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RICHARD RODGERS THEATRE



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2020 Media Kit



03.03.2020

The Met
ropolitan
Opera



PLAYBILL

DECEMBER 2016

2020 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.



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2020 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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2020 National Market List



Markets

Avg. Monthly Circulation*

New York, NY	1,885,808
Midwest (Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City)	583,292
Mid-Atlantic (Philadelphia, Baltimore, Washington D.C.)	293,130
Western (San Francisco, Los Angeles, San Diego)	342,800
Southeast (Nashville, New Orleans)	32,330
Florida (Miami, Ft. Lauderdale, West Palm Beach)	177,000
South Central (Dallas, Houston, San Antonio)	141,100
New England (Boston)	217,550
TOTAL	3,673,010

**In season distribution*

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2020 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)	277,800
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
TOTAL	2,772,510

**In season distribution*

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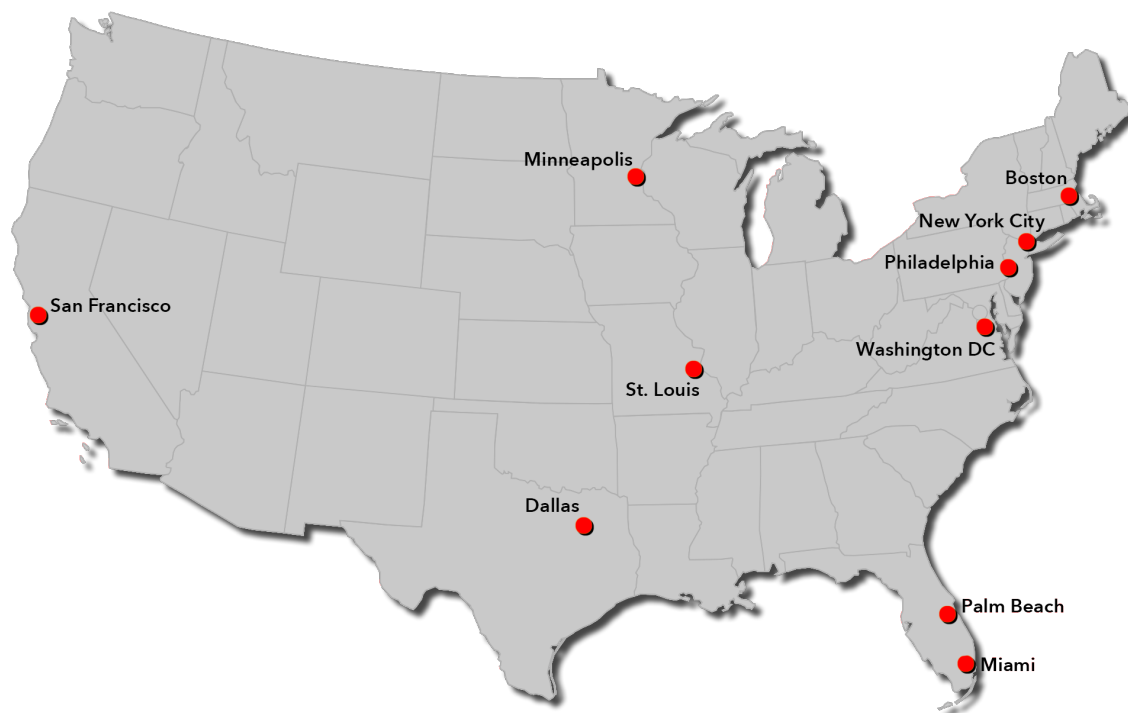
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2020 National Classic Arts Market List



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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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)

Abrons Art Center	NYCC Stage II
A.R.T./NY	Players
Atlantic Theatre Company	Public/Anspacher
Daryl Roth	Public/LuEsther
Duke on 42nd	Public/Newman
Laura Pels	Public/Martinson
MTC 1	Second Stage
MCC/Frankel	Signature/Diamond
Marjorie S. Dean Little	Signature/Griffin
MCC/Newman, Mills	Signature/Linney
Minetta Lane	Soho Playhouse
Mitzi Newhouse	St. Clement's
New World Stages 1,2,4,5	Stage 42
New World Green Room	TFANA
Newhouse	Theatre 511

NEW YORK CITY CLASSIC ARTS

LINCOLN CENTER

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

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

NEW YORK CITY Market

See page 7, New York City Distribution

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

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

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.

