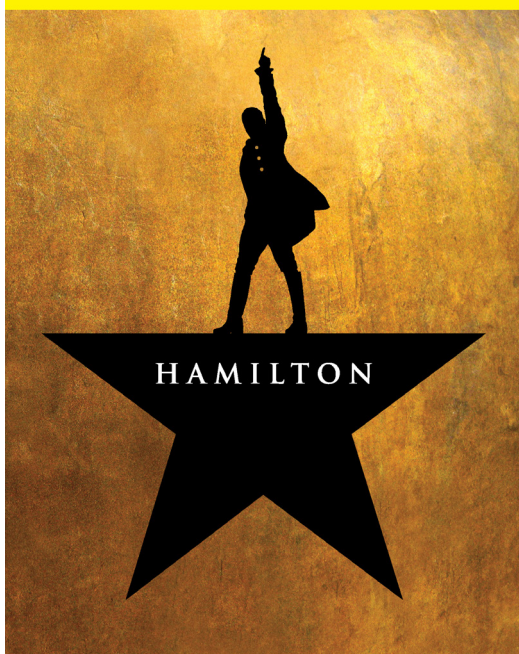




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RICHARD RODGERS THEATRE



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2022 Media Kit



08.04.22

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 |

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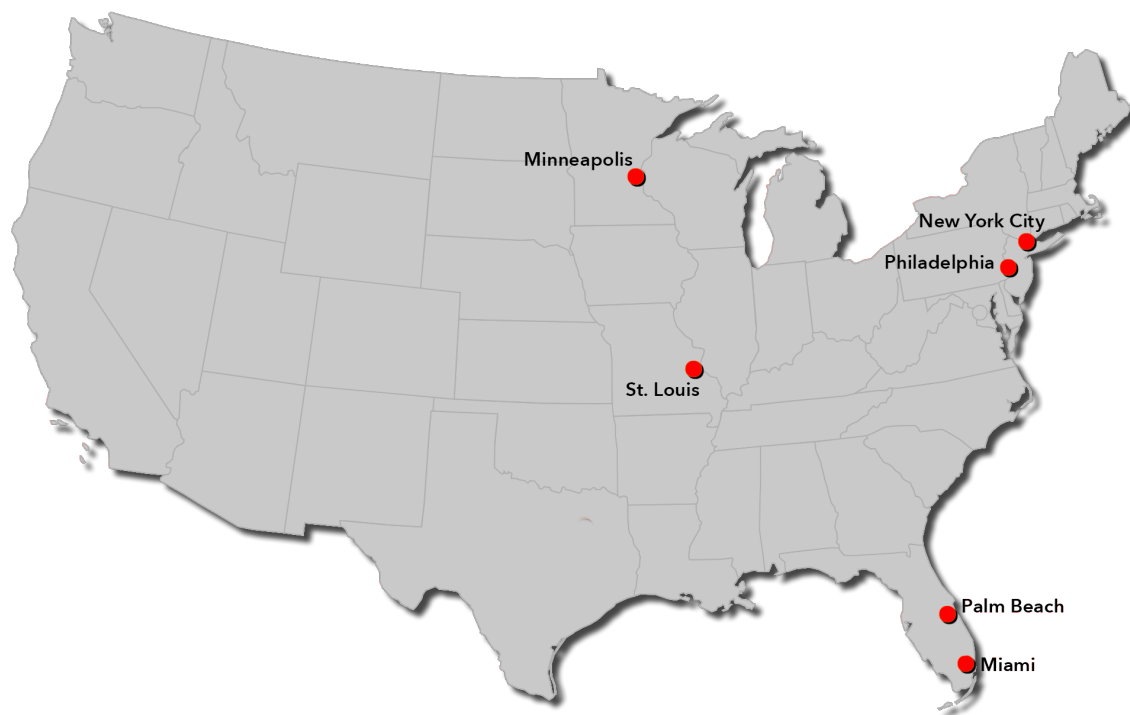
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2022 National Classic Arts Market List



| 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) | 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 |
| 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)

| | |
|------------------------|--------------------------|
| Atlantic Theatre | Second Stage |
| Daryl Roth Theatre | Stage 42 |
| Laura Pels | The Public Theatre |
| Lincoln Center Theatre | Theater 555 |
| Manhattan Theatre Club | Theatre at St. Clement's |
| Minetta Lane | Theatre Row, Theatre 5 |
| New World Stages 4 | Westside Up |

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: 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

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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FX
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Kino Lorber
Lifetime
Lionsgate
Live Nation
Marquee TV
Nat Geo Channel
NBC Universal
Netflix
Paramount Home Entertainment
Paramount Pictures
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Spectrum
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Synergy/ABC Entertainment
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TruTV
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Zenni

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Prudential
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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

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

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Estée Lauder - Estée Lauder
Estée Lauder - MAC
Hermes - Jours de Hermes
La Prairie
LVMH - Ginvenchy
Parlux - Jenneth Cole
Parlux - Vince Camuto

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Cahill Gordon & Reindel
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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

