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.
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.
# 2022 National Market List

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

*In season distribution
## 2022 National Broadway Market List

### Markets

<table>
<thead>
<tr>
<th>Region</th>
<th>Cities</th>
<th>Avg. Monthly Circulation*</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW YORK, NY</td>
<td></td>
<td>1,368,808</td>
</tr>
<tr>
<td>MIDWEST</td>
<td>(Chicago, St. Louis, Ohio, Minneapolis, Indianapolis, Kansas City)</td>
<td>534,477</td>
</tr>
<tr>
<td>WESTERN</td>
<td>(Los Angeles, San Francisco, San Diego)</td>
<td>390,273</td>
</tr>
<tr>
<td>SOUTHEAST</td>
<td>(Nashville, New Orleans)</td>
<td>32,330</td>
</tr>
<tr>
<td>FLORIDA</td>
<td>(Miami, Ft. Lauderdale, West Palm Beach)</td>
<td>133,000</td>
</tr>
<tr>
<td>SOUTH CENTRAL</td>
<td>(Dallas, Houston, San Antonio)</td>
<td>123,600</td>
</tr>
<tr>
<td>NEW ENGLAND</td>
<td>(Boston)</td>
<td>47,825</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>2,739,343</strong></td>
</tr>
</tbody>
</table>

*In season distribution

---

PLAYBILL

212.557.5757  729 Seventh Avenue, 4th floor  advertising@playbill.com

New York, NY 10019

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC
Markets

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) 45,100
SOUTH FLORIDA (Kravis Center, The Arsht Center) 34,000
TOTAL 640,000

*In season distribution

2022 National Classic Arts Market List
NEW YORK CITY THEATRES

BROADWAY THEATRES
Ambassador
American Airlines
Atkinson
Barrymore
Beaumont
Belasco
Booth
Broadhurst
Broadway
Circle in the Square
Cort
Friedman
Gershwin
Golden
Hayes
Hirschfeld
Hudson
Imperial
 Jacobs
Kerr

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

OFF-BROADWAY THEATRES (Subject to change)

Atlantic Theatre
Daryl Roth Theatre
Laura Pels
Lincoln Center Theatre
Manhattan Theatre Club
Minetta Lane
New World Stages 4

Second Stage
Stage 42
The Public Theatre
Theater 555
Theatre at St. Clement’s
Theatre Row, Theatre 5
Westside Up

PLAYBILL®

212.557.5757 729 Seventh Avenue, 4th floor
advertising@playbill.com New York, NY 10019
PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC
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: The Philadelphia Orchestra (Kimmel), Walnut Street Theatre, Kimmel Cultural Campus including Broadway Series, and Kimmel Presents (Academy of Music, Merriam Theater and Forrest Theatre)
BALTIMORE: Baltimore Broadway Series at the Hippodrome Performing Arts Center.
WASHINGTON D.C: Broadway at The National 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

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

SOUTHWEST 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
### The Demographics of the Broadway Audience 2018–19

<table>
<thead>
<tr>
<th><strong>Residence</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New York DMA</td>
<td>35.0%</td>
</tr>
<tr>
<td>Tourists</td>
<td>65.0%</td>
</tr>
<tr>
<td><strong>New York City Residents</strong></td>
<td>19.9%</td>
</tr>
<tr>
<td>Manhattan</td>
<td>11.0%</td>
</tr>
<tr>
<td>Other Boroughs</td>
<td>8.5%</td>
</tr>
<tr>
<td><strong>New York City Suburbs</strong></td>
<td>15.5%</td>
</tr>
<tr>
<td>Long Island</td>
<td>5.7%</td>
</tr>
<tr>
<td>Westchester/Rockland</td>
<td>3.0%</td>
</tr>
<tr>
<td>Northern New Jersey</td>
<td>6.8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Domestic U.S.</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Other New York State</td>
<td>2.2%</td>
</tr>
<tr>
<td>Other New Jersey</td>
<td>3.3%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>3.7%</td>
</tr>
<tr>
<td>Connecticut</td>
<td>2.5%</td>
</tr>
<tr>
<td>California</td>
<td>5.6%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>2.2%</td>
</tr>
<tr>
<td><strong>International</strong></td>
<td>18.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Frequency of Attendance</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Per Year</td>
<td>4</td>
</tr>
<tr>
<td>1 Show</td>
<td>38.6%</td>
</tr>
<tr>
<td>2-4 Shows</td>
<td>38.6%</td>
</tr>
<tr>
<td>5-9 Shows</td>
<td>13.4%</td>
</tr>
<tr>
<td>10-14 Shows</td>
<td>4.7%</td>
</tr>
<tr>
<td>15-24 Shows</td>
<td>2.2%</td>
</tr>
<tr>
<td>25+ Shows</td>
<td>2.5%</td>
</tr>
<tr>
<td><strong>Avg. Reported Ticket Price</strong></td>
<td>$145.60</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Gender</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>68.3%</td>
</tr>
<tr>
<td>Male</td>
<td>31.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Age</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>42.3</td>
</tr>
<tr>
<td>Under 18 years</td>
<td>12.9%</td>
</tr>
<tr>
<td>18-34 years</td>
<td>28.9%</td>
</tr>
<tr>
<td>25-49 years</td>
<td>37.5%</td>
</tr>
<tr>
<td>50-64 years</td>
<td>23.6%</td>
</tr>
<tr>
<td>65+ years</td>
<td>15.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Annual Household Income</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>$261,200</td>
</tr>
<tr>
<td>Under $50,000</td>
<td>15.2%</td>
</tr>
<tr>
<td>$50,000-$99,000</td>
<td>22.2%</td>
</tr>
<tr>
<td>$100,000-149,999</td>
<td>18.7%</td>
</tr>
<tr>
<td>$150,000+</td>
<td>44.1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Education</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Post Graduate Degree</td>
<td>46.9%</td>
</tr>
<tr>
<td>Completed College+</td>
<td>81.4%</td>
</tr>
</tbody>
</table>

