

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 3.75"	

- **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
729 Seventh Avenue, 4th floor
New York, NY 10019
Attn: Production Dept. (indicate contact person per below)

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 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"	

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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.

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 - 2 proofs per region. 5 Proofs for NATIONAL ADS.
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Attn: Maude Popkin, Production Dept.

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