

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:

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.

PLAYBILL®

212.557.5757

729 Seventh Avenue, 4th floor
New York, NY 10019

advertising@playbill.com

PLAYBILL is a registered trademark of PLAYBILL Incorporated, NYC