



PLAYBILL®

RICHARD RODGERS THEATRE



HAMILTON
AN AMERICAN MUSICAL

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2021 Media Kit



10.06.2021

The Met
ropolitan
Opera



PLAYBILL

DECEMBER 2016

2021 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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2021 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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2021 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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2021 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 |

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2021 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 | Players |
| A.R.T./NY | Public/Anspacher |
| Atlantic Theatre Company | Public/LuEsther |
| Daryl Roth | Public/Newman |
| Duke on 42nd | Public/Martinson |
| Laura Pels | Second Stage |
| MTC 1 | Signature/Diamond |
| MCC/Frankel | Signature/Griffin |
| Marjorie S. Dean Little | Signature/Linney |
| MCC/Newman, Mills | Soho Playhouse |
| Minetta Lane | St. Clement's |
| Mitzi Newhouse | Stage 42 |
| New World Stages 1,2,4,5 | TFANA |
| New World Green Room | Theatre 511 |
| Newhouse | Westside/Upstairs |
| NYCC Stage II | |

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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Mercedes-Benz
Nissan
Subaru
Toyota

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

ENTERTAINMENT

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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
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Paramount Pictures
PBS
Sony Music
Sony Pictures Television
StubHub
Synergy/ABC Entertainment
TruTV
Warner Bros. Studios

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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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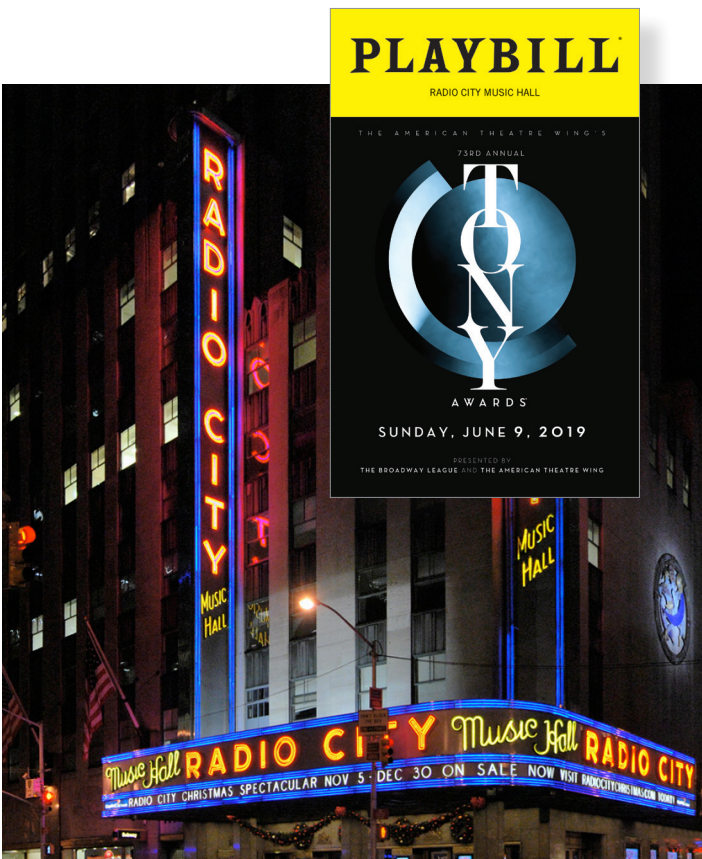
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2022 TONY® Awards Playbill



In June 2022, theatre lovers across the globe will gather to celebrate the 2021-22 Broadway season at the 75th 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 137 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
2022 Net Advertising Rates to be announced.

Space Commitment Due: 5/2/2022
Materials Due: 5/9/2022



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Playbill Pride 2022

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 2022 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, 2022, 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 2022 Rates

To be announced.

Bonus/Added Value

Each ad page and/or \$50,000 net digital spend advertiser will receive a bonus P4CB in the June 2022 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**

