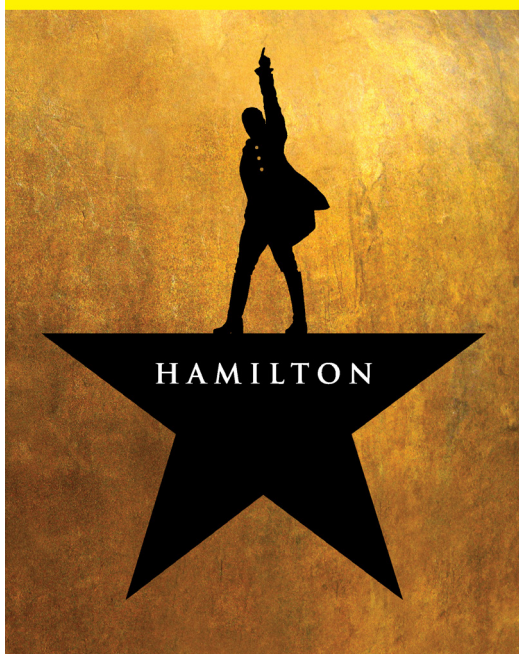




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2022 Media Kit



11.05.21

The Met
ropolitan
Opera



PLAYBILL

DECEMBER 2016

2022 Editorial Profile

PLAYBILL Theatre

As the most-trusted magazine in the theatre industry 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 nightlife. 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 for navigating the culinary and bar scenes in and around the theatre district and city at large, this section 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: Conversations with the industry's most respected talents, stars in the making and individuals working behind the scenes.



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2022 Editorial Profile



PLAYBILL Classic Arts

PLAYBILL's Classic Arts editions present editorial content that enhances and deepens appreciation of dance and music arts experiences—from solo piano recitals to the most lavish opera productions and thrilling high-concept festivals.

By spotlighting artists and performances in compelling features, Playbill Classic Arts provides valuable context for audiences in the concert hall and is also a beautiful keepsake from a memorable evening on the town.



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2022 National Market List



Markets	Avg. Monthly Circulation*
NEW YORK, NY	1,885,808
MIDWEST (Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City)	578,377
MID-ATLANTIC (Philadelphia, Baltimore, Washington D.C.)	154,130
WESTERN (San Francisco, Los Angeles, San Diego)	390,273
SOUTHEAST (Nashville, New Orleans)	32,330
FLORIDA (Miami, Ft. Lauderdale, West Palm Beach)	167,000
SOUTH CENTRAL (Dallas, Houston, San Antonio)	123,600
NEW ENGLAND (Boston)	47,825
TOTAL	3,379,343

**In season distribution*

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2022 National Broadway Market List



Markets	Avg. Monthly Circulation*
NEW YORK, NY	1,368,808
MIDWEST (Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City)	534,477
MID-ATLANTIC (Philadelphia, Baltimore, Washington D.C.)	109,030
WESTERN (Los Angeles, San Francisco, San Diego)	390,273
SOUTHEAST (Nashville, New Orleans)	32,330
FLORIDA (Miami, Ft. Lauderdale, West Palm Beach)	133,000
SOUTH CENTRAL (Dallas, Houston, San Antonio)	123,600
NEW ENGLAND (Boston)	47,825
TOTAL	2,739,343

