

®
PLAYBILL

NATIONAL RATE
CARD No. 57A

Effective January 2017

Including Rates for New
York, Midwest, Mid-
Atlantic, Western, Southeast,
South Central and New
England Markets

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New York, NY 10019
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NATIONAL Edition

All editions of PLAYBILL® throughout the United States, including all editions serving Classic Arts attractions. See individual Market pages.

Four Color

	1x	3x	6x	9x	12x
Page	\$207,306	\$197,641	\$185,079	\$165,845	\$128,862
1/2 Page	114,018	108,703	101,794	91,215	70,875
1/4 Page	62,710	59,787	55,987	50,169	38,982

Premium Positions

Subject to Space Availability

Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

Center Spread: Earned four color rate plus 15%

Bleed

Included

Continuity & Frequency

1, 3, 6 and 9-time insertions are subject to discounts for insertions in any of the following months:

June 9%, July 17%, August 20%, September 11%.

The 12-time rate is pre-discounted consistent with these monthly percentages and is not subject to further discount.

Playbill® New York insertions credited to National frequency.

National editions' frequency applies to all markets.

Retail & Fashion Rates

Retail rates: 85% of earned rate

Fashion rates: 80% of earned rate

Distribution

See Regional Market pages for distribution details in the New York, Midwest, Mid-Atlantic, West, Southeast, South Central and New England Markets which include the cities of New York, Philadelphia, Baltimore, Washington, DC, Boston, Miami, Ft. Lauderdale, Palm Beach, Orlando, Dallas, Houston, San Antonio, New Orleans, Chicago, Cincinnati, Columbus, St. Louis, Kansas City, Minneapolis, Indianapolis, Los Angeles, San Francisco, Berkeley and San Diego.

Average Monthly Circulation

3,456,654(see seasonal adjustments above)

Fifth Color available on full pages only. Contact your Playbill representative for details.

NATIONAL BROADWAY Edition

Four Color

	1x	3x	6x	9x	12x
Page	\$156,197	149,576	142,168	130,163	105,889
1/2 Page	85,909	82,267	78,193	71,589	58,239
1/4 Page	47,250	45,247	43,006	39,375	32,032

Premium Positions

Subject to space availability

Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

Center Spread: Earned four color rate plus 15%

Bleed

Included

Continuity & Frequency

1, 3, 6 and 9-time insertions are subject to discounts for insertions in any of the following months:

June 9%, July 17%, August 20%, September 11%.

The 12-time rate is pre-discounted consistent with these monthly percentages and is not subject to further discount.

Playbill® New York insertions credited to National frequency.

National editions' frequency applies to all markets.

Retail & Fashion Rates

Retail rates: 85% of earned rate

Fashion rates: 80% of earned rate

Distribution

See Regional Market pages for distribution details to theatres and theatrical attractions in the New York, Midwest, Mid-Atlantic, Western, Southeast, South Central and New England markets which include the cities of New York, Philadelphia, Baltimore, Washington, DC, Boston, Miami, Ft. Lauderdale, Palm Beach, Orlando, Dallas, Houston, San Antonio, New Orleans, Chicago, Cincinnati, Columbus, St. Louis, Kansas City, Minneapolis, Indianapolis, Los Angeles, and San Diego.

Average Monthly Circulation

2,556,157

Fifth Color available on full pages only. Contact your Playbill representative for details.

NATIONAL CLASSIC ARTS Edition

Four Color

	1x	3x	6x	9x	10x
Page	\$60,120	54,153	50,698	47,240	45,090
1/2 Page	33,066	29,784	27,885	25,981	24,799

Premium Positions

Subject to space availability

Cover 2 & Cover 2 spread: earned four color rate plus 5%

Center spread: earned four color rate plus 15%

Bleed

Included

Continuity & Frequency

Due to the seasonal activity of most cultural attractions the maximum frequency discount is 10x.

Retail & Fashion Rates

Retail rates: 85% of earned rate

Fashion rates: 80% of earned rate

Distribution

Metropolitan Opera; Carnegie Hall; New York City Center; New York Philharmonic; New York City Ballet; Jazz at Lincoln Center; Lincoln Center including all performances at David Geffen Hall, including Great Performers, Mostly Mozart, Lincoln Center Festival, and Alice Tully Hall, including New York Film Festival, Chamber Music Society of Lincoln Center, and Lincoln Center Calendar; Philadelphia Orchestra, Pennsylvania Ballet; Kennedy Center, including the National Symphony Orchestra and Washington Opera; Boston Ballet; Adrienne Arsht Center for the Performing Arts, Kravis Center, West Palm Beach; Minnesota Orchestra; Saint Louis Symphony; San Francisco Symphony and Cal Performances.