WESTERN MARKET

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

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 2018-19

Residence

New York DMA	35.0%
Tourists	65.0%

New York City Residents 19.9%

Manhattan	11.0%
Other Boroughs	8.5%

New York City Suburbs 15.5%

Long Island	5.7%
Westchester/Rockland	3.0%
Northern New Jersey	6.8%

Domestic U.S.

Other New York State	2.2%
Other New Jersey	3.3%
Pennsylvania	3.7%
Connecticut	2.5%
California	5.6%
Massachusetts	2.2%

International 18.9%

Frequency of Attendance

Average Per Year	4
1 Show	38.6%
2-4 Shows	38.6%
5-9 Shows	13.4%
10-14 Shows	4.7%
15-24 Shows	2.2%
25+ Shows	2.5%

Avg. Reported Ticket Price \$145.60

Gender*

Female	68.3%
Male	31.2%

Age

Average	42.3
Under 18 years	12.9%
18-34 years	28.9%
25-49 years	37.5%
50-64 years	23.6%
65+ years	15.6%

Annual Household Income

Average	\$261,200
Under \$50,000	15.2%
\$50,000-\$99,000	22.2%
\$100,000-149,999	18.7%
\$150,000+	44.1%

Education

Post Graduate Degree	46.9%
Completed College+	81.4%

Source: The Demographics of the Broadway Audience 2018-2019.
Survey conducted by The Broadway League
* 5% did not identify gender.



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COSMETICS / FRAGRANCE

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

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AMC
Audible
Bleecker Street Films
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Disney Entertainment
FX Network
HBO Network
Hulu
Lifetime Network
Lionsgate
Live Nation
Luminary Audible
National Geographic Channel
NBC Universal
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Paramount Pictures
PBS
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Sony Pictures Television
StubHub
Synergy/ABC Entertainment
TruTV
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FASHION/LUXURY GOODS

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Rolex
Swarovski
Tiffany
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Zenni

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Chubb
Chase Sapphire Preferred
City National Bank
Ernst & Young
First Republic Bank
Geico
HSBC
JP Morgan Chase
Mastercard
Travelers Insurance
USAA

GALLERIES / MUSEUMS

American Folk Art Museum
The Metropolitan Museum of Art
The Morgan Library & Museum
MoMA
Morgan Library
New York Historical Society
Whitney Museum of American Art

PUBLISHING

Hachette Book Group
Harper Collins
Macmillan Publishing
Oxford University Press
Penguin
Putnam Publishing
Random House
Scholastic

RETAIL

Bloomingdale's
Brookfield Place
Macy's
Nordstrom
Saks Fifth Avenue
The Shops at Grand Central
Tourneau

TRAVEL

Cars Co.
Crystal Cruises
Marriott
Memphis Convention Bureau
Mohegan Sun
Newfoundland Tourism
USVI

OTHER

AMDA
Atlantic Tomorrow's Office
Boar's Head
The Brooklyn Academy of Music
Carnegie Hall
Compass Real Estate
Gilead
Harmon Kardon
Hershey
The Hospital for Special Surgery
The Joyce Theater
Ketel One
Lincoln Center Presentations
M&M World
The Manhattan School of Music
The Metropolitan Opera
Nespresso
The New York Yankees
The Phillips Club
Omaze
One Day University
The Richard Tucker Foundation
Steinway & Sons
Sub-Zero
The Julliard School
Visiting Nurse Service of NY

