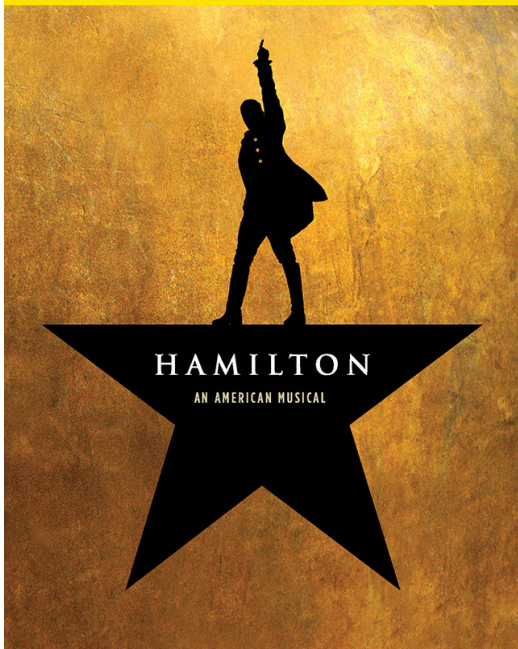




**PLAYBILL®**

RICHARD RODGERS THEATRE



**HAMILTON**  
AN AMERICAN MUSICAL



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2020 Media Kit



11.05.20

The Met  
ropolitan  
Opera



**PLAYBILL**

DECEMBER 2016



# 2020 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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# 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

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## 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)	342,800
<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>3,673,010</b>

*\*In season distribution*

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# 2020 National Broadway Market List



## Markets

## Avg. Monthly Circulation\*

<b>New York, NY</b>	1,368,808
<b>Midwest</b> (Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City)	531,292
<b>Mid-Atlantic</b> (Philadelphia, Baltimore, Washington D.C.)	99,030
<b>Western</b> (Los Angeles, San Francisco, San Diego)	277,800
<b>Southeast</b> (Nashville, New Orleans)	32,330
<b>Florida</b> (Miami, Ft. Lauderdale, West Palm Beach)	135,000
<b>South Central</b> (Dallas, Houston, San Antonio)	141,100
<b>New England</b> (Boston)	187,150
<b>TOTAL</b>	2,772,510

*\*In season distribution*

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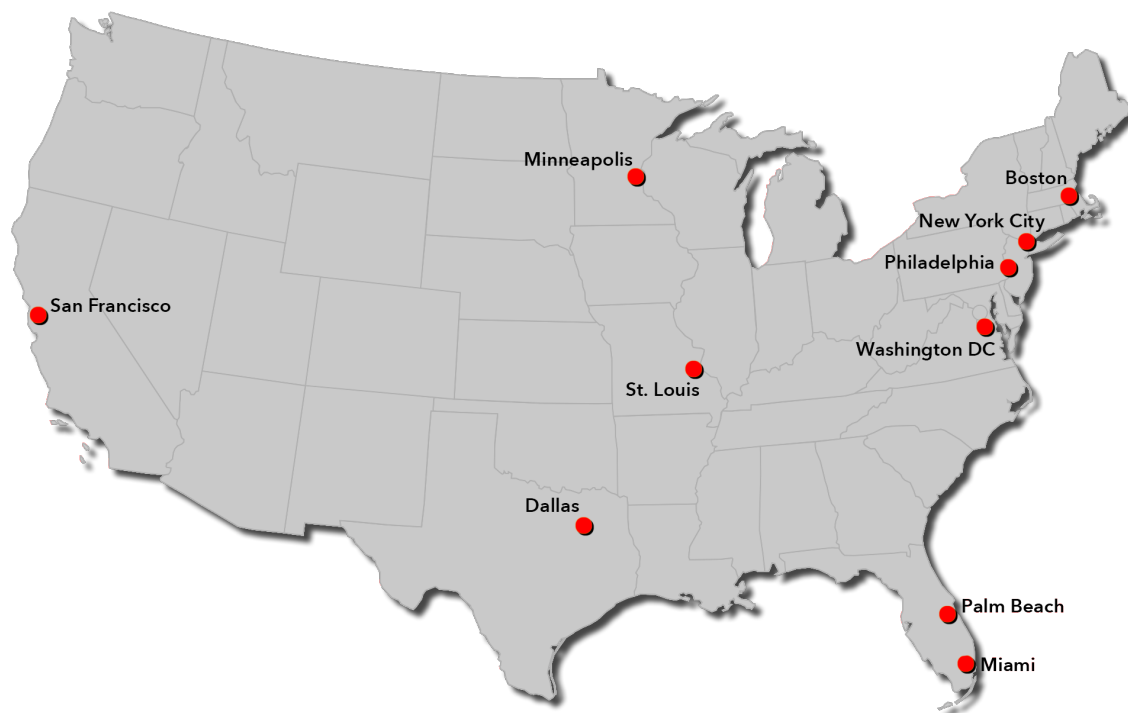
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# 2020 National Classic Arts Market List