Dallas Opera delivered as bonus when in season.

Average Monthly Circulation

900,500*

*In season distribution

July through September each: 50% of earned rate

July through September each insertion credited as 50% for frequency

Fifth Color available on full pages only. Contact your Playbill representative for details.

New York City Theatres

BROADWAY THEATRES

Ambassador
 American Airlines
 Atkinson
 Barrymore
 Beaumont
 Belasco
 Booth
 Broadhurst
 Broadway
 Circle in the Square
 Cort
 Friedman
 Foxwoods
 Gershwin
 Golden
 Hayes
 Hirschfeld
 Hudson Theatre
 Imperial
 Jacobs
 Kerr
 Longacre
 Lunt-Fontanne
 Lyceum
 Lyric
 Majestic
 Marquis
 Minskoff
 Music Box
 Nederlander
 O'Neill
 Palace
 Rodgers
 Schoenfeld
 Shubert
 Simon
 Sondheim
 St. James
 Studio 54
 Wilson
 Winter Garden

OFF-BROADWAY THEATRES**

42 West
 Atlantic Theater
 Barrow Street Theatre
 Cherry Lane
 City Center , Stage 1 and 2
 Classic Stage Company
 Gym at Hudson
 Stage 42
 Laura Pels Theatre
 Lortel
 Minetta Lane
 New World Stages (2, 4, 5)
 Newhouse
 Public Theater:
 Anspacher, Delacorte, LuEsther,
 Martinson, Newman
 Second Stage Theatre
 Signature Theatre Company
 St. Lukes
 Theatre at Saint Clement's
 Theatre for a New Audience
 Westside (upstairs & downstairs)

Includes Subscription Edition

New York City Classic Arts

LINCOLN CENTER

Metropolitan Opera House
 Alice Tully Hall
 David Geffen Hall
 David H. Koch Theater
 Lincoln Center Calendar

TIME WARNER BUILDING

Rose Theater
 Allen Room

CARNEGIE HALL

Stern Auditorium
 Weill Recital Hall
 Zankel Hall

NEW YORK CITY CENTER

*Theatrical attractions at the theatres listed above include the "Broadway" theatres historically served by PLAYBILL® as well as leading "Off-Broadway" theatres. The list does not represent geographic division but rather a convenient and traditional theatre industry grouping.

**The Off-Broadway Theatre list is subject to revision and change. PLAYBILL® provides service to theatres and theatre organizations of repute, with continuity of presentation and adequate facility.

NEW YORK Market

Four Color	1x	3x	6x	9x	12x
Page	\$127,740	\$121,588	\$114,998	\$108,132	\$97,265
1/2 Page	70,348	66,959	63,330	59,551	53,711
1/4 Page	35,216	33,520	31,706	29,814	26,889

Distribution

All New York City **Playbill**® Theater and **Playbill**® **Classic Arts** editions.
For additional information see page 4.

Average Monthly Circulation: 1,830,000

THEATRE New York

Four Color	1x	3x	6x	9x	12x
Page	\$86,748	\$83,018	\$78,854	\$74,430	\$66,194
1/2 Page	47,800	45,744	43,450	41,012	36,614
1/4 Page	23,942	22,913	21,764	20,543	18,339

Distribution

All New York City **Playbill**® and **Showbill**® editions
For additional information see page 4.

Average Monthly Circulation: 1,313,000

CLASSIC ARTS New York

Four Color	1x	3x	6x	9x	10x
Page	\$49,798	\$46,887	\$43,990	\$41,091	\$38,090
1/2 Page	27,392	25,791	24,197	22,604	20,952
1/4 Page	13,696	12,895	12,102	11,305	10,477

Distribution

Metropolitan Opera, Lincoln Center and Carnegie Hall/City Center editions,
as well as Shakespeare in the Park.

For additional information see page 4.

Average Monthly Circulation: 517,000*

*In season distribution

July through September: bill at 50% of earned rate.

July through September each insertion credited as 50% for frequency.

