

# 2026 Mechanical Requirements

## PLAYBILL DIGEST FORMAT Mechanical Requirements

|   | FINAL TRIM                         | LIVE AREA<br>& AD SIZE<br>NONBLEED | AD SIZE<br>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"<br>Available Broadway only |                                    | 4.875" x 3.8125"<br>(nonbleed)     |                       |

- **BLEED ON FULL SIZE PAGES ONLY:** Add .125", extended past final trim marks, indicated above
- Copy Safety: .5" from bleed 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.
  - 1 proofs per region. 3 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)

718-490-0348

- National Ads
- Broadway New York
- Broadway Chicago
- Broadway St. Louis
- Broadway Texas
- Broadway Florida

JENNA PERRINO (jperrino@playbill.com)

718-606-3256

- Classic Arts New York
- Classic Arts Florida
- Classic Arts Philadelphia
- Classic Arts St. Louis
- Classic Arts Minnesota
- Broadway New York Showbill (Lyric) / Subscription
- Broadway California
- Broadway Detroit
- Broadway Philadelphia
- 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