*2018 to current issue

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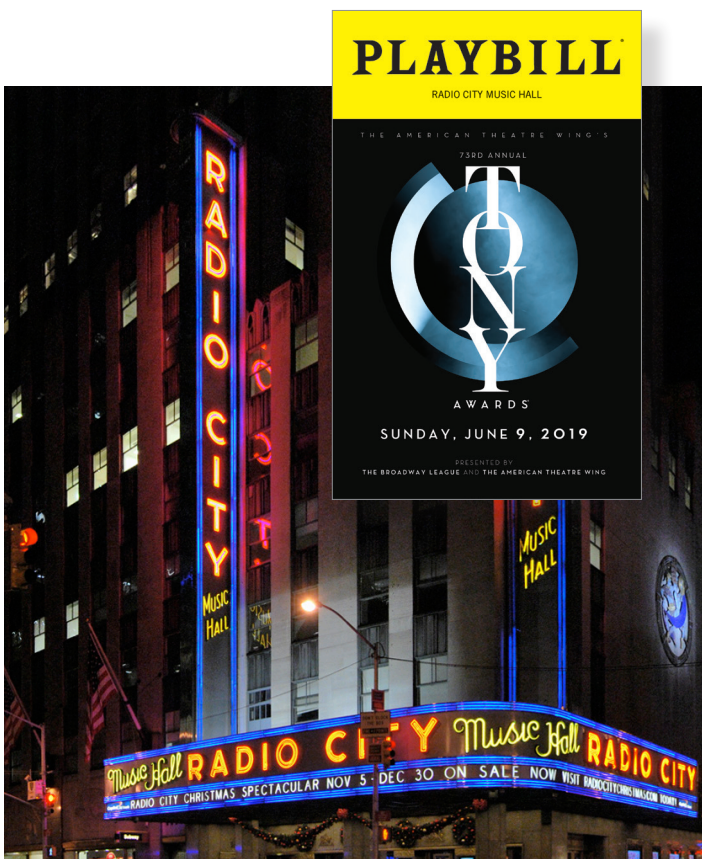
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2020 TONY® Awards Playbill



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

Space Commitment Due: 5/1/2020

Materials Due: 5/8/2020



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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 2020 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 Excel, 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 Shs, 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

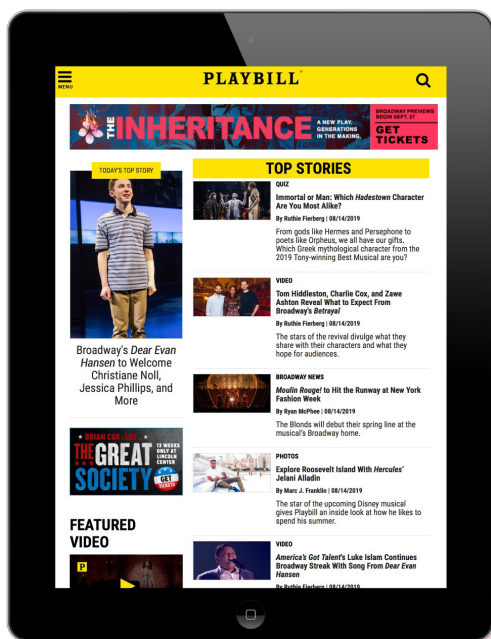
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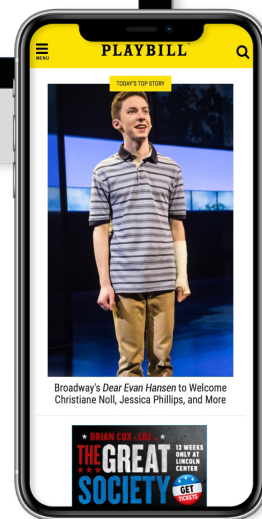
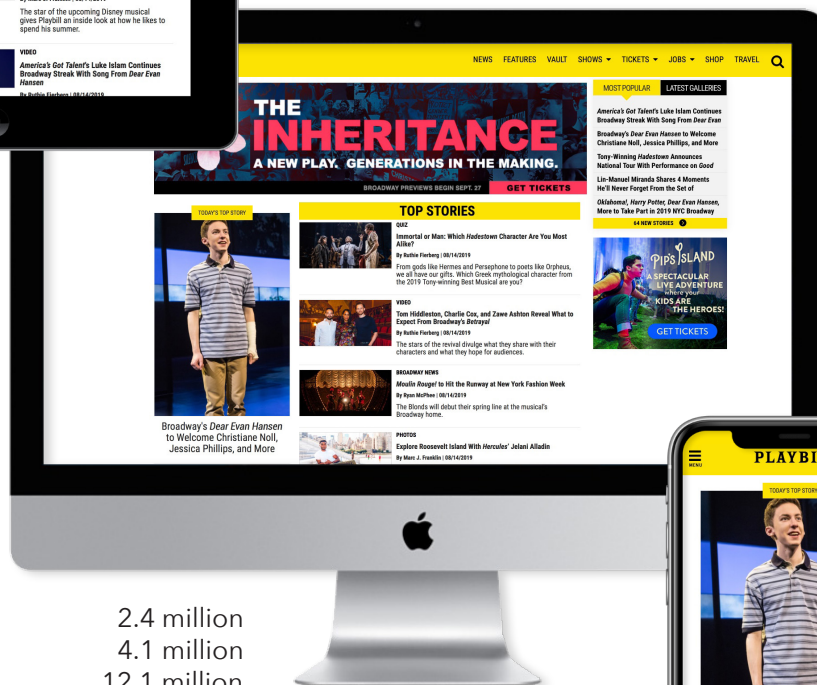
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PLAYBILL.COM launched in 1995 as the first digital Broadway news organization. As the leader, PLAYBILL.COM has established its reputation as the most trusted and comprehensive online news source in the theatre industry. With our dedicated editorial 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:	2.4 million
Total Sessions:	4.1 million
Total Page Views:	12.1 million
Average Pages per Session:	3.01
% Return Visitors:	26%
A 18-44 % Sessions:	59%
A 45+% Sessions:	41%
Male/Female % Sessions:	47% / 53%
Mobile & Tablet / Desktop %	69% / 31%
Median HHI:	\$72.7K