Premium Positions New York Editions

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15%

Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

Bleed

Included

PLAYBILL®

PLAYBILL® New York

Four Color

	<i>1x</i>	<i>3x</i>	<i>6x</i>	<i>9x</i>	<i>10x</i>
<i>Page</i>	\$82,631	\$79,077	\$75,112	\$70,897	\$63,051
<i>1/2 Page</i>	45,532	43,574	41,387	39,066	34,877
<i>1/4 Page</i>	22,806	21,826	20,731	19,568	17,470

Premium Positions

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15%

Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

Strips

One Quarter page horizontal color strip \$21,828 per month. Guaranteed position to 12x advertisers. No frequency discount.

Bleed

Included

Retail & Fashion Rates

Retail rates: 85% of earned rate

Fashion rates; 80% of earned rate

Distribution

All New York City *Playbill*® editions. See page 4.

Average Monthly Circulation

1,255,000

Fifth Color available on full pages only. Contact your Playbill representative for details.

SHOWBILL® New York

Four Color

	1x	3x	6x	9x	12x
Page	\$8,290	\$7,933	\$7,536	\$7,113	\$6,326
1/2 Page	4,566	4,371	4,152	3,919	3,499

Premium Positions

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15%

Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

Bleed

Included

Retail & Fashion Rates

Retail rates: 85% of earned rate

Fashion rates: 80% of earned rate

Combination rate:

When ***Playbill***® New York and ***Showbill***® New York insertions are in same calendar month, ***Showbill***® less 50%.

Distribution

New Amsterdam Theatre

Average Monthly Circulation

58,000

Fifth Color available on full pages only. Contact your Playbill representative for details.

METROPOLITAN OPERA HOUSE

New York

Four Color

	1x	3x	6x	9x	10x
Page	\$14,932	\$14,036	\$13,140	\$12,243	\$11,348
1/2 Page	8,213	7,719	7,227	6,734	6,243
1/4 Page	4,105	3,859	3,614	3,367	3,120

Premium Positions

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15%

Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

Bleed

Included

Retail & Fashion Rates

Retail rates: 85% of earned rate

Fashion rates: 80% of earned rate. Maximum frequency 6x

Combination rates:

When *Playbill*® New York insertion and Metropolitan Opera House insertion are in same calendar month, Metropolitan Opera less 10%.

Distribution

All performances at the Metropolitan Opera House, including the Metropolitan Opera, annual New York season of American Ballet Theatre; the Metropolitan Opera New York metropolitan area Parks Series

Average Monthly Circulation

137,600*

*In season distribution. No edition in months of August and September.

Fifth Color available on full pages only. Contact your Playbill representative for details.

LINCOLN CENTER

New York

Four Color

	1x	3x	6x	9x	10x
Page	\$23,999	\$22,631	\$21,272	\$19,917	\$18,568
1/2 Page	13,203	12,451	11,703	10,957	10,214
1/4 Page	6,603	6,227	5,853	5,480	5,109

Premium Positions

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15%

Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

Bleed

Included

Retail & Fashion Rates

Retail rates: 85% of earned rate

Fashion rates: 80% of earned rate

Combination Rates

When *Playbill*® New York insertion and/or Metropolitan Opera House insertion are in same calendar month, Lincoln Center less 10%.

Distribution

All performances at Alice Tully Hall, David Geffen Hall, David H. Koch Theater, Rose Theater and Allen Room; and the New York Philharmonic's New York metropolitan area Parks Series. Resident companies include New York City Ballet, New York Philharmonic, Jazz at Lincoln Center, the New York Film Festival, Great Performers, American Songbook, Chamber Music Society of Lincoln Center White Light Festival, Juilliard, Lincoln Center Festival, Mostly Mozart and Lincoln Center Calendar.

Average Monthly Circulation

240,000*

*In season distribution

August through September bill at 50% of earned rate.

Each insertion credited as 50% for frequency.

Fifth Color available on full pages only. Contact your Playbill representative for details.

CARNEGIE HALL/CITY CENTER

New York

Four Color

	1x	3x	6x	9x	10x
Page	\$14,603	\$13,726	\$12,850	\$11,971	\$10,952
1/2 Page	8,030	7,547	7,067	6,586	6,022
1/4 Page	4,015	3,774	3,535	3,293	3,013

Premium Positions

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15%

Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

Bleed

Included

Retail & Fashion Rates

Retail rates: 85% of earned rate

Fashion rates: 80% of earned rate

Combination rates:

When *Playbill*® New York insertion and/or Metropolitan Opera House insertion are in same calendar month, Carnegie Hall less 10%.

