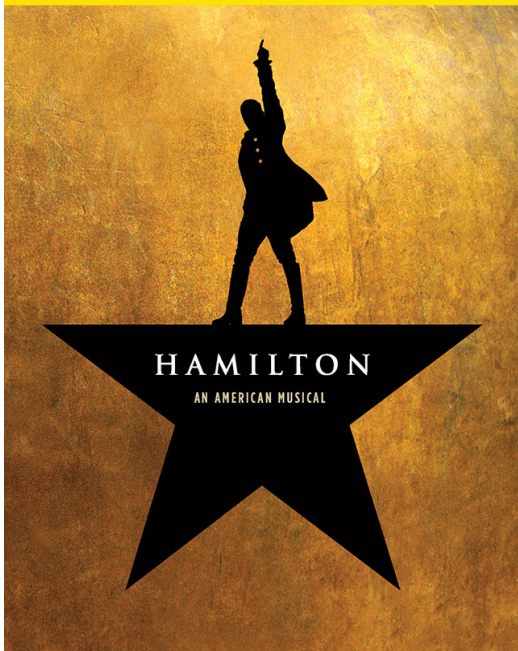




**PLAYBILL®**

RICHARD RODGERS THEATRE



**PLAYBILL®**

2019 Media Kit



rev.10.02.19

The Met  
ropolitan  
Opera



**PLAYBILL**

DECEMBER 2016

# 2019 Editorial Profile

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## 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.



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# 2019 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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# 2019 National Market List



## Markets

## Avg. Monthly Circulation\*

<b>New York, NY</b>	1,885,808
<b>Midwest</b> (Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City)	583,292
<b>Mid-Atlantic</b> (Philadelphia, Baltimore, Washington D.C.)	293,130
<b>Western</b> (San Francisco, Los Angeles, San Diego)	297,800
<b>Southeast</b> (Nashville, New Orleans)	32,330
<b>Florida</b> (Miami, Ft. Lauderdale, West Palm Beach)	177,000
<b>South Central</b> (Dallas, Houston, San Antonio)	141,100
<b>New England</b> (Boston)	217,550
<b>TOTAL</b>	<b>3,628,010</b>

*\*In season distribution*

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# 2019 National Broadway Market List



Markets	Avg. Monthly Circulation*
New York, NY	1,368,808
Midwest (Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City)	531,292
Mid-Atlantic (Philadelphia, Baltimore, Washington D.C.)	99,030
Western (Los Angeles, San Francisco, San Diego)	232,800
Southeast (Nashville, New Orleans)	32,330
Florida (Miami, Ft. Lauderdale, West Palm Beach)	135,000
South Central (Dallas, Houston, San Antonio)	141,100
New England (Boston)	187,150
<b>TOTAL</b>	<b>2,727,510</b>

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# 2019 National Classic Arts Market List

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

*\*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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# New York City Distribution

## NEW YORK CITY THEATRES

### BROADWAY THEATRES

Ambassador	Longacre
American Airlines	Lunt-Fontanne
Atkinson	Lyceum
Barrymore	Lyric
Beaumont	Majestic
Belasco	Marquis
Booth	Minskoff
Broadhurst	Music Box
Broadway	Nederlander
Circle in the Square	New Amsterdam
Cort	O'Neill
Friedman	Rodgers
Gershwin	Schoenfeld
Golden	Shubert
Hayes	Simon
Hirschfeld	Sondheim
Hudson	St. James
Imperial	Studio 54
Jacobs	Wilson
Kerr	Winter Garden

### OFF-BROADWAY

#### THEATRES (Subject to change)

Atlantic Theatre Company	Public/LuEsther
Daryl Roth	Public/Newman
Laura Pels	Second Stage
MTC 1	Signature/Griffin
MTC 2	Signature/Linney
MCC/Newman Mills	St. Clement's
New World Stages 1,2,3,4	Stage 42
New World Green Room	TFANA
Newhouse	Theatre Row/Lion
Players	Westside/Downstairs
Public/Anspacher	Westside/Upstairs
Public/Martinson	

## NEW YORK CITY CLASSIC ARTS

### LINCOLN CENTER

Metropolitan Opera House  
Alice Tully Hall  
David Geffen Hall  
David H. Koch Theater  
Lincoln Center Calendar