Source: Google Analytics, February, 2020

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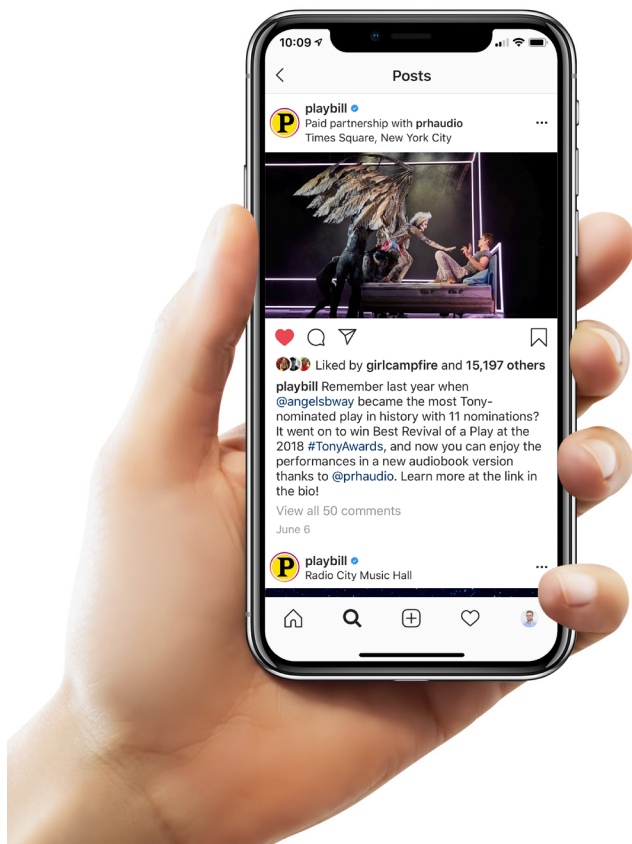
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PLAYBILL Social Media Statistics

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

With nearly 1.5 million 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 Bryan Cranston 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.



615k Followers



417k Followers



366k Followers



113k Followers



87k Followers



20k Followers

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2020 Space & Material Closing Dates

<u>ISSUE</u>	<u>SPACE CLOSING</u>	<u>MATERIAL DEADLINE</u>
January	Wednesday, November 27	Tuesday, December 3
February	Friday, December 27	Thursday, January 2
March	Friday, January 31	Thursday, February 6
April	Friday, February 28	Thursday, March 5
May	Wednesday, April 1	Tuesday, April 7
June	Friday, May 1	Thursday, May 7
July	Friday, May 29	Thursday, June 4
August	Wednesday, July 1	Tuesday, July 7
September	Friday, July 31	Thursday, August 6
October	Monday, August 24	Friday, August 28
November	Thursday, October 1	Wednesday, October 7
December	Friday, October 30	Thursday, November 5

- 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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2020 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
729 Seventh Avenue, 4th floor
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Attn: Production Dept. (indicate contact person per below)

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646-751-4110

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- Classic Arts Texas
- Classic Arts Florida
- Classic Arts Philadelphia
- Classic Arts St. Louis
- Classic Arts Minnesota
- Classic Arts Washington D.C.

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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

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- 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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2020 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"
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