Distribution

All performances at Carnegie Hall: Stern Auditorium, Weill Recital Hall and Zankel Hall; New York City Center

Average Monthly Circulation

139,400*

*In season distribution

July and September bill at 50% of earned rate.

Each insertion credited as 50% for frequency.

No August edition.

Fifth Color available on full pages only. Contact your Playbill representative for details.

MIDWEST Market

PLAYBILL Incorporated publishes the Midwest edition of PLAYBILL® Magazine and represents these editions for the sale of national advertising. Local advertisers should contact the Regional Sales Director listed on back cover for details of local rate structure.

Four Color

	1x	3x	6x	9x	12x
Page	\$54,237	51,091	48,542	45,776	41,137
1/2 Page	29,831	28,100	26,698	25,177	22,626
1/4 Page	14,915	14,050	13,349	12,588	11,312

Premium Positions

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15%

Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

Bleed

Included

City Rates

Advertisers may purchase circulation exclusively in Chicago for 65% of listed rates, in Cincinnati and Columbus for 15% of listed rates, in St. Louis and Kansas City for 17% of listed rates, and in Minneapolis for 11% of listed rates.

Distribution

Chicago: Private Bank Theatre, Briar Street, Broadway Playhouse, Cadillac Palace Theater, Drury Lane Theater Oakbrook, Ford-Oriental Theatre, Marriott Theatre, Metropolis Theater, Paramount Theatre, Second City, Theater at the Center, Victory Gardens, Greenhouse; Ohio: Cincinnati Broadway Series, Columbus Broadway Series: Ohio Theater and Palace Theater; St. Louis: Saint Louis Symphony, St. Louis Broadway Series: Fox Theatre; Taft Childrens Theatre Kansas City Broadway Series: Municipal Auditorium Music Hall; Minneapolis: Minnesota Orchestra, Minneapolis Broadway Series: State Theatre, Orpheum Theatre and Pantages Theater; Indianapolis: Murat/Clowes Theatre

Average Monthly Circulation

547,877

MID-ATLANTIC Market

PLAYBILL Incorporated publishes the Mid-Atlantic edition of PLAYBILL® Magazine and represents this edition for the sale of national advertising. Local advertisers should contact the Regional Sales Director listed on back cover for details of local rate structure.

Four Color

	1x	3x	6x	10x
Page	\$30,115	\$27,693	\$26,218	\$24,715
1/2 Page	16,538	15,197	14,369	13,535
1/4 Page	8,269	7,598	7,184	6,768

Premium Positions

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15%.

Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

Bleed

Included

City Rates

Advertisers may purchase circulation exclusively in Philadelphia for 39% of listed rates in Baltimore for 9% of listed rates and in Washington, DC for 62% of listed rates.

Distribution

Philadelphia: Forrest Theatre; Walnut Street Theatre (Main Stage); Mann Center for the Performing Arts (all attractions); the Philadelphia Orchestra (Kimmel Center); Pennsylvania Ballet. Baltimore: Theatrical attractions at the Hippodrome Performing Arts Center. Washington, DC: Kennedy Center, including the National Symphony Orchestra and the Washington Opera; the National Theatre

Average Monthly Circulation

293,130 September through June

175,900 July through September

Due to seasonal circulation differential, the Mid-Atlantic edition offers maximum discount for a ten month seasonal schedule. However, advertisers may purchase July or August at 60%. Each such out-of-season insertions will earn frequency discount as one (1) insertion.

WESTERN Market

PLAYBILL Incorporated publishes the Western edition of PLAYBILL® Magazine and represents this edition for the sale of national advertising. Local advertisers should contact the Regional Sales Director listed on back cover for details of local rate structure.

Four Color

	<i>1x</i>	<i>3x</i>	<i>6x</i>	<i>9x</i>	<i>12x</i>
<i>Page</i>	\$18,587	17,509	16,636	15,688	14,098
<i>1/2 Page</i>	10,224	9,631	9,150	8,628	7,754
<i>1/4 Page</i>	5,113	4,815	4,575	4,315	3,877

Premium Positions

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15%.

Cover 2 & Cover 2 Spread: Earned four color rate plus 5%.

Bleed

Included

State & City Rates

Advertisers may purchase circulation exclusively in Southern California (Los Angeles and San Diego) for 75% of listed rates; in Los Angeles for 65% of listed rates; in San Francisco for 40% of listed rates.