Source: The Demographics of the Broadway Audience 2018-2019. Survey conducted by The Broadway League

* 5% did not identify gender.

PLAYBILL®

212.557.5757 729 Seventh Avenue, 4th floor advertising@playbill.com
New York, NY 10019 PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC
### Current Advertisers

**AUTOMOTIVE**
- BMW
- Cadillac
- Lexus
- Lincoln
- Mercedes-Benz
- Nissan
- Subaru
- Toyota

**ENTERTAINMENT**
- 20th TV
- Amazon Studios
- AMC
- Apple TV+
- Bleeker Street Films
- CBS Films
- Concord Theatricals
- Direct TV
- Disney+
- Disney Entertainment
- Fox Sy NY
- FX
- HBO
- Hulu
- Kino Lorber
- Lifetime
- Lionsgate
- Live Nation
- Marquee TV
- Nat Geo Channel
- NBC Universal
- Netflix
- Paramount Home Entertainment
- Paramount Pictures
- PBS
- Peacock
- Showtime
- Sony Music
- Sony Pictures Television
- Spectrum
- StubHub
- Synergy/ABC Entertainment
- The Theatre Channel
- Trafalgar
- TruTV
- United Artists
- Universal Pictures
- Warner Bros. Studios

**FASHION/LUXURY**
- Andrew Marc
- Baccarat
- Bucherer/Tourneau
- Cartier
- Citizen Watch
- David Yurman
- DKNY
- Gucci
- Harry Winston
- Hermes
- Jaeger-LeCoultre
- Michael Kors
- Oska
- Piaget
- Rolex
- Swarovski
- Tiffany
- Van Cleef & Arpels
- Wempe
- Zenni

**FINANCIAL/INSURANCE**
- Bank of America
- Capital One
- Chase Sapphire Preferred
- Northern Trust
- City National Bank
- Ernst & Young
- First Republic
- Geico
- HSBC
- JP Morgan Chase
- Mastercard
- Prudential
- Travelers Insurance

**GALLERIES/MUSEUMS**
- American Folk Art Museum
- MoMA
- New York Historical Society
- The Metropolitan Museum of Art
- The Morgan Library & Museum
- Whitney Museum of American Art

**RETAIL**
- Bloomingdales
- Brookfield Place
- Hudson Yards
- M&M's World
- Manhattan West
- Nordstrom
- The Hershey Store
- The Shops at Columbus Circle
- The Shops at Grand Central

**COSMETICS/FRAGRANCE**
- Chanel Beauté
- Estée Lauder - Estée Lauder
- Estée Lauder - MAC
- Hermes - Jours de Hermes
- La Prairie
- LVMH - Ginvcheny
- Parlux - Jenneth Cole
- Parlux - Vince Camuto

**OTHER**
- AMDA
- Bond Real Estate
- Cahill Gordon & Reindel
- Columbia University
- Compass Real Estate
- Google
- Harmon Karden
- Lincoln Center Presents
- NYU Tisch School for the Arts
- Omaze
- Sotheby's Real Estate
- Steinway & Sons
- Sub Zero
- The New York Yankees
- The Richard Tucker Foundation

**HEALTH/WELLNESS**
- Gilead
- Hospital for Special Surgery
- John Muir Health
- Rothman Orthopaedic Institute
- The Hospital for Special Surgery
- Visiting Nurse Service NY
- Weill Cornell

**PUBLISHING**
- Simon & Schuster
- Hachette Book Group
- Harper Collins
- Oxford University Press
- Putnam Publishing
- Random House
- Scholastic

**FOOD/BEVERAGE**
- Anheisser Busch - Stella Artois
- Boars Head
- Jose Cuervo
- Ketel One
- Nespresso
- Postmates

**MUSIC/AUDIO**
- Audible
- Disney Records
- Luminary Audible
- S-Curve Records
- Universal Music

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

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC
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

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)
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.