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

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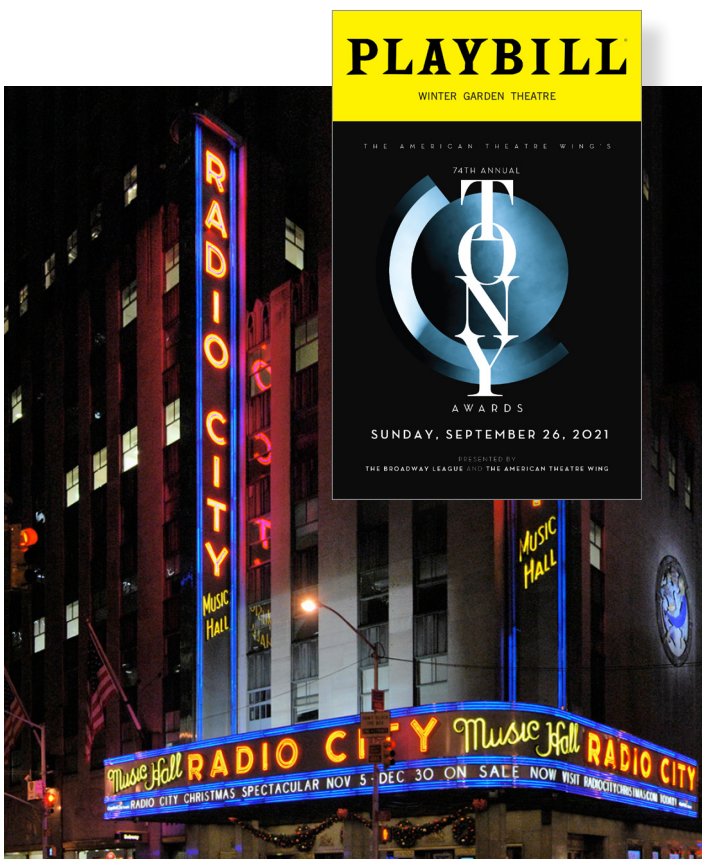
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2022 TONY® Awards Playbill



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.

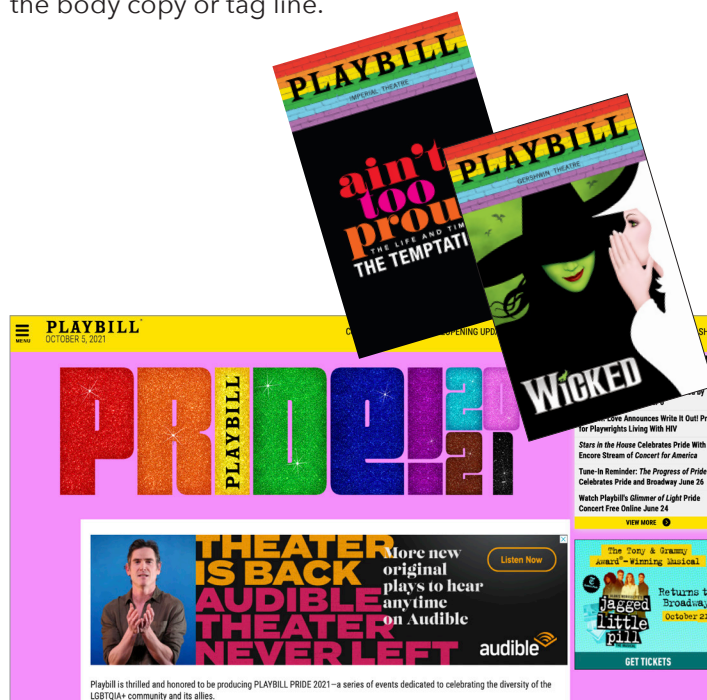
The PRIDE 2022 section of PLAYBILL Digital properties will aggregate original, unique and exclusive editorial, photographic, and video content. In addition to standard ad units and rising stars rich media, the PLAYBILL editors will create or repurpose content regarding your brand or company’s support, 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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- 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 (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
- 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
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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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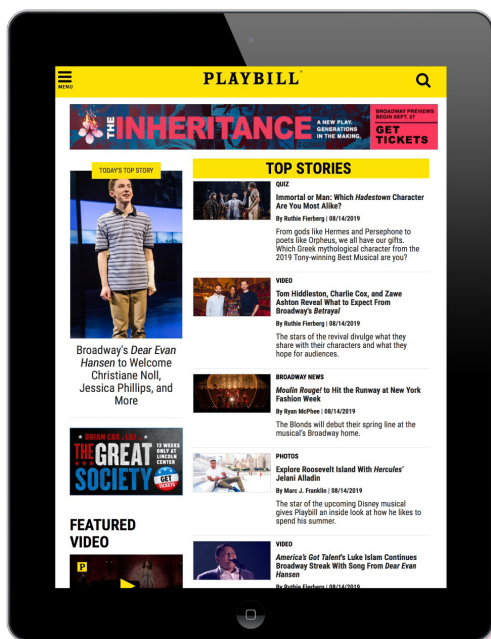
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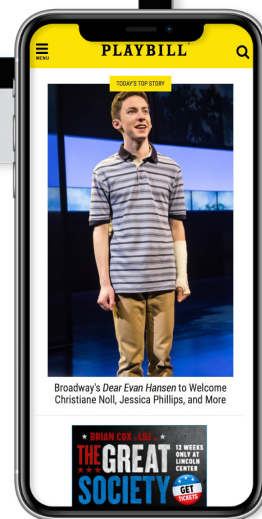
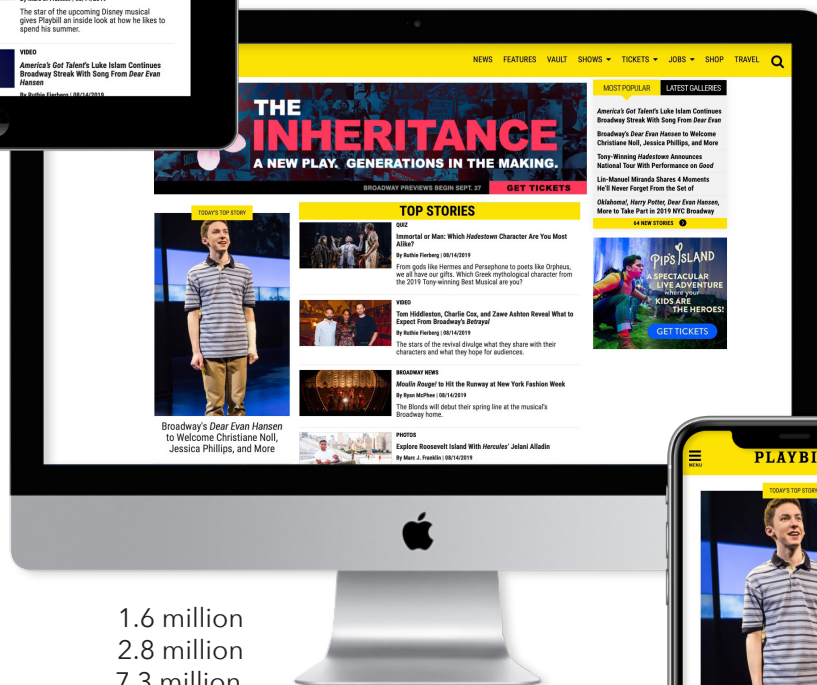
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PLAYBILL.COM launched in 1995 as the first digital Broadway news organization. As the leader, PLAYBILL.COM has established its reputation as the most trusted and comprehensive online news source in the theatre industry. With our dedicated editorial 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: | 1.6 million |
| Total Sessions: | 2.8 million |
| Total Page Views: | 7.3 million |
| Average Pages per Session: | 2.62 |
| % Return Visitors: | 19% |
| A 18-44 % Sessions: | 60% |
| A 45+% Sessions: | 40% |
| Male/Female % Sessions: | 49% / 51% |
| Mobile & Tablet / Desktop % | 72% / 28% |
| Median HHI: | \$86.8K |