Distribution

Los Angeles: Pantages Theatre, Geffen Playhouse; San Diego: Civic Theater, Playgoers Series; San Francisco: San Francisco Symphony; Berkeley: Cal Performances.

Average Monthly Circulation

241,000

SOUTHEAST Market

PLAYBILL Incorporated publishes the Southeast edition of PLAYBILL® Magazine and represents this edition for the sale of national advertising. Local advertisers should contact the Regional Sales Director listed on back cover for details of local rate structure.

Four Color

	1x	3x	6x	8x
Page	\$21,007	\$19,326	\$18,696	\$16,387
1/2 Page	11,554	10,629	10,282	9,013
1/4 Page	5,777	5,315	5,141	4,505

Premium Positions

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15%

Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

Bleed

Included

Distribution

Miami: Adrienne Arsht Center for the Performing Arts; Fort Lauderdale: Broward Center for the Performing Arts, Broadway Series, Palm Beach: Kravis Center For The Performing Arts, Broadway Series; Orlando: Dr. Phillips Center for the Performing Arts; Broadway Series; New Orleans: Saenger Theater.

Average Monthly Circulation

183,000 October through May

73,000 June through September

Due to seasonal circulation differential, the Southeast edition offers maximum discount for an eight-month seasonal schedule. However, advertisers may purchase any month from June to September at 30%.

Each two (2) such out-of-season insertions will earn frequency discount as one (1) in-season insertion.

SOUTH CENTRAL Market

PLAYBILL Incorporated publishes the South Central edition of PLAYBILL® Magazine and represents this edition for the sale of national advertising. Local advertisers should contact the Regional Sales Director listed on back cover for details of local rate structure.

Four Color

	<i>1x</i>	<i>3x</i>	<i>6x</i>	<i>10x</i>
<i>Page</i>	\$15,311	14,393	13,474	12,555
<i>1/2 Page</i>	8,421	7,916	7,410	6,906
<i>1/4 Page</i>	4,211	3,959	3,706	3,452

Premium Positions

Subject to Space Availability

Back Cover & Center Spread: Earned four color rate plus 15%

Cover 2 & Cover 2 Spread: Earned four color rate plus 5%

Bleed

Included

City Rates

Advertisers may purchase circulation exclusively in Houston for 65% of listed rates, in Dallas for 30% of listed rates and in San Antonio for 17% of listed rates.

Distribution

Dallas Opera; Dallas Broadway Series: Music Hall, Majestic Theatre; Dallas Summer Musicals: Music Hall, Fair Park; Houston Ballet: Wortham Center; Houston Broadway Series: Hobby Center for the Performing Arts; Theatre Under The Stars; Alley Theatre; San Antonio Broadway Series: Majestic Theatre.

Average Monthly Circulation

141,100 September through June

112,880 July & August

Due to seasonal circulation differential, the South Central edition offers maximum discount for a ten month seasonal schedule. However, advertisers may purchase July or August at 80%. Each such out-of-season insertions will earn frequency discount as one (1) insertion.

NEW ENGLAND Market

PLAYBILL Incorporated publishes the New England edition of PLAYBILL® Magazine and represents this edition for the sale of national advertising. Local advertisers should contact the Regional Sales Director listed on back cover for details of local rate structure.

Four Color

	<i>1x</i>	<i>3x</i>	<i>6x</i>	<i>9x</i>	<i>10x</i>
<i>Page</i>	\$20,232	\$19,221	\$18,206	\$17,197	\$16,186
<i>1/2 Page</i>	11,128	10,571	10,015	9,459	8,902
<i>1/4 Page</i>	5,564	5,286	5,007	4,729	4,451

Strips

One quarter page horizontal strips sold on a 12-month B/W contract for \$63,176 (\$5,265 per month).

Bleed

Included

Distribution

Boston: The Opera House, including all performances of The Boston Ballet; The Charles Playhouse I & II; The Citi Colonial Theatre, The Wang Theatre and The Fiddlehead-Shubert Theatre.

Average Monthly Circulation

217,550 October through May

125,143 June through September

Due to seasonal circulation differential, the New England edition offers maximum discount for a ten month seasonal schedule. However, advertisers may purchase months from June to September at 50%.

Each two such out-of-season insertions will earn frequency discount as one (1) insertion.