### CARNEGIE HALL

Stern Auditorium  
Weill Recital Hall  
Zankel Hall

### TIME WARNER BUILDING

Rose Theater  
Allen Room

### NEW YORK CITY CENTER



New Amsterdam Theatre

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# National Distribution

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## NEW YORK CITY Market

See page 7, New York City Distribution

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## NEW ENGLAND Market

**BOSTON:** Citizens Bank Opera House including all performances of The Boston Ballet, The Charles Playhouse I & II, The Emerson Colonial Theatre, The Wang Theatre, and The Shubert Theatre

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## MID-ATLANTIC Market

**PHILADELPHIA:** Philadelphia Broadway Series at The Walnut Street Theatre and The Forrest Theatre, The Philadelphia Orchestra at the Kimmel Center, Pennsylvania Ballet

**BALTIMORE:** Baltimore Broadway Series at the Hippodrome Performing Arts Center.

**WASHINGTON D.C.:** The Kennedy Center including the National Symphony Orchestra and the Washington Opera, The National Theatre

---

## FLORIDA Market

**MIAMI:** Adrienne Arsht Center for the Performing Arts

**FORT LAUDERDALE:** Broward Center for the Performing Arts, Broadway Series

**WEST PALM BEACH:** Kravis Center For The Performing Arts, Broadway Series

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## SOUTHEAST Market

**NASHVILLE:** Nashville Children's Theatre

**NEW ORLEANS:** The Saenger Theatre

---

## MIDWEST Market

**CHICAGO:** CIBC Theatre, Oriental Theatre, Cadillac Palace Theatre, Goodman Theatre, Broadway Playhouse, Briar Street Theatre, Drury Lane Theatre, Marriott Theatre, Metropolis, Victory Gardens, Paramount Theatre, Second City, Theater at the Center, Greenhouse-American Blues, Waltzing Mechanics, Remy Bumppo, MPAACT, Sideshow, Teatro Vista

**CINCINNATI:** Cincinnati Broadway Series at The Aronoff Center

**COLUMBUS:** Columbus Broadway Series at The Ohio Theater and The Palace Theater

**INDIANAPOLIS:** Indianapolis Broadway Series at Murat Theatre and Clowes Memorial Hall

**KANSAS CITY:** Kansas City Broadway Series at Municipal Auditorium Music Hall

**MINNEAPOLIS:** The Minnesota Orchestra, Minneapolis Broadway Series at The State Theatre and The Orpheum Theatre

**ST. LOUIS:** St. Louis Symphony at Powell Hall, St. Louis Broadway Series at The Fox Theatre

---

## SOUTH CENTRAL Market

**DALLAS:** Dallas Opera, Dallas Summer Musicals at Music Hall at Fair Park

**HOUSTON:** Houston Broadway Series at The Hobby Center for the Performing Arts, Theatre Under The Stars, The Alley Theatre

**SAN ANTONIO:** San Antonio Broadway Series at The Majestic Theatre.

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## WESTERN MARKET

**LOS ANGELES:** Hollywood Pantages Theatre, Geffen Playhouse

**SAN DIEGO:** Broadway San Diego Series at Civic Theatre

**SAN FRANCISCO:** Curran Theatre, San Francisco Symphony

**BERKELEY:** Cal Performances

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# The Demographics of the Broadway Audience 2017-18

## Residence

New York DMA	37.5%
Tourists	62.5%

## New York City Residents 19.9%

Manhattan	11.2%
Other Boroughs	8.7%

## New York City Suburbs 17.6%

Long Island	6.3%
Westchester/Rockland	3.3%
Northern New Jersey	8.1%

## Domestic U.S.

Other New York State	2.3%
Other New Jersey	3.7%
Pennsylvania	3.4%
Connecticut	2.8%
California	5.0%
Massachusetts	2.2%

## International 14.8%

## Frequency of Attendance

Average Per Year	5
1 Show	38.4%
2-4 Shows	37.3%
5-9 Shows	14.1%
10-14 Shows	4.7%
15-24 Shows	2.8%
25+ Shows	2.7%

**Avg. Reported Ticket Price \$146.00**

## Gender

Female	66%
Male	34%

## Age

Average	40.6
Under 18 years	15.3%
18-34 years	28.9%
25-49 years	34.1%
50-64 years	23.8%
65+ years	13.9%

## Annual Household Income

Average	\$222,120
Under \$50,000	16.5%
\$50,000-\$99,000	22.3%
\$100,000-149,999	17.8%
\$150,000+	43.4%

