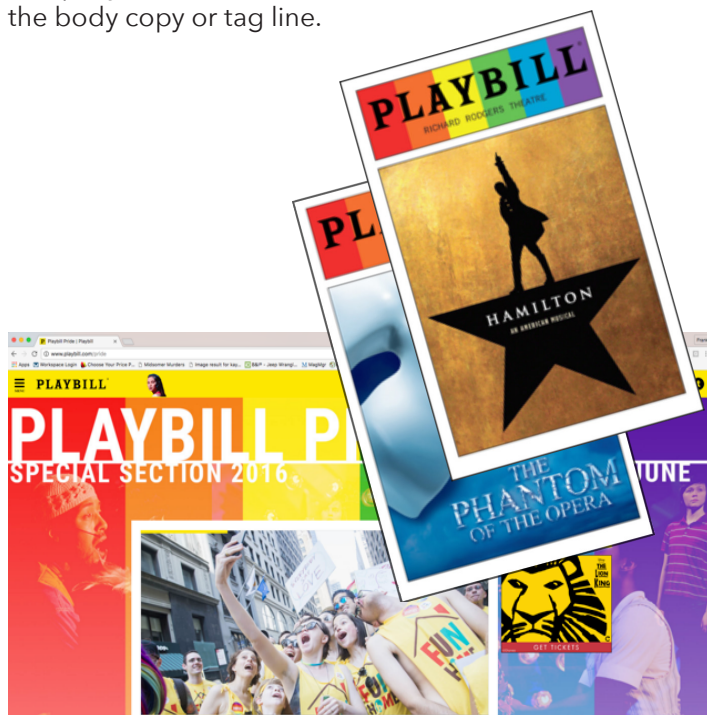
The PRIDE 2018 section of PLAYBILL Digital properties will aggregate original, unique and exclusive editorial, photographic, and video content. In addition to standard ad units and rising stars rich media, the PLAYBILL editors will create or repurpose content regarding your brand or company’s support, involvement and philosophy in support of the rights of the LGBTQ community.

Omni-channel offerings include:

- The New York Theatre edition of PLAYBILL (circulation 1.3 million)
- PLAYBILL’s Digital Network and Social Media (reaching an additional 3 million+ Broadway fans and entertainment influencers)
- A special PRIDE daily email story will go out to PLAYBILL Club’s 350,000 opt-in subscribers

**PRIDE returns June 1, 2018, celebrating LGBTQ Pride and the theatre’s diverse community of thinkers, doers and believers.**

Within the pages of PLAYBILL, partners can show their support of the PRIDE movement with targeted or custom messages. Advertisers may indicate their brand or company is a “PROUD PLAYBILL PRIDE PARTNER” within the body copy or tag line.



### Net 2018 Rates

PLAYBILL Magazine P4CB: \$73,736

PLAYBILL Digital: Minimum Spend \$25,000

### Bonus/Added Value

Each ad page and/or \$50,000 net digital spend advertiser will receive a bonus P4CB in the June 2018 Tony Awards® PLAYBILL issue (Circ. 10,000)

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# 2018 Space & Material Closing Dates

## ISSUE

January  
February  
March  
April  
May  
June  
July  
August  
September  
October  
November  
December

## SPACE CLOSING

Friday, December 1  
Friday, December 29  
Thursday, February 1  
Thursday, March 1  
Friday, March 31  
Tuesday, May 1  
Friday, June 1  
Friday, June 29  
Wednesday, August 1  
Friday, August 24  
Monday, October 1  
Thursday, November 1

## MATERIAL DEADLINE

Thursday, December 7  
Friday, January 5  
Wednesday, February 7  
Wednesday, March 7  
Friday, April 6  
Monday, May 7  
Thursday, June 7  
Friday, July 6  
Tuesday, August 7  
Friday, August 31  
Friday, October 5  
Wednesday, November 7

- Non-cancelable insertion orders for **Premium Positions** are due the first of the month, 3 months preceding the month of issue.

Send materials to assigned production manager listed below:

### **Maude Popkin (mpopkin@playbill.com)**

- 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.

### **Judy Samelson (jsamelson@playbill.com)**

- Broadway Florida
- Broadway California
- Classic Arts California
- Broadway Philadelphia
- Broadway Baltimore
- Broadway Washington D.C.
- Broadway New Orleans
- Broadway Nashville
- Broadway Boston

### **Alex Near (anear@playbill.com)**

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

All digital files should be sent via email to the appropriate production manager listed above. Ads running in two venues per region require one file and two proofs. If more than two venues, four proofs are required. National buys require six proofs. All proofs should be shipped to PLAYBILL, NYC, attn: Production Department.