**In season distribution*

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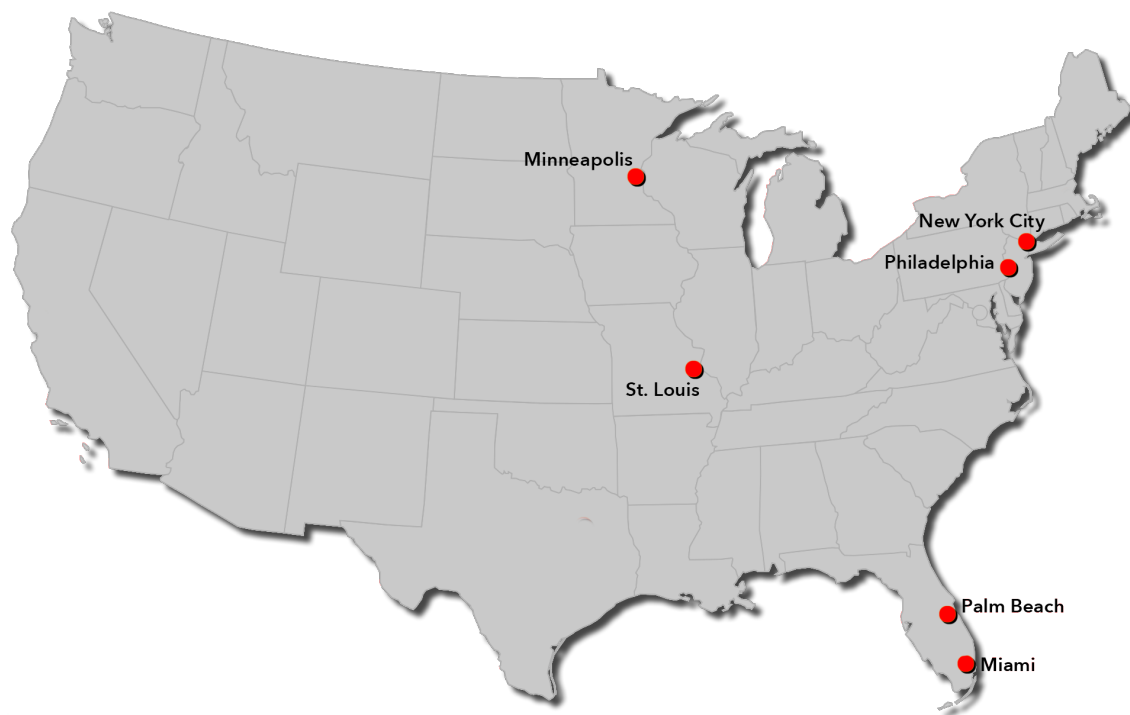
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2022 National Classic Arts Market List



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)	13,900
PHILADELPHIA, PA (The Philadelphia Orchestra, Pennsylvania Ballet)	45,100
SOUTH FLORIDA (Kravis Center, The Arsht Center)	34,000
TOTAL	640,000

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2022 New York City Distribution

NEW YORK CITY THEATRES

BROADWAY THEATRES

Ambassador	Longacre
American Airlines	Lunt-Fontanne
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Barrymore	Lyric
Beaumont	Majestic
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Broadway	Nederlander
Circle in the Square	New Amsterdam
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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/Anspacher
Daryl Roth	Public/LuEsther
Laura Pels	Public/Newman
MTC 1	Public/Martinson
Minetta Lane	Second Stage
Mitzi Newhouse	TFANA
New World Stages 1,2,4,5	Theatre 511
New World Green Room	Westside/Upstairs
Newhouse	

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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2022 National Distribution

NEW YORK CITY Market

See page 7, New York City Distribution

NEW ENGLAND Market

BOSTON: Citizens Bank Opera House (theatrical performances only), The Emerson Colonial Theatre (theatrical performances only)

MID-ATLANTIC Market

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

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

WASHINGTON D.C.: The National Theatre

FLORIDA Market

MIAMI: Adrienne Arsht Center for the Performing Arts (theatrical performances only)

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

WEST PALM BEACH: Kravis Center For The Performing Arts

SOUTHEAST Market

NASHVILLE: Nashville Children's Theatre

NEW ORLEANS: The Saenger Theatre

MIDWEST Market

CHICAGO: CIBC Theatre, Cadillac Palace Theatre, Goodman Theatre: Albert Theatre, Owen Theatre, Broadway Playhouse, Drury Lane Theatre, Marriott Theatre, Paramount Theatre, James M. Nederlander Theatre

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 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, Golden Gate Theatre, Orpheum Theatre

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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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MoMA
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The Metropolitan Museum of Art
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Whitney Museum of American Art

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John Muir Health
Rothman Orthopaedic Institute
The Hospital for Special Surgery
Visiting Nurse Service NY
Weill Cornell

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

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Anheisser Busch - Stella Artois
Boars Head
Jose Cuervo
Ketel One
Nespresso
Postmates

MUSIC/AUDIO

Audible
Disney Records
Luminary Audible
S-Curve Records
Universal Music

*2018 to current issue. Note: Playbill did not publish March, 2020–August, 2021.