Restaurant New York Market

Contact:

Clara Barragan,
Director of Restaurant & Entertainment Sales
(646) 751-4127
cbarragan@playbill.com

RESTAURANT DISPLAY ADVERTISER LISTING

Restaurant advertisers purchasing 1/8 page display space or larger earn free Dining Guide Listings in each issue in which display advertisement appears. Listings must be for restaurants under the advertiser's direct management and control. Contact your sales representative for details.

Miscellaneous Rates New York

NON-PROFIT AND CHARITY RATE

Limited to advertising for non-profit organizations and established charities, deduct 25% from earned rates.

ABC RATE PLAYBILL® only

Listings for "live" theatrical performances. Monthly Rates

Per Title Line	\$447
Per Standard line	\$239
Biweekly Minimum	\$2,122

Monthly** minimum is the total of 1 title line and 7 standard lines.

ABC 2/color available for an additional 25%

ABC 4/color available for an additional 50%

*ABC Listings not included in subscription edition.

SUPPLEMENTS & THEMATIC SECTIONS

Rates available upon request.

REPLY CARDS

Printed by Playbill® and available strictly in accordance with Playbill® special mechanical requirements. Advertisers are required to purchase a four color page to run adjacent. Insert card billed as a second four color page plus the following production charges: Standard card size, not to exceed horizontal half page, plus 25%; card size exceeding horizontal half page, plus 50%; use of rear flap, 25% in addition to card charge. Production charges are not subject to agency discount. There is no insertion charge.

RETAIL CATEGORIES

In addition to traditional retail stores, the following categories are eligible for the Retail Rate: Stock Broker, Real Estate, Publishers and Mail Order.

DISTANT DESTINATION RATE

Advertisers offering goods or services not available within 200 miles of the New York metropolitan area are eligible for 20% discount of the applicable earned rate. New York Market only.

Theatre-by-Theatre Advertising PLAYBILL® New York

Available on a limited basis. Contact your *Playbill*® sales representative for details.

Theatrical Performance Advertising New York

Theatrical performances and other related attractions serviced by Playbill qualify for a special rate. Ads are full pages only, and are reserved on a space available basis. Please contact the New York sales office for more information.

Online/Digital Advertising New York

Playbill offers a range of opportunities to advertise on its family of digital properties. For more information, please contact the New York sales office or send an email to ad-online@playbill.com.

Mechanical Requirements

	<i>Trim</i>	<i>Bleed</i>	<i>Non-Bleed</i>
Covers or Pages	5 3/4 x 8 1/2	5 3/4 x 8 3/4	4 3/4 x 7 3/4
Spreads	10 3/4 x 8 1/2	11 x 8 3/4	10 1/4 x 7 3/4
Half Page Vertical	2 1/4 x 7 3/4		
Half Page Horizontal	4 3/4 x 3 3/4		
Quarter Page Vertical	2 1/4 x 3 3/4		

BLEED: Add 3/8", extended past trim marks.

Live copy must be 3/8" from trim. Gutter safety on spreads must be 3/8" on each side

DALLAS OPERA EDITION & MINNESOTA ORCHESTRA

Dallas Opera and Minnesota Orchestra *Playbill*® prints standard page trim size.

	Trim	Bleed	Non-Bleed
Covers & Pages	8 3/4 x 10 3/4	8 7/8 x 11 1/8	7 3/4 x 9 3/4
Spread	16 3/4 x 10 3/4	17 x 11 1/8	15 1/4 x 9 7/8

Live matter must be 3/8" from trim.

Gutter safety is 1/4" on each side.

Please contact production department for partial size ads.

FILE REQUIREMENTS

PDF

Hi-res, press ready files, composite CMYK or grayscale

No RGB files accepted.

PDF/X-1A compliant.

TIFF

Flattened and final files, no layers; hi-res binary data, no compression

Native Files

Mac-based. Quark, Adobe InDesign, Photoshop or Illustrator

Supply all applicable fonts and images.

PROOFS

SWOP color proof at 175 line screen required

2 proofs per region, 5 proofs for national ads.

Files without a color proof will run to standard ink densities. If acceptable proof is not supplied, advertiser waives color guarantee. *Playbill*® will not be held liable for any misprints.

Density of Tone

The sum of percentages of tone value should not exceed 300%, with not more than one color printed solid. Single color tonal values greater than 85% should be considered solid.

Solid Black

To achieve good, rich, solid black these undercolor percentages of tone are recommended: 60% process blue, 40% process magenta, 40% process yellow.