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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



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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

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## 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, 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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# Current Advertisers

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

## **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

## **ENTERTAINMENT**

20th Century Fox  
Amazon Studios  
AMC  
Audible  
Bleecker Street Films  
CBS Films  
Direct TV  
Disney Entertainment  
FX Network  
HBO Network  
Hulu  
Lifetime Network  
Lionsgate  
Live Nation  
Luminary Audible  
National Geographic Channel  
NBC Universal  
Netflix  
Paramount Home Entertainment  
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PBS  
Sony Music  
Sony Pictures Television  
StubHub  
Synergy/ABC Entertainment  
TruTV  
Warner Bros. Studios

## **FASHION/LUXURY GOODS**

Andrew Marc  
Cartier  
Chanel  
Christian Dior  
Citizen Watch  
David Yurman  
DKNY  
Gucci  
Harry Winston  
Hermes  
Oska  
Michael Kors  
Pandora  
Piaget  
Rolex  
Swarovski  
Tiffany  
Van Cleef & Arpels  
Zenni

## **FINANCIAL**

Bank of America  
Capital One  
Chase Sapphire  
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.  
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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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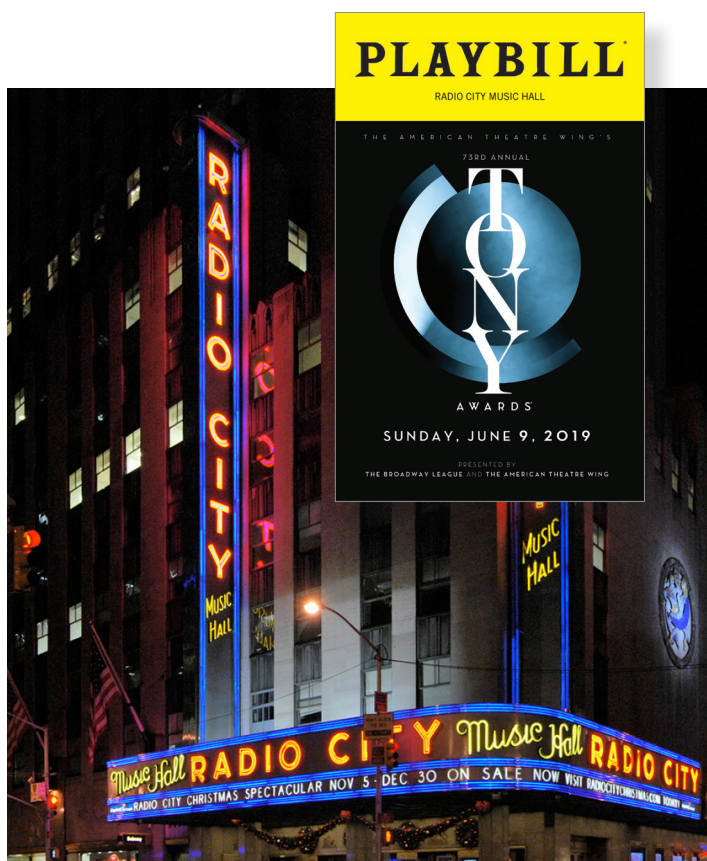


# 2020 TONY® Awards Playbill



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.