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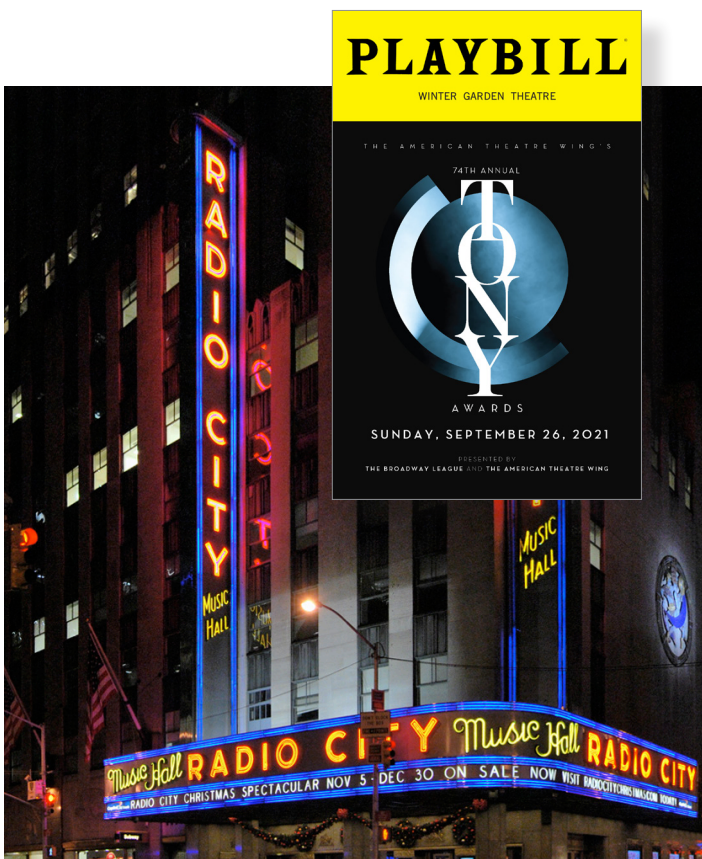
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2022 TONY® Awards Playbill



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.

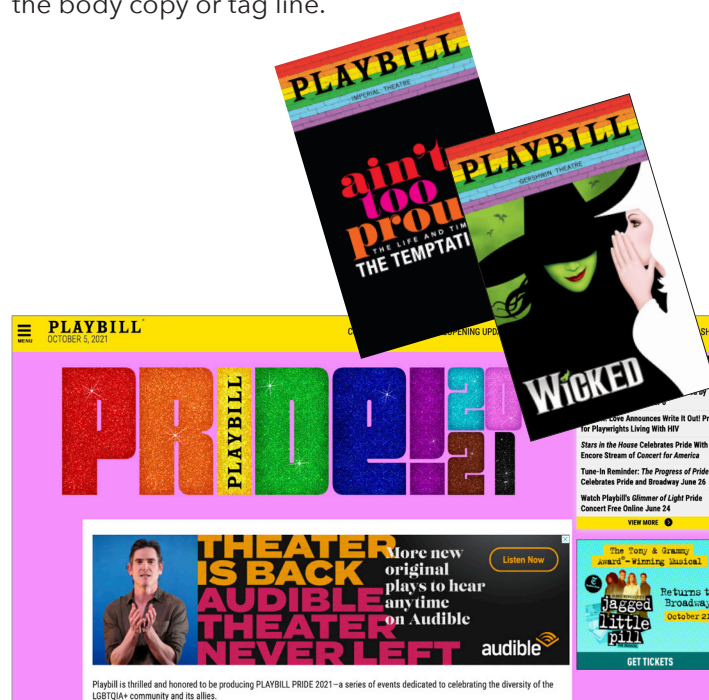
The PRIDE 2022 section of PLAYBILL Digital properties will aggregate original, unique and exclusive editorial, photographic, and video content. In addition to standard ad units and rising stars rich media, the PLAYBILL editors will create or repurpose content regarding your brand or company's support, 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

PLAYBILLder is our exclusive, web-based custom publishing division of the PLAYBILL brand. PLAYBILLder provides schools, smaller local theatres, and even theatre-loving individuals the opportunity to publish their own edition of the magazine.

Advertisers have the opportunity to target teens, tweens, parents, and educators, both from our more than 70,000 registered users representing more than 2,000 schools and theatre groups nationwide and the countless audience members they welcome in to their auditoriums.



