



**PLAYBILL**

BELASCO THEATRE

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**PLAYBILL**

2026 Media Kit



The Met  
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Opera

SEPTEMBER / OCTOBER 2025



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# 2026 Editorial Profile

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## PLAYBILL Theatre

As the most-trusted magazine in the theatre industry for 140 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 that advise 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.
- SCREEN STEALERS: A monthly look at TV, film, and streaming releases that align with Broadway and its talent.
- SPRING/FALL PREVIEWS: Kicking-off the new Spring/Fall Broadway seasons, PLAYBILL's Spring/Fall Previews take place in February and September profiling new show openings and compelling stories from the artists and innovators behind these exciting shows. The program features a national print editorial and digital campaign.
- MY LIFE IN THE THEATRE: A monthly editorial, print & video Series that showcases theatre legends as they reflect back on their Broadway career while flipping through a collection of their productions' PLAYBILLS.



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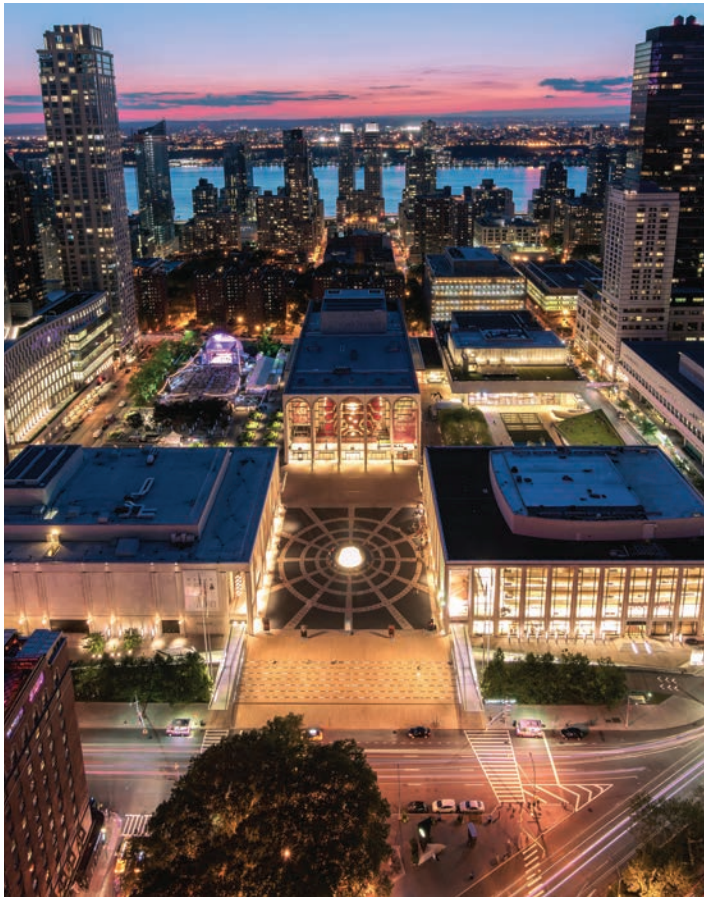
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# 2026 Editorial Profile



## PLAYBILL Classic Arts

PLAYBILL's Classic Arts editions connect the world's most discerning, culturally engaged audiences with the finest performances in opera, ballet, symphony, and beyond, celebrating excellence, artistry, and the enduring power of live performance.



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# 2026 National Market List

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Markets	Avg. Monthly Circulation*
NEW YORK, NY	1,768,408
MIDWEST (Chicago, Detroit, Minneapolis, St. Louis)	345,452
MID-ATLANTIC (Philadelphia, Washington D.C.)	131,888
WESTERN (San Francisco, Los Angeles, San Diego)	201,868
SOUTHEAST (West Palm Beach)	50,595
SOUTH CENTRAL (Dallas, Houston)	94,932
<b>TOTAL</b>	<b>2,593,143</b>

*\*In season distribution*

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# 2026 National Broadway Market List

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Markets	Avg. Monthly Circulation*
NEW YORK, NY	1,368,808
MIDWEST (Chicago, Detroit, St. Louis)	323,452
MID-ATLANTIC (Philadelphia, Washington D.C.)	86,788
WESTERN (Los Angeles, San Francisco, San Diego)	201,868
SOUTHEAST (West Palm Beach)	15,595
SOUTH CENTRAL (Dallas, Houston,)	94,932
<b>TOTAL</b>	<b>2,091,443</b>

*\*In season distribution*

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# 2026 National Classic Arts Market List

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## Markets

## Avg. Monthly Circulation\*

NEW YORK, NY (Lincoln Center, Metropolitan Opera, Carnegie Hall)	399,600
MINNEAPOLIS, MN (Minnesota Orchestra)	22,000
PHILADELPHIA, PA (The Philadelphia Orchestra)	45,100
SOUTH FLORIDA (Kravis Center)	35,000
<b>TOTAL</b>	<b>501,700</b>