Production Offices/Shipping Instructions

PLAYBILL® PRODUCTION MANAGERS

Alex Near: anear@playbill.com, 646-751-4120 (direct line)
All national ads, all Broadway Chicago, Boston, Cincinnati, Columbus, Indianapolis, Minneapolis, St. Louis Fox & Peabody Theaters, Texas, Kansas City

Maude Popkin: mpopkin@playbill.com, 646-751-4110 (direct line)
Classic Arts New York, Classic Arts Texas, Classic Arts Florida, Dallas Opera, Chicago, Philadelphia, St. Louis Symphony, Baltimore, Washington D.C.

Judy Samelson: jsamelson@playbill.com, 718-606-3260 (direct line)
Showbill, Florida, California, New Orleans

SHIPPING INSTRUCTIONS

DIGITAL FILES

Deliver via e-mail, CD, DVD

or FTP, <https://ftpq.playbill.com>
username: AdDrop password: playbillAdDrop

Please e-mail a confirmation of the file name to the above mentioned contact when files are posted on the ftp site.

PROOFS

Send to:

PLAYBILL®
729 Seventh Avenue, Fourth Floor
New York, NY 10019

Attention: Production Department
(Indicate your contact person from the Production Managers listed above)

Issuance and Closing Dates

- a. All editions are printed to be available for delivery on the 1st of each month.
- b. Closing date for insertions is the 15th of the month 2 months preceding the month of issue. Non-cancelable insertion orders for Premium Positions are due the first of the month, 3 months preceding the month of issue.
- c. Closing date for material is the 1st of the month preceding the month of issue.
- d. No contract insertion orders or copy changes will be accepted without written confirmation.

General Information

Advertising is exclusively solicited by the representatives of PLAYBILL®.

Playbill® and *Showbill*® are published by Playbill Incorporated (Publisher), 729 Seventh Avenue, New York, NY 10019 (212) 557-5757.

CONTRACT AND COPY REGULATIONS

1. Contract period is 12 consecutive months. All contracts subject to increases in rates and applicable rate protection, if any. When new rates are announced, such announcement will be made 3 months prior to effective date.
2. Publisher reserves the right to exclude any advertisement which, in its opinion, does not conform to the standards of the publications.
3. All advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.
4. All orders are accepted subject to labor disputes, accidents, fires, acts of God, or other contingencies beyond the publisher's control (whether like or unlike any of those enumerated herein) which prevent the publisher from partially or completely producing or distributing any of the listed publications. Further, the publisher shall not be liable for damages if there is failure to publish an advertisement for any reason.
5. Failure to make insertion orders correspond in price and otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice. Any production material submitted and accepted after the closing date for the submission of such material will be printed as submitted and billed accordingly.
6. No contract, insertion orders or copy changes will be accepted without written confirmation. Only those conditions appearing in the publisher's acceptance of advertising orders are binding upon the publisher. Publisher will not be bound by any condition of any nature appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained within its Rate Card or with the magazine's policies.
7. All advertisements must be clearly identifiable as such with the trademark or signature of the advertiser, or the word "Advertisement" shall be placed with copy which in the publisher's opinion resembles editorial copy.
8. Frequency discounts are earned for space used within a 12 month period. For New York advertisers market, retail and fashion insertions may be combined for frequency within a 12 month period.
9. Advertising schedules comprised of mixed space units of standard sizes earn frequency discount only for the number of insertions of the same unit of space in a contract year.
10. In addition to multiple insertions in the same market, advertisers can earn frequency as follows: National editions earn frequency in all markets. New York *Playbill*® insertions earn frequency in all markets including National editions. Twelve time (12x) advertisers in complete Midwest, Mid-Atlantic, Western, Southeast, South Central or New England markets earn twelve time (12x) frequency in all such markets (other than National editions or New York). Frequency earned in complete Midwest, Mid-Atlantic, Western, Southeast, South Central or New England markets applies to segments of the same markets. Segments of Midwest, Mid-Atlantic, Western, Southeast, South Central or New England markets do not earn frequency for other than the same market segment.