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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,

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- 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 (Barnes, 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.**
Riversdale Children's Theatre, February 24 - March 05
- Heathers 101: The Musical (High School Edition)**
JJ Pearce High School, September 15 - September 18
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- Legally Blonde The Musical**
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“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,
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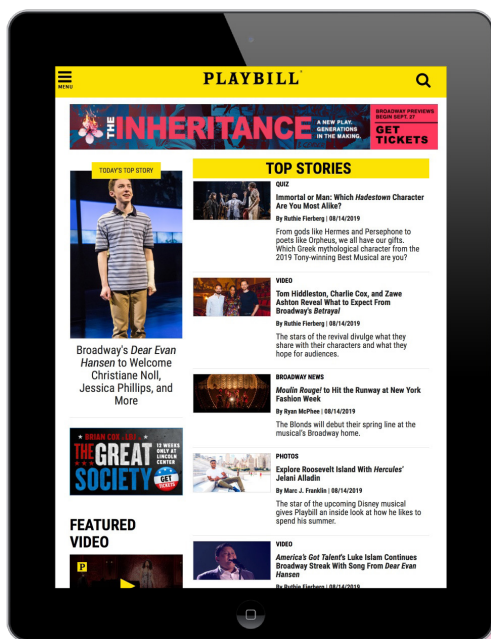
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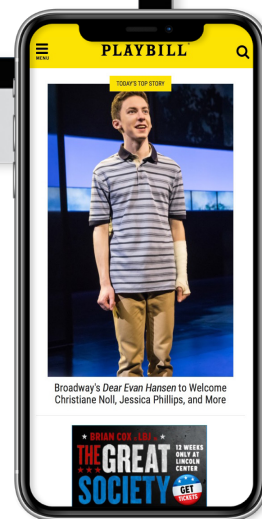
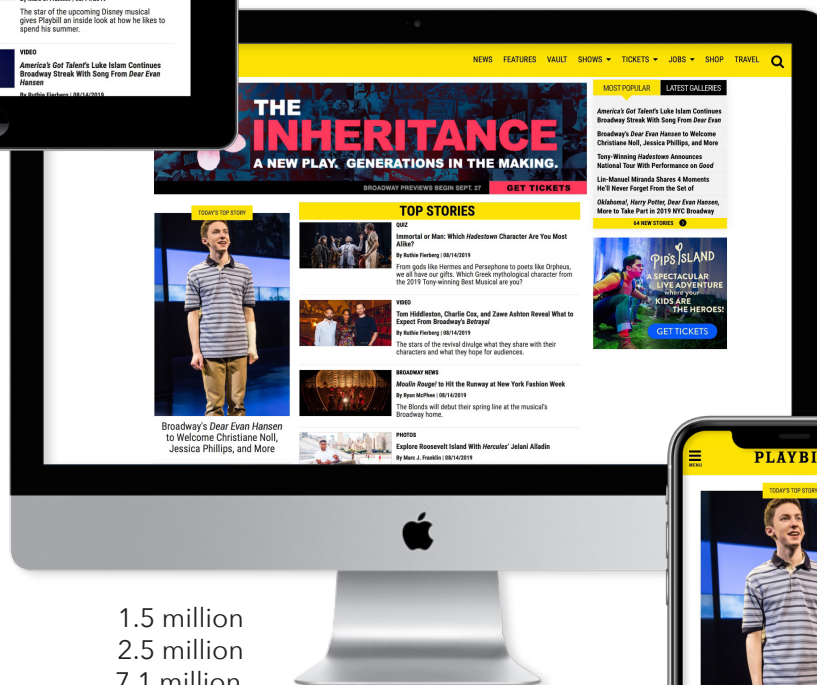
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PLAYBILL.COM launched in 1995 as the first digital Broadway news organization. As the leader, PLAYBILL.COM has established its reputation as the most trusted and comprehensive online news source in the theatre industry. With our dedicated editorial 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:	1.5 million
Total Sessions:	2.5 million
Total Page Views:	7.1 million
Average Pages per Session:	2.83
% Return Visitors:	19%
A 18-44 % Sessions:	59%
A 45+% Sessions:	41%
Male/Female % Sessions:	49% / 51%
Mobile & Tablet / Desktop %	69% / 31%
Median HHI:	\$84.3K