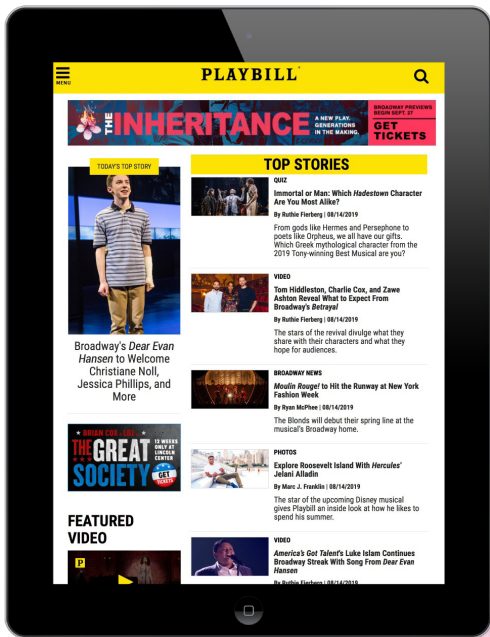
MOST POPULAR

- 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**

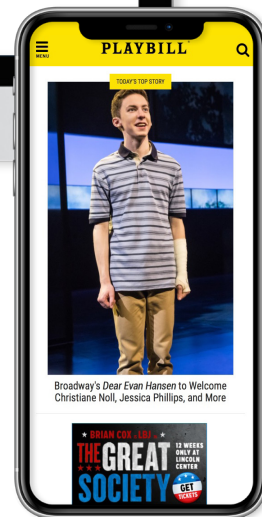
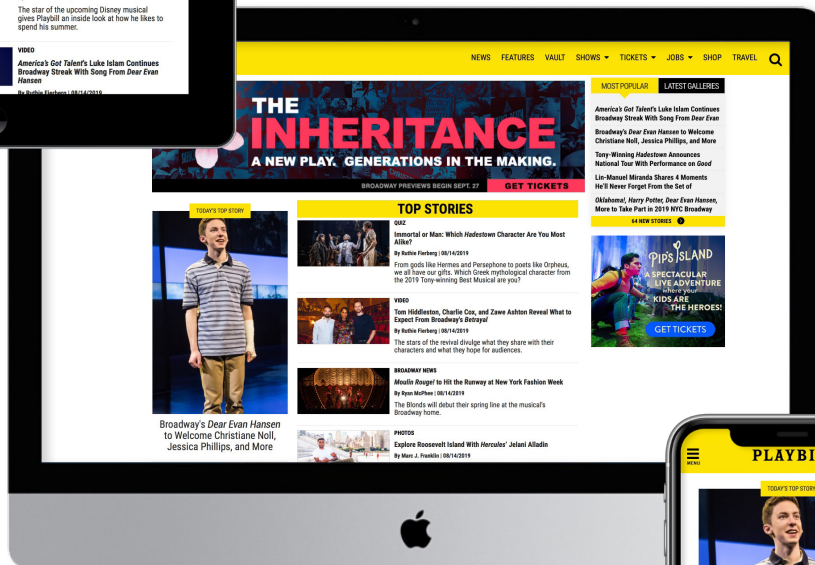
“Our parents love our new PLAYBILLs so much! So now we have volunteers who are helping design the program and even going out into the community to sell ads! We now feel like a legitimate drama department!”

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

PLAYBILL®



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: | 1.6 million |
| Total Sessions: | 2.6 million |
| Total Page Views: | 7.1 million |
| Average Pages per Session: | 2.73 |
| % Return Visitors: | 19% |
| A 18-44 % Sessions: | 58% |
| A 45+% Sessions: | 41% |
| Male/Female % Sessions: | 49% / 51% |
| Mobile & Tablet / Desktop % | 69% / 31% |
| Median HHI: | \$82.9K |

Source: Google Analytics, September, 2021

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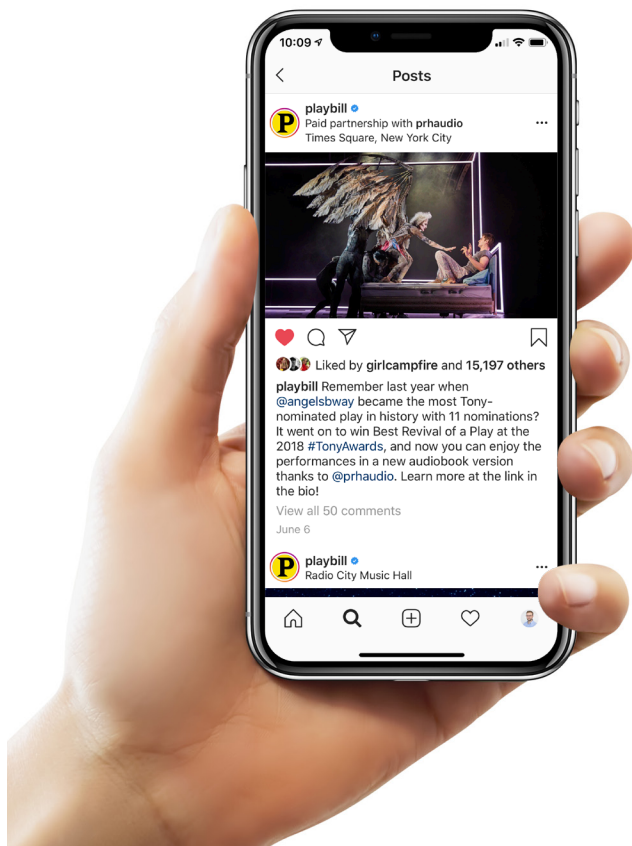
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PLAYBILL Social Media Statistics

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.



707k Followers



437k Followers



397k Followers



151k Followers



86k Followers



21k Followers

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2021 Space & Material Closing Dates

ISSUE

September/October

November

December

SPACE CLOSING

Friday, July 30

Thursday, September 30

Thursday, October 28

MATERIAL DEADLINE

Friday, August 6

Thursday, October 6

Thursday, November 4

- 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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2021 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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Attn: Production Dept. (indicate contact person per below)

Production Contacts:

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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.

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- 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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2021 Large Format Mechanical Requirements

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