## Education

Post Graduate Degree	47.1%
Completed College+	81.2%

Source: The Demographics of the Broadway Audience 2017-2018.  
Survey conducted by The Broadway League



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# Current Advertisers

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## **AUTOMOTIVE**

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

## **COSMETICS / FRAGRANCE**

Chanel Beauté  
Estée Lauder - MAC  
Estée Lauder - Tom Ford  
Hermes - Jours de Hermes  
LVMH - Givenchy  
Parlux - Norell  
Parlux - Kenneth Cole  
Parlux - Vince Camuto

## **ENTERTAINMENT**

20th Century Fox  
Amazon Studios  
AMC  
Bleecker Street Films  
Direct TV  
Disney Entertainment  
FX Network  
HBO Network  
Lionsgate  
Live Nation  
National Geographic Channel  
NBC Universal  
Netflix  
Paramount Home Entertainment  
Paramount Pictures  
PBS  
S Curve Records  
Sony Music  
StubHub  
Synergy/ABC Entertainment  
The CW  
TruTV  
Warner Bros. Studios

## **FASHION/LUXURY GOODS**

Cartier  
Chanel  
Christian Dior  
Citizen Watch  
David Yurman  
DKNY  
Gucci  
Harry Winston  
Hermes  
Oska  
Michael Kors  
Pandora  
Patek Philippe  
Piaget  
Polo Ralph Lauren  
Rolex  
Swarovski  
Tiffany  
Van Cleef & Arpels

## **FINANCIAL**

Bank of America  
Chubb  
City National Bank  
Ernst & Young  
First Republic Bank  
Geico  
Mastercard  
TotalBank  
Travelers Insurance  
USAA  
Wells Fargo Advisors

## **GALLERIES / MUSEUMS**

The American Museum of Finance  
The American Museum of Natural History  
The Metropolitan Museum of Art  
MoMA  
The Morris-Jumel Museum  
New York Historical Society

## **PUBLISHING**

Boosey & Hawkes  
Hachette Book Group  
Harper Collins  
Macmillan Publishing  
Oxford University Press  
Penguin  
Putnam Publishing  
Scholastic  
Yale University Press

## **RETAIL**

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

## **TRAVEL**

Adventure Canada  
Amtrak  
Cars Co.  
Colonial Williamsburg FNDN  
Crystal Cruises  
Emirates Airlines  
The Greater Miami CVB  
Marriott  
Memphis Convention Bureau  
Mohegan Sun  
Nevis Tourism  
USVI

## **OTHER**

AMDA  
Atlantic Tomorrow's Office  
Audible  
Boar's Head  
The Brooklyn Academy of Music  
Carnegie Hall  
The Church of Jesus Christ of Latter Day Saints  
The Cleveland Clinic  
Harmon Kardon  
Hershey  
The Hospital for Special Surgery  
The Joyce Theater  
Ketel One  
Lincoln Center Presentations  
Live on NY  
The Manhattan School of Music  
The Metropolitan Opera  
Nespresso  
NY Presbyterian Hospital  
The New York Yankees  
The Phillips Club  
Omaze  
One Day University  
The Richard Tucker Foundation  
Steinway & Sons  
Sub-Zero  
TCM On Location Tour  
The Julliard School  
UJA  
Visiting Nurse Service of NY