Source: Google Analytics, October, 2021

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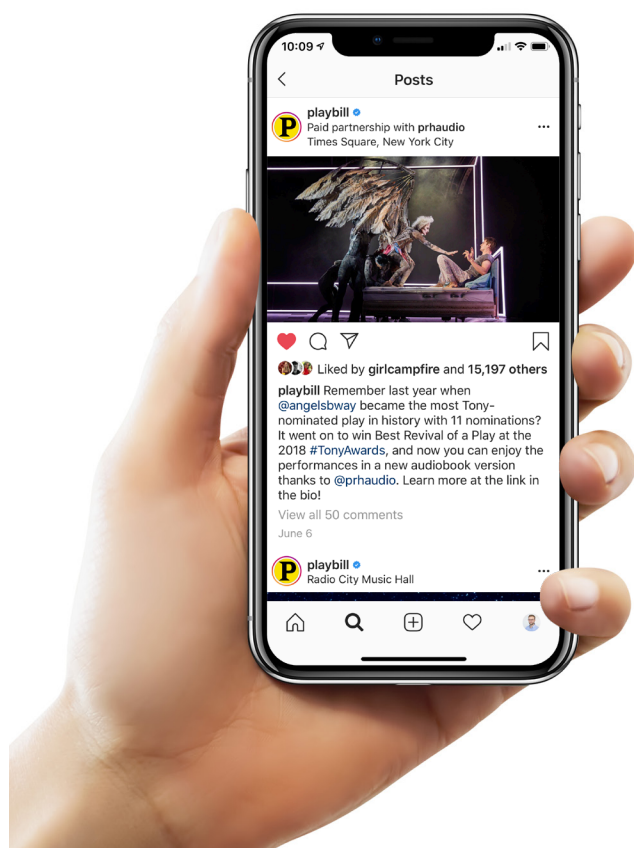
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PLAYBILL Social Media Statistics

PLAYBILL Social Media gives theatre fans and industry members unparalleled access to “all thing Broadway.” With nearly 1.5 million followers across all platforms, PLAYBILL leverages Facebook, Twitter, Instagram, TikTok, and more to provide exclusive behind-the-scenes moments.

PLAYBILL social media has broadcast live from the red carpet at Broadway opening nights, has captured the enthusiastic reactions of winners like Lin-Manuel Miranda immediately after receiving the Tony Award®, and has taken our followers behind the scenes during the creation of Broadway shows.



708k Followers



472k Followers



398k Followers



152k Followers



86k Followers



21k Followers

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2022 Space & Material Closing Dates

<u>ISSUE</u>	<u>SPACE CLOSING</u>	<u>MATERIALS DEADLINE</u>
January	Monday, November 29, 2021	Friday, December 3, 2021
February	Thursday, December 30, 2021	Tuesday, January 4, 2022
March	Tuesday, February 1, 2022	Friday, February 4, 2022
April	Tuesday, March 1, 2022	Friday, March 4, 2022
May	Friday April 1, 2022	Tuesday, April 5, 2022
June	Friday, April 29, 2022	Thursday, May 5, 2022
July	Wednesday, June 1, 2022	Monday, June 6, 2022
August	Thursday, June 30, 2022	Wednesday, July 6, 2022
September	Monday, August 1, 2022	Thursday, August 4, 2022
October	Thursday, August 25, 2022	Wednesday, August 30, 2022
November	Friday, September 30, 2022	Tuesday, October 4, 2022
December	Tuesday, November 1, 2022	Friday, November 4, 2022

- 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

- Broadway New York
- National Ads
- Broadway Boston
- Classic Arts Boston
- Classic Arts New York
- Classic Arts Florida
- Classic Arts Philadelphia
- Classic Arts St. Louis
- Classic Arts Minnesota

JENNA PERRINO (jperrino@playbill.com)
718-606-3256

- Broadway New York Showbill (Lyric)
- Broadway Florida
- Broadway California
- Broadway Philadelphia
- Broadway Baltimore
- Broadway Washington D.C.
- Broadway New Orleans
- Broadway Midwest
- Broadway Chicago
- Broadway Texas

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2022 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 OneDrive Link. Receive link from Sales/Production. Follow link instructions to upload files.

- Please email appropriate production manager listed below with file name when 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.

- 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)

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- National Ads
- Broadway Boston
- Classic Arts Boston
- Classic Arts New York
- Classic Arts Florida
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- Classic Arts Minnesota

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718-606-3256

- Broadway New York Showbill (Lyric)
- Broadway Florida
- Broadway California
- Broadway Philadelphia
- Broadway Baltimore
- Broadway Washington D.C.
- Broadway New Orleans
- Broadway Midwest
- Broadway Chicago
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2022 Large Format Mechanical Requirements

PLAYBILL LARGE FORMAT Mechanical Requirements

	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"	

- **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 OneDrive Link. Receive link from Sales/Production. Follow link instructions to upload files.

- 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.
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: Maude Popkin, Production Dept.

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