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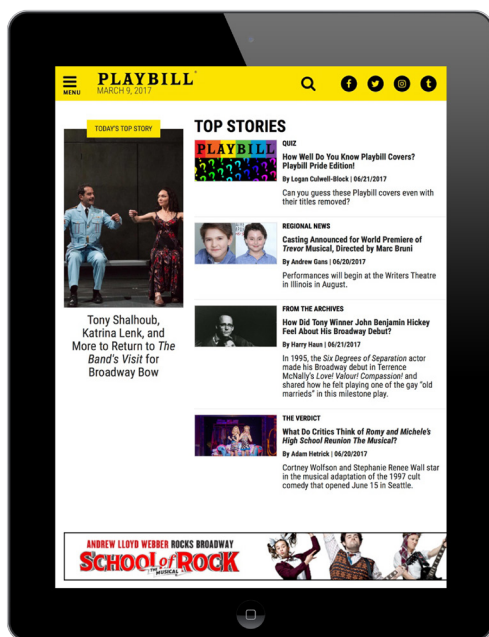
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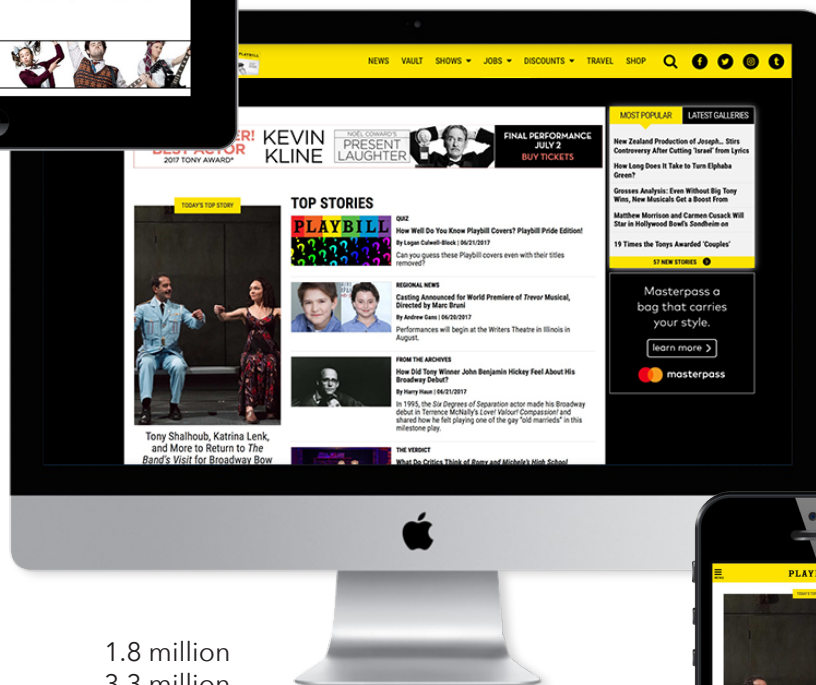
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PLAYBILL.COM launched in 1995 as the first digital Broadway news organization. As the leader, PLAYBILL.COM has established its reputation as the most trusted and comprehensive online news source in the theatre industry. With our dedicated editorial team of writers, editors, photographers and videographers, PLAYBILL.COM provides authoritative and engaging entertainment news coverage with content showcasing theatre's unique intersection with fashion, lifestyle, politics, technology, TV, film, music and celebrity. What's more, PLAYBILL.COM can work with our advertisers to create unique and custom integrations., film, music and celebrity. What's more, PLAYBILL.COM can work with our advertisers to create unique and custom integrations.



Unique Visitors:	1.8 million
Total Sessions:	3.3 million
Total Page Views:	9.3 million
Average Pages per Session:	2.78
% Return Visitors:	58%
A 18-34 % Sessions:	56.7%
A 18-44% Sessions:	69.9%
Male/Female % Sessions:	42% / 58%
Mobile & Tablet / Desktop %	60% / 40%

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# PLAYBILL Social Media Statistics

PLAYBILL social media gives theatre fans and industry members unparalleled access to “all things Broadway.”

With over 1,000,000 followers across all platforms, PLAYBILL leverages Facebook, Twitter, Instagram, Snapchat, and more to provide exclusive behind-the-scenes moments. PLAYBILL has broadcast on Facebook Live from the red carpet at Broadway opening nights, has captured the enthusiastic reactions of winners like Leslie Odom Jr. immediately after receiving the Tony® Award, and has welcomed our followers to the stage of the Winter Garden Theater for *School of Rock*'s curtain call through Snapchat Spectacle.