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# 2026 New York City Distribution

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## NEW YORK CITY THEATRES

### BROADWAY THEATRES

Al Hirschfeld	Lyceum
Ambassador	Lyric
August Wilson	Majestic
Belasco	Marquis
Bernard B. Jacobs	Minskoff
Booth	Music Box
Broadhurst	Nederlander
Broadway	Neil Simon
Circle in the Square	New Amsterdam
Ethel Barrymore	Palace
Eugene O'Neill	Richard Rodgers
Gershwin	Samuel J. Friedman
Gerald Schoenfeld	Shubert
Helen Hayes	St. James
Hudson	Stephen Sondheim
Imperial	Studio 54
James Earl Jones	Todd Haines
John Golden	Vivian Beaumont
Lena Horne	Walter Kerr
Longacre	Winter Garden
Lunt-Fontanne	

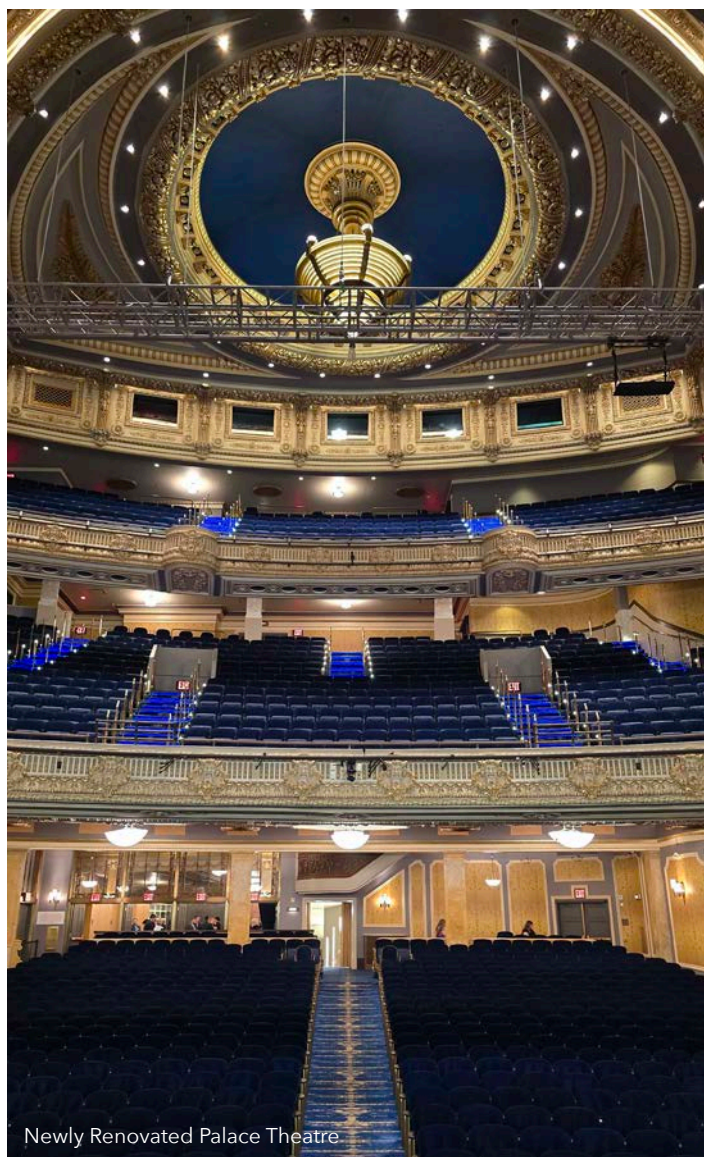
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### OFF-BROADWAY THEATRES (Subject to change)

A.R.T.	Second Stage
Astor Place Theatre	Signature Theatre Company
Duke on 42nd Street	Stage 42
Lincoln Center Theatre	The Atlantic Theatre
Lucille Lortel	The Public Theatre
Manhattan Theatre Club	Theatre at St. Clement's
Minetta Lane	Theatre Row
New World Stages	Westside Up
Roundabout Theatre	

## NEW YORK CITY CLASSIC ARTS

Metropolitan Opera House	Stern Auditorium/ Perelman Stage
Alice Tully Hall	Weill Recital Hall
David Geffen Hall	Zankel Hall
David H. Koch Theater	



Newly Renovated Palace Theatre

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# 2026 National Distribution

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## NEW YORK CITY Market

See page 7, New York City Distribution

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## MID-ATLANTIC Market

**PHILADELPHIA:** The Philadelphia Orchestra (Kimmel), Walnut Street Theatre, Ensemble Arts including Broadway Series, and Ensemble Arts Presents (Academy of Music, Miller Theater and Forrest Theatre)