Source: Google Analytics, July, 2022

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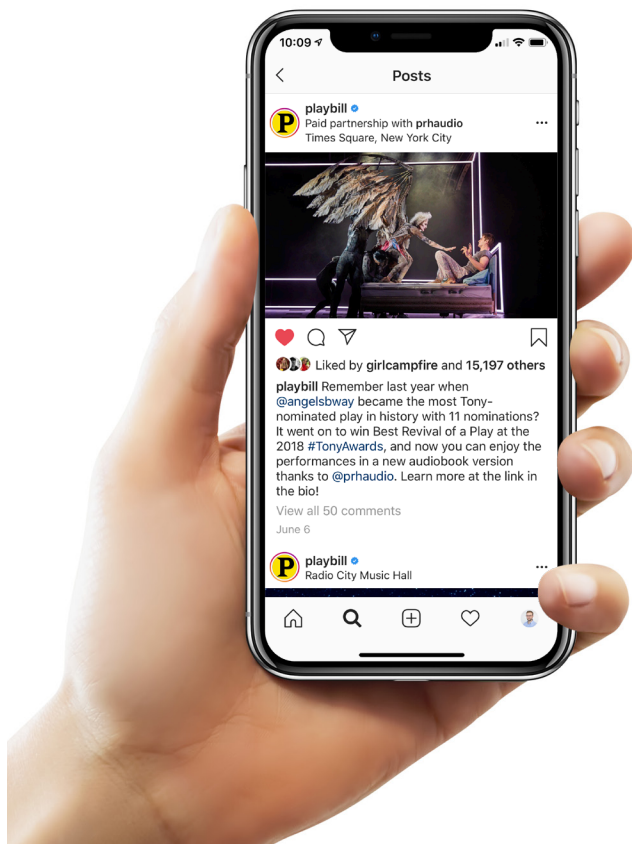
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PLAYBILL Social Media Statistics

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.



762k Followers



459k Followers



414k Followers



176k Followers



85k Followers



60k 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:

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
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- Broadway Baltimore
- Broadway Washington D.C.

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

PRODUCTION CONTACTS:

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