351k Followers



275k Followers



315k Followers



76k Followers



10+k Followers



13.2k Followers



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# PLAYBILLder

**PLAYBILLder** is the exclusive, web-based custom publishing division of the PLAYBILL brand. **PLAYBILLder** provides schools, as well as other local theatre outlets, the opportunity to publish their own edition of the magazine.

Over the course of the peak performance season of September through June, advertisers have the opportunity to target teens, tweens and parents at over 33,000 schools across the country. The total distribution is currently at 1.1 million and growing!

Advertising opportunities in PLAYBILLder allow brands to deliver their advertising message to this influential young audience and their families, building brand awareness that can last a lifetime.



**BUILD YOUR OWN PLAYBILL**  
CLICK HERE TO GET STARTED

Search Plays Search Shows Year Search Join us on: f t

### WHAT IS PLAYBILLder™?

PLAYBILLder (formerly Playbill VIP) lets you build your very own Broadway quality Playbill® program! Use PLAYBILLder to engage and build your audience with tools to inform friends and family of production information. Share your Playbill virtually, promote your show through social media, distribute programs in your theatre and much more!

PLAYBILLder is also a great fundraising tool! Work with local vendors and friends to create advertising opportunities in both the virtual and printed Playbill.

### PLAYBILLder EXPRESS

Save valuable time with our PLAYBILLder Express! Select from thousands of pre-populated programs in our database and simply begin to customize your production's program.

Powered by MTI, Rodgers & Hammerstein, Tams-Witmark, Theatrical Rights Worldwide,

### RECENT PLAYBILLS

<b>Disney's Beauty and the Beast</b> Grant Middle School, March 17 - March 19
<b>Godspell 2012</b> Paulsboro High, March 09 - March 11
<b>Annie Jr.</b> Wood Creek Junior High, March 03 - March 04
<b>Peter Pan (Musical)</b> Forsyth Central High School, February 25
<b>Back to the 80's</b> Jefferson High School, March 03 - March 05
<b>Once Upon a Mattress</b> Bernardo Heights Middle, June 08
<b>The Drowsy Chaperone</b> Spaulding High School (Barre, VT), March 30 - April 01
<b>In The Heights</b> Strive Prep Excess, February 23 - February 25
<b>And a Child Shall Lead</b> Montgomery Junior High School, March 04
<b>Hello! My Baby</b> University Liggett School, March 02 - March 05
<b>Little Shop of Horrors</b>

### MOST POPULAR

1 <b>Me and My Girl</b> McCallum Fine Arts Academy, February 23 - March 05
2 <b>Little Shop of Horrors</b> East Pennsboro Area Shs, March 03 - March 05
3 <b>Disney's High School Musical - One Act Edition</b> Abbott Middle School, March 03 - March 04
4 <b>Seussical Jr.</b> Riverdale Children's Theatre, February 24 - March 05
5 <b>Heathers 101: The Musical (High School Edition)</b> JJ Pearce High School, September 15 - September 18
6 <b>The Addams Family</b> Menlo-Atherton High, February 17 - February 26
7 <b>Legally Blonde The Musical</b> Rye Neck High School, March 02 - March 04
8 <b>Hairspray Live!</b> Playbill, Inc, December 07
9 <b>The Wedding Singer</b> Chippewa Falls Senior High School, February 24 - February 26
10 <b>Les Misérables School Edition</b>

“Our parents love our new PLAYBILLS so much! So now we have volunteers who are helping design the program and even going out into the community to sell ads! We now feel like a legitimate drama department!”

Sandra Serling,  
Theatre Director  
The Shool of Performing Arts,  
Naperville, IL

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# 2018 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"		

- **BLEED ON FULL SIZE PAGES ONLY:** Add .125", extended past final trim marks, indicated above
- Copy Safety: .25" from trim on all edges

## 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](mailto: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](mailto:anear@playbill.com)) 646-751-4120

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

**Judy Samelson** ([jsamelson@playbill.com](mailto:jsamelson@playbill.com)) 718-606-3260

- Broadway Florida
- Broadway California
- Classic Arts California
- Broadway Philadelphia
- Broadway Baltimore
- Broadway Washington D.C.
- Broadway New Orleans
- Broadway Nashville
- Broadway Boston

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# 2018 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](mailto: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.  
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Attn: Maude Popkin, Production Dept.

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