**WASHINGTON D.C.:** Broadway at The National Theatre

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## MIDWEST Market

**CHICAGO:** CIBC Theatre, Cadillac Palace Theatre, Goodman Theatre: Albert Theatre, Owen Theatre, Broadway Playhouse, Drury Lane Theatre, Paramount Theatre, James M. Nederlander Theatre

**DETROIT:** Fisher Theatre, Detroit Opera House

**MINNEAPOLIS:** The Minnesota Orchestra

**ST. LOUIS:** St. Louis Broadway Series at The Fox Theatre

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## SOUTHEAST Market

**WEST PALM BEACH:** Kravis Center For The Performing Arts

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## SOUTH CENTRAL Market

**DALLAS:** Dallas Summer Musicals at Music Hall at Fair Park

**HOUSTON:** Theatre Under The Stars, The Alley Theatre

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## 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 2024-25

<b>Residence</b>		<b>Gender*</b>	
New York DMA	37.7%	Female	63.0%
Tourists	62.3%	Male	32.2%
<b>New York City Residents</b>		<b>Age</b>	
Manhattan	14.0%	Average	41.0
Other Boroughs	11.1%	Under 18 years	10.1%
<b>New York City Suburbs</b>		18-34 years	34.4%
Other New York	6.7%	25-49 years	43.4%
Other New Jersey	5.9%	50-64 years	20.0%
<b>Other U.S.</b>		65+ years	13.4%
<b>International</b>		<b>Annual Household Income</b>	
Canada	3.6%	Average	\$276,465
UK	3.3%	Under \$50,000	15.3%
Other Europe	5.9%	\$50,000-\$99,000	19.9%
Asia	1.7%	\$100,000-149,999	16.5%
Mexico, Central, Latin America	3.1%	\$150,000+	48.4%
Other	2.7%	<b>Education</b>	
<b>Frequency of Attendance</b>		Post Graduate Degree	48.5%
Average Per Year	5.4	Completed College+	90.5%
Theatre-goers that plan to see another show in the future.	94.0%	<b>Avg. Reported Ticket Price</b>	
<b>Avg. Reported Ticket Price</b>		<b>\$154.70</b>	

Source: The Demographics of the Broadway Audience 2024-2025.  
Survey conducted by The Broadway League.

\* 4.8% non-binary, gender fluid, transgender, or did not identify gender.



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# Current Advertisers

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Volvo

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Audience Rewards  
Bleecker Street Films  
Disney+  
Disney Entertainment  
Focus Features  
The Food Network  
FX  
Hulu  
Live Nation  
MSG Entertainment  
MTV  
NBC Universal  
Netflix  
Paramount +/Showtime  
PBS  
Peacock  
Searchlight  
Sony Pictures Classic  
StubHub  
TodayTix  
United Artists Releasing  
Universal Pictures  
WNET

## FINANCIAL/INSURANCE

Allianz  
American Express  
Citizen National Bank  
City National Bank  
Edward Jones  
First Republic  
Prudential  
Travelers Insurance  
Withum

## MUSIC/AUDIO

Apple Music  
Audible  
Craft Recordings  
Universal Music

## FASHION/LUXURY

A Lange & Söhne  
Baccarat  
Bottega Veneta  
Buccellati  
Bucherer/Tourneau  
Bulgari  
Burberry  
Cartier  
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Christian Dior  
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Lamy  
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Montblanc  
Maison Margiela  
Rolex  
Skechers  
Tiffany  
Tirtir  
Ulla Johnson  
Windsor Jewelers  
Van Cleef & Arpels

## RETAIL

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

## COSMETICS/FRAGRANCE

Chanel Beauté  
Eighth Day  
Guerlain  
Hermes - Jours de Hermes  
La Prairie  
Noble Panacea

## BEVERAGES

Basil Hayden  
Dewars  
Infamous Whiskey  
Justin Wine  
Nespresso  
Pure Leaf  
Shucked™ Bourbon

## TRAVEL

Cunard  
Disney Cruises  
Florida Keys/Key West  
Greater Palm Springs  
Princess Cruises  
Regent Seven Seas Cruises  
Sofitel  
United Airlines  
Visit Illinois  
Visit Florida Keys

## GALLERIES/MUSEUMS

Academy Museum  
Brooklyn Museum  
The Frick Collection  
The Jewish Museum  
The Metropolitan Museum of Art  
The Morgan Library & Museum  
Museum of Broadway

## HEALTH/ WELLNESS

CBD Kratom  
Gilead  
VIIV

## PUBLISHING

Holiday House  
Scholastic  
Simon & Schuster

## OTHER

92NY  
ACLU  
AMDA  
Avocado Mattress  
Bloomberg Philanthropies  
Canva  
Coldwell Banker  
Columbia University  
Compass Real Estate  
Coterie Senior Living  
Dementia Society of America  
Hinge  
Lincoln Center Presents  
Inspir  
NYFA  
SL Green  
SUMMIT One Vanderbilt  
The New York Yankees  
The Travel Agency  
Times Square Alliance  
UKG  
Verizon

\*2023 to current issue. National advertisers.