“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

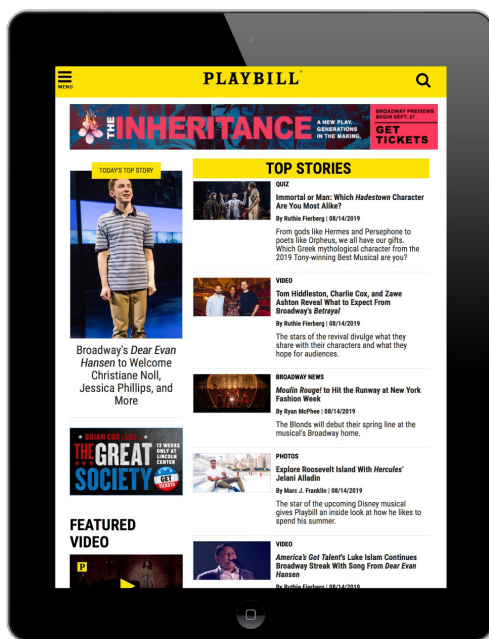
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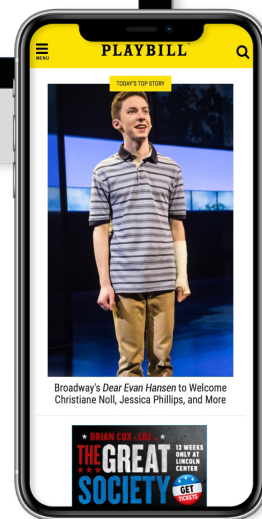
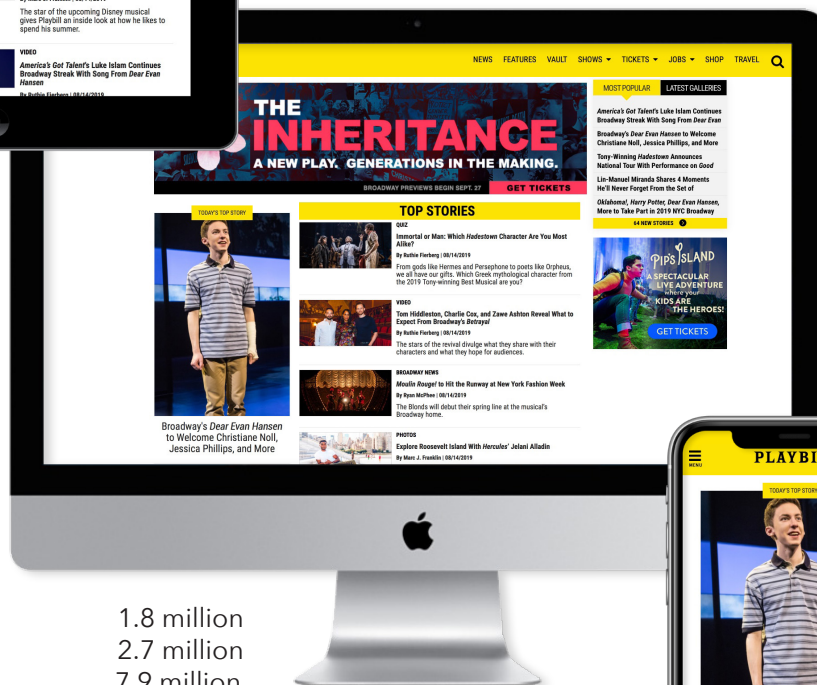
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PLAYBILL.COM launched in 1995 as the first digital Broadway news organization. As the leader, PLAYBILL.COM has established its reputation as the most trusted and comprehensive online news source in the theatre industry. With our dedicated editorial 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:	1.8 million
Total Sessions:	2.7 million
Total Page Views:	7.9 million
Average Pages per Session:	2.94
% Return Visitors:	21%
A 18-44 % Sessions:	60%
A 45+% Sessions:	40%
Male/Female % Sessions:	45% / 55%
Mobile & Tablet / Desktop %	66% / 34%
Median HHI:	\$69.1K

Source: Google Analytics, October, 2020

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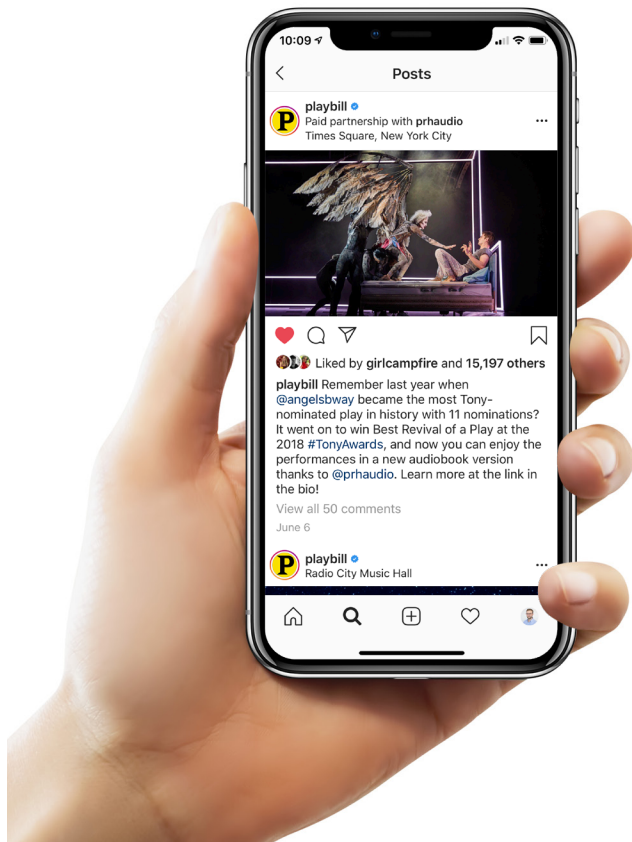
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# PLAYBILL Social Media Statistics

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.



689k Followers



436k Followers



389k Followers



133k 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  
New York, NY 10019  
Attn: Production Dept. (indicate contact person per below)

## Production Contacts:

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

**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**

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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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