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11. Cancellations will not be accepted after applicable closing date for insertion orders. Verbal cancellations must be confirmed in writing the same day. Publisher accepts no liability for verbal cancellations.
 12. Where a special position has been guaranteed for a contract year, cancellation of any portion of guaranteed position contract must be received in writing at least 90 days prior to effective cancellation date. Where a special position has been guaranteed for one or more months, cancellation of such insertions must be received in writing at least 90 days prior to the first day of month of issue.
 13. Should any portion of a New York strip advertising contract be canceled, advertiser will be short-rated to earned 1/4 PAGE rated plus 50%.
 14. Publisher is not responsible for errors in key numbers or other typesetting done by publisher.
 15. Contact publisher for mechanical requirements, applicable rates and conditions for special inserts prior to printing material of any kind for insertion in these publications.
 16. Charges for mechanical work not subject to agency commission. Premium charges for gatefolds and other special advertising units are commissionable.
 17. Publisher reserves the right to assign delinquent accounts to established collection services. All invoices so assigned are not subject to agency discount. Agency commissions are considered earned only if invoices are paid without collection expense.
 18. Advertisers placing insertions in any calendar year are eligible for rate protection for the first three months of the subsequent calendar year.
 19. Productions principally performed for children may prohibit advertising of certain product categories. In such event, appropriate and proportionate credit will be reflected on the applicable invoices.
 20. In regional theatrical venues, the performance schedules of touring shows and limited engagement attractions frequently do not conform to calendar months. Advertising is included in all editions published in the month of insertion. Some editions may continue to be distributed at performances in the first days of the immediately following month.
 21. Some Markets are combinations of two or more larger cities in which advertising may be purchased for a percentage of the Market rate. These percentages are averages and individual cities can have greater month to month circulation variation than will the Market in its entirety.
 22. Publisher must prior confirm all position requests. In some regions, position implementation may vary from edition to edition due to limited pagination. Publisher must prior confirm requests for intervening pages ("Gapping") between competitive products greater than a minimum guarantee of two intervening spreads. In some regions, implementation of a Gapping commitment greater than two intervening spreads may vary from edition to edition due to limited pagination.
 23. The following additional discounts are available to New York PLAYBILL® edition advertising clients extending their buy with the same unit of space in the same month. 10% on the purchase of advertising in the Metropolitan Opera edition; 10% on the purchase of advertising in the Lincoln Center edition; 10% on the purchase of advertising in the Carnegie Hall/City Center edition; 40% discount on the purchase of complete Markets (other than New York).

General Information

24. The following additional discounts are available to New York Classic Arts package (Metropolitan Opera, Lincoln Center, Carnegie Hall/City Center) advertising clients extending their buy with the same unit of space in the same month: 40% on Classic Arts attractions throughout the country (ask your representative for a current list of Classic Arts attractions and rates); 20% discount on complete Markets purchased including the Classic Arts Attractions in that Market.

25. The following additional discounts are available to New York Metropolitan Opera edition advertising clients extending their buy with the same unit of space in the same month: 10% on the purchase of advertising in the Lincoln Center edition and 10% on the purchase of advertising in the Carnegie Hall/City Center edition.

26. The following additional discounts are available to National Classic Arts advertising clients extending their buy with the same unit of space in the same month: 40% discount on the purchases of the complete balance of any Market other than New York. There is no further discount for the purchase of the balance of the New York Market.

27. The following additional discounts are available to National Broadway advertising clients extending their buy with the same unit of space in the same month. 40% discount on the purchases of Classic Arts Attractions in any city other than New York and 10% on the purchase of New York Classic Arts attractions.

28. Retail insertions and payments for all National editions and New York Market advertisers qualifying for the retail rate must originate at the AGENCY OF RECORD for the store promoted in the advertisement and the store name and identity must be clearly as PROMINENT as names of products or services featured in the advertisement.

29. Fashion insertions accepted for National editions and New York Market advertisers engaged in the manufacture of all facets of apparel and home furnishings are qualified for these rates.

AVERAGE MONTHLY CIRCULATION

The immediately preceding three year's figures are averaged to form the current base figure. This is appropriately adjusted for changes in theatre services, construction and other known factors affecting circulation at the time of rate card publication.

This circulation projection is to serve as a guide for advertisers. It is not a guarantee. Publisher guarantees to provide complete service to theatrical attractions at listed theatres. Actual circulation experience varies from year to year. Publisher adds theatres wherever practical to support circulation projections.

If distribution to listed theatres falls significantly below average monthly circulation projections, compensating circulation will be provided as possible and applicable in additional markets and/or increased size of space for future insertions in the affected markets.

ADVERTISING AGENCY COMMISSION

Agency Commission 15 %

Bills are rendered on the last Monday of the month prior to month of issue and payable on the 10th of the month of issue.

NATIONAL SALES

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