\*2017 to current issue

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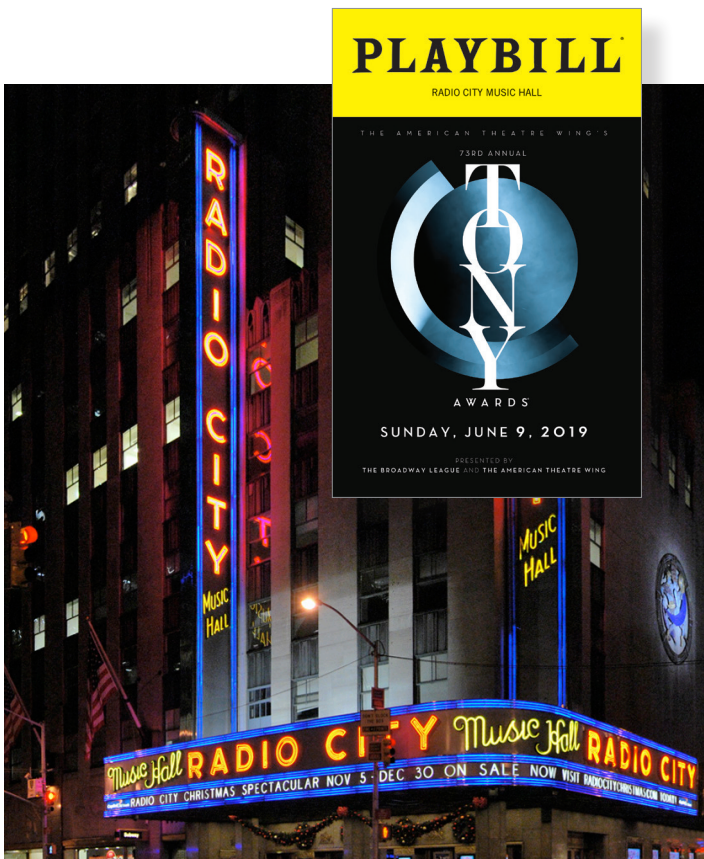
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# 2020 TONY® Awards Playbill



On Sunday, June 7 2020, theatre lovers across the globe will gather to celebrate the 2019-20 Broadway season at the 74th 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 135 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

2020 Net Advertising Rates

Full Page: \$6,588

Half Page: \$3,688

Quarter Page: \$2,858



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# Playbill Pride 2020

## 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.

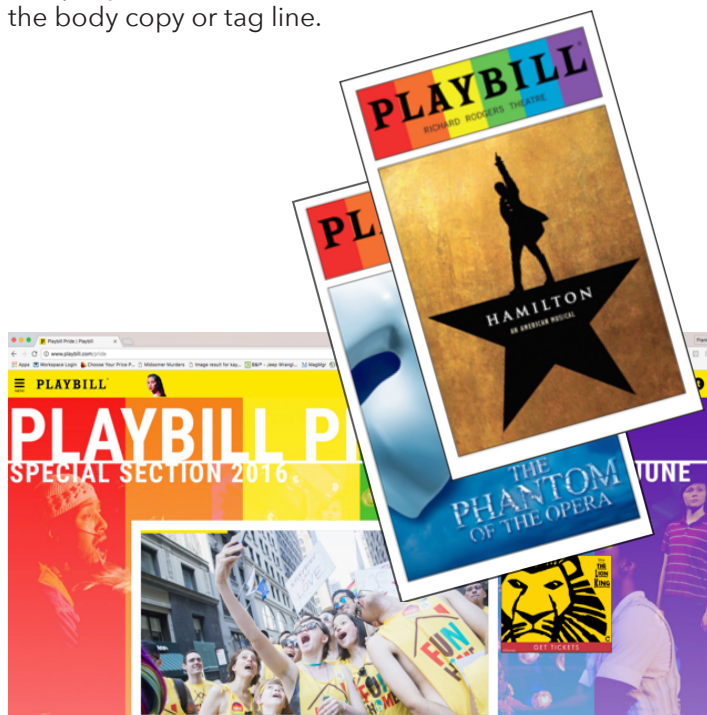
The PRIDE 2019 section of PLAYBILL Digital properties will aggregate original, unique and exclusive editorial, photographic, and video content. In addition to standard ad units and rising stars rich media, the PLAYBILL editors will create or repurpose content regarding your brand or company’s support, involvement and philosophy in support of the rights of the LGBTQ community.

Omni-channel offerings include:

- The New York Theatre edition of PLAYBILL (circulation 1.4 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 nearly 475,000+ opt-in subscribers

PRIDE returns June 1, 2020, 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 2020 Rates

PLAYBILL Magazine P4CB: \$77,429

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 2020 Tony Awards® PLAYBILL issue (Circ. 10,000)

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**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 60,000 schools across the country. The total distribution is currently at 1.5 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.



