

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

## Production Contacts:

**Maude Popkin (mpopkin@playbill.com)**  
**646-751-4110**

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

**Alex Near (anear@playbill.com)**  
**646-751-4120**

- National Ads
- Classic Arts Boston
- Broadway New York
- Broadway Boston
- Broadway Chicago
- Broadway Cincinnati
- Broadway Columbus
- Broadway Indianapolis
- Broadway Kansas
- Broadway Minneapolis
- Broadway St. Louis
- Broadway Texas

**Jenna Perrino (jperrino@playbill.com)**  
**718-606-3256**

- Classic Arts California
- Broadway New York Showbill (Lyric)
- Broadway Florida
- Broadway California
- Broadway Philadelphia
- Broadway Baltimore
- Broadway Washington D.C.
- Broadway New Orleans
- Broadway Nashville

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