“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.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: 2.7 million
Total Page Views: 87.4 million
Average Pages per Session: 2.71
% Return Visitors: 20%
A 18-44 % Sessions: 57%
A 45+% Sessions: 43%
Male/Female % Sessions: 50% / 50%
Mobile & Tablet / Desktop %: 71% / 29%
Median HHI: $83.8K

Source: Google Analytics, June, 2022
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.

- 759k Followers
- 459k Followers
- 412k Followers
- 165k Followers
- 85k Followers
- 58k Followers
- 20k Followers
2022 Space & Material Closing Dates

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

- 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:

ALEX NEAR (anear@playbill.com)
646-751-4120
- National Ads
- Broadway New York
- Broadway Chicago
- Broadway Cincinnati
- Broadway Columbus
- Broadway Indianapolis
- Broadway Kansas
- Broadway Minneapolis
- Broadway St. Louis
- Broadway Texas
- Broadway Florida
- Broadway New Orleans

JENNA PERRINO (jperrino@playbill.com)
718-606-3256
- Classic Arts New York
- Classic Arts Texas
- Classic Arts Florida
- Classic Arts Philadelphia
- Classic Arts St. Louis
- Classic Arts Minnesota
- Broadway New York Showbill (Lyric) / Subscription
- Broadway Boston
- Broadway California & Curran Wrap
- Broadway Philadelphia
- Broadway Baltimore
- Broadway Washington D.C.
# 2022 Mechanical Requirements

## PLAYBILL DIGEST FORMAT Mechanical Requirements

<table>
<thead>
<tr>
<th>FINAL TRIM</th>
<th>LIVE AREA NONBLEED</th>
<th>AD SIZE WITH BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>5.375” x 8.5”</td>
<td>4.625” x 7.75”</td>
</tr>
<tr>
<td>Full Page Spread</td>
<td>10.75” x 8.5” (Gutter safety .25”)</td>
<td>10.25” x 7.75”</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>2.25” x 7.75”</td>
<td>11.00” x 8.75”</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>4.625” x 3.75”</td>
<td></td>
</tr>
<tr>
<td>Quarter Page Vertical</td>
<td>2.25” x 3.75”</td>
<td></td>
</tr>
<tr>
<td>Half Page “ABC Topper”</td>
<td>4.875” x 3.8125” (nonbleed)</td>
<td></td>
</tr>
</tbody>
</table>

- **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.

- **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:

**ALEX NEAR** (anear@playbill.com)
646-751-4120
- National Ads
- Broadway New York
- Broadway Chicago
- Broadway Cincinnati
- Broadway Columbus
- Broadway Indianapolis
- Broadway Kansas
- Broadway Minnesota
- Broadway St. Louis
- Broadway Texas
- Broadway Florida
- Broadway New Orleans

**JENNA PERRINO** (jperrino@playbill.com)
718-606-3256
- Classic Arts New York
- Classic Arts Texas
- Classic Arts Florida
- Classic Arts Philadelphia
- Classic Arts St. Louis
- Classic Arts Minnesota
- Broadway New York Showbill (Lyric) / Subscription
- Broadway Boston
- Broadway California & Curran Wrap
- Broadway Philadelphia
- Broadway Baltimore
- Broadway Washington D.C.
# 2022 Large Format Mechanical Requirements

## PLAYBILL LARGE FORMAT Mechanical Requirements

<table>
<thead>
<tr>
<th></th>
<th>FINAL TRIM</th>
<th>LIVE AREA &amp; AD SIZE</th>
<th>AD SIZE WITH BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.375&quot; x 10.875&quot;</td>
<td>7.625&quot; x 10.125&quot;</td>
<td>8.625&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>Full Page Spread</td>
<td>16.75&quot; x 10.875&quot; (Gutter safety: .25&quot;)</td>
<td>16.00&quot; x 10.125&quot;</td>
<td>17.00&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>Two-Thirds Vertical</td>
<td>(Minnesota Orch.)</td>
<td>5.00&quot; x 10.125&quot;</td>
<td></td>
</tr>
<tr>
<td>One Half Vertical</td>
<td>(Minnesota Orch.)</td>
<td>5.00&quot; x 7.5&quot;</td>
<td></td>
</tr>
<tr>
<td>One Half Horizontal</td>
<td>(Minnesota Orch.)</td>
<td>7.625&quot; x 5.00&quot;</td>
<td></td>
</tr>
<tr>
<td>One Third Vertical</td>
<td>(Minnesota Orch.)</td>
<td>2.5&quot; x 10.125&quot;</td>
<td></td>
</tr>
<tr>
<td>One Third Square</td>
<td>(Minnesota Orch.)</td>
<td>5.00&quot; x 5.00&quot;</td>
<td></td>
</tr>
<tr>
<td>One Sixth Vertical</td>
<td>(Minnesota Orch.)</td>
<td>2.5&quot; x 5.00&quot;</td>
<td></td>
</tr>
<tr>
<td>One Sixth Horizontal</td>
<td>(Minnesota Orch.)</td>
<td>5.00&quot; x 2.5&quot;</td>
<td></td>
</tr>
</tbody>
</table>

- **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, JENNA PERRINO (jperrino@playbill.com) 646-606-3256 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.