**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**

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

**MOST POPULAR**

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

“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

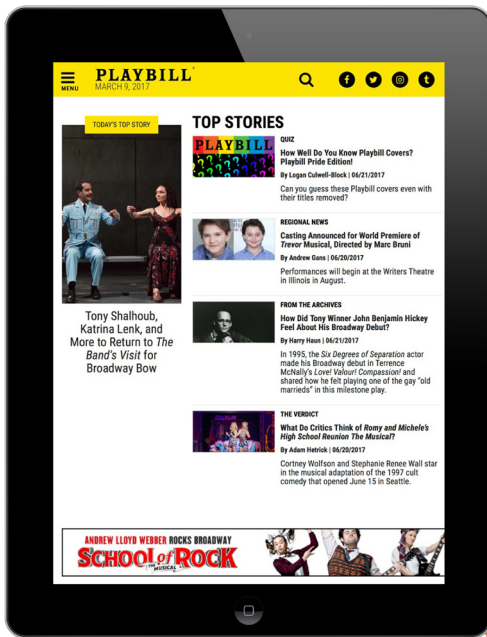
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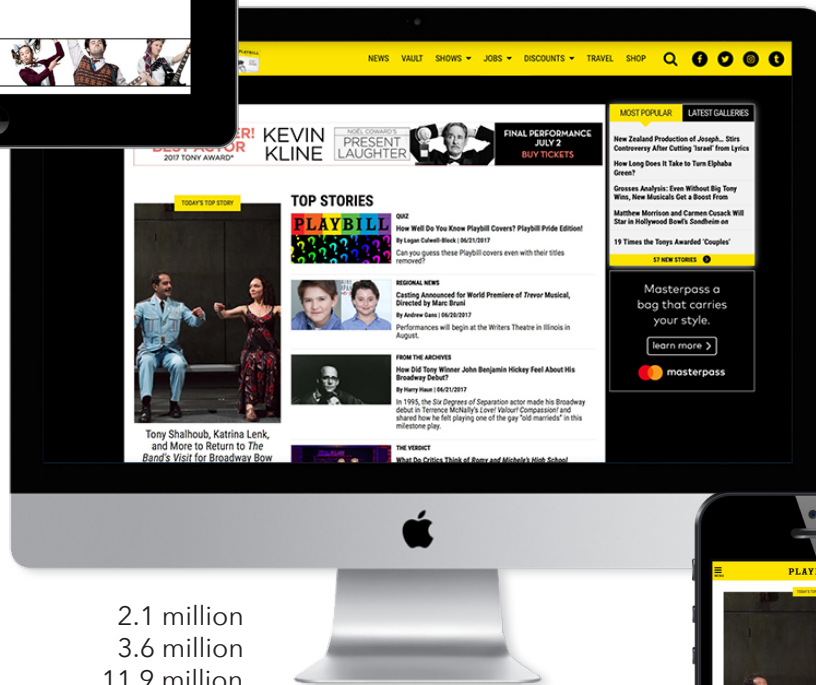
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PLAYBILL.COM launched in 1995 as the first digital Broadway news organization. As the leader, PLAYBILL.COM has established its reputation as the most trusted and comprehensive online news source in the theatre industry. With our dedicated editorial 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.



Unique Visitors:	2.1 million
Total Sessions:	3.6 million
Total Page Views:	11.9 million
Average Pages per Session:	3.25
% Return Visitors:	25.5%
A 18-44 % Sessions:	57%
A 45+% Sessions:	35%
Male/Female % Sessions:	45% / 55%
Mobile & Tablet / Desktop %	68.3% / 31.7%
Median HHI:	\$65.0K

Source: Google Analytics, September 2019

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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 Theatre for *School of Rock*'s curtain call through Snapchat Spectacle.



412k Followers



352k Followers



567k Followers



86k Followers



10+k Followers



20k Followers



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# 2019 Space & Material Closing Dates

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<u>ISSUE</u>	<u>SPACE CLOSING</u>	<u>MATERIAL DEADLINE</u>
January	Friday, November 30	Friday, December 7
February	Friday, December 28	Friday, January 4
March	Friday, February 1	Thursday, February 7
April	Friday, March 1	Thursday, March 7
May	Monday, April 1	Monday, April 8
June	Wednesday, May 1	Tuesday, May 7
July	Friday, May 31	Friday, June 7
August	Monday, July 1	Monday, July 8
September	Thursday, August 1	Wednesday, August 7
October	Friday, August 23	Friday, August 30
November	Tuesday, October 1	Tuesday, October 8
December	Fridays, November 1	Friday, November 8

- Non-cancelable insertion orders for **Premium Positions** are due the first of the month, 3 months preceding the month of issue. Example: Premium position space close for May issue is February 1.
- All digital files should be sent via email to the appropriate production manager listed below. 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.

## 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

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# 2019 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  
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## Production Contacts:

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