

PLAYBILL®

525 Seventh Avenue, N.Y., NY 10018 • Suite 1801 • (212) 557-5757

MECHANICAL REQUIREMENTS

Trim Size	5 3/8" X 8 1/2"	Non-Bleed	Bleed
Covers or Full Pages		4 5/8" x 7 3/4"	5 5/8" x 8 3/4"
Spreads		10 1/4" x 7 3/4" *Bleed, gutter only	11" x 8 3/4"
Half Page (Vertical)		2 1/4" x 7 3/4"	2 3/4" x 8 3/4"
Half Page (Horizontal)		4 5/8" x 3 3/4"	5 5/8" x 4 3/8"
Quarter Page (Vertical)		2 1/4" x 3 3/4"	
Quarter Page (Horizontal)		4 5/8" x 1 7/8"	
Eighth Page		2 1/4" x 1 7/8"	

Bleed requirements

3/8" safety from all edges. Live matter cannot exceed 4 7/8" X 8". Gutter safety is 1/4".

FURNISHED DIGITAL FILES

DISKS — CD's, DVD's

PDF - Hi-Res, press ready files. Composite CMYK or Grayscale

EPS - Fonts and images must be imbedded. No compression

TIFF - Must be flattened and final, no layers. Hi-Res binary data, no compression

NATIVE FILES - MAC based. Quark, InDesign, Pagemaker, Photoshop, Illustrator, Freehand

Fonts & Images — Supply all applicable fonts and images on disk

Proofs — Laserprint for black & white pages - Matchprint or color proof required for color

MATERIAL SHIPPING ADDRESSES

All materials (Digital files and proofs) must ship to their respective address indicated below.

Playbill, Showbill, Metropolitan Opera, Carnegie Hall,
Lincoln Center, NY Philharmonic, NYC Opera, NYC Ballet,
Philadelphia Orchestra, Philadelphia Opera, Kennedy Center

PLAYBILL®

525 Seventh Avenue, Suite 1801
New York, NY 10018
(212) 557-5757

Mid-Atlantic Region, Philadelphia, Baltimore,
Washington, DC

SOUTHERN PLAYBILL®

16505 NW 13th Avenue
Miami, FL 33169
(305) 624-5001

Boston

One set of files and one proof

PLAYBILL® (Boston)

332 Congress Street
Boston, MA 02210
(617) 423-3400

Florida, Texas, California, Mid-West, Las Vegas

One set of files and three proofs

SOUTHERN PLAYBILL®

16505 NW 13th Avenue
Miami, FL 33169
(305) 624-5001

Ads running in two venues per region, require one set of files and two proofs. If more than two venues, four proofs are required. National buys require four proofs in NY, and three proofs in Miami.

Spreads always require three proofs per region.