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# 2026 Playbill Pride



## CELEBRATING LGBTQIA+ PRIDE AND THE THEATRE'S DIVERSE COMMUNITY.

As a fierce supporter and ally to the LGBTQIA+ community, Playbill is proud to celebrate Pride Month with an array of multi-media coverage beginning with our annual June Pride-dedicated Issue and culminating with NYC Pride Weekend—come celebrate with us!

Whether it's brand specific or a corporate "good-citizenship" message, opportunities for Pride Month include print and digital advertising, native content, video and live event sponsorships.

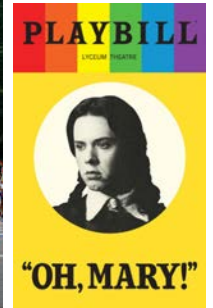
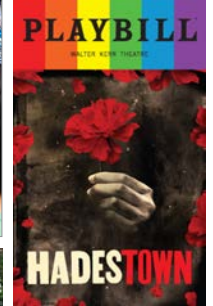
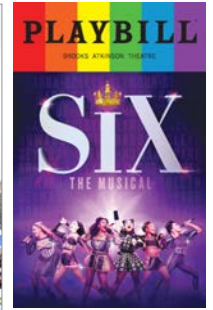
**PLAYBILL JUNE ISSUE** NY Theatre edition (Circulation 1.4 million) Dedicated to Pride featuring compelling stories and Pride perspectives from our community of artists. Advertisers can show their support and align with the Pride movement with targeted or custom messages such as "Proud Playbill Pride Partner."

**PLAYBILL DIGITAL NETWORK** (reaching an additional 3 million+ Broadway fans and entertainment influencers) The PRIDE 2026 section of Playbill Digital Properties will aggregate original, unique and exclusive editorial, photographic and video content.

**PRIDE IN TIMES SQUARE** Playbill is thrilled to partner with NYC Pride and Times Square Alliance to deliver PRIDE IN TIMES SQUARE—a three-day event dedicated to celebrating the diversity of the LGBTQIA+ community featuring stage and screen celebrities, interactive panels and performances and sponsor activations with potential inclusion in NYC's Pride March. Past PRIDE IN TIMES SQUARE events attracted nearly 800,000 participants with an estimated attendance at the NYC Pride March of 2.4 million people not including TV viewership.

[Watch 2024 Pride In Times Square highlights here!](#)

\*Program elements are subject to change. Participation in the Pride March is subject to approval and may include additional fees.



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# 2026 Calendar of Events/Sponsorship Opportunities

Playbill can arrange for brands to participate as a sponsor of one or more of the following 2025 event opportunities:



## *Pride in Times Square*

Playbill is thrilled and honored to be producing Playbill Pride 2026—a series of articles, events and a one-of-a-kind celebration in Times Square dedicated to celebrating the diversity of the LGBTQIA+ community. This inclusionary weekend features concerts, activations, and opportunities for consumer engagement

PLAYBILL  
remember the  
**ribbon**  
a tribute to world AIDS day  
thank you to our  
premier sponsor  GILEAD | HIV



## *Remember the Ribbon: A Tribute to World AIDS DAY* November, 2026

To commemorate World AIDS Day and to honor those affected by HIV and AIDS, Playbill is honored to present the 4th annual Remember The Ribbon: A Tribute to World AIDS Day, thanks to our premier sponsor Gilead Sciences. This special event filled with storytellers and songs will take place in November at Sony Hall in NYC. From December 1-3, Playbill will stream the event with a donation button benefitting a non-profit.



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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.



**BUILD YOUR OWN PLAYBILL**  
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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,

### RECENT PLAYBILLS

- 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 (Barre, VT), March 30 - April 01
- In The Heights**  
Shive Prep Exotik, 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

- 1 Me and My Girl**  
McCallum Fine Arts Academy, February 23 - March 05
- 2 Little Shop of Horrors**  
East Pennsboro Area Sns, March 03 - March 05
- 3 Disney's High School Musical - One Act Edition**  
Abbott Middle School, March 03 - March 04
- 4 Seussical Jr.**  
Riversdale Children's Theatre, February 24 - March 05
- 5 Heathers 101: The Musical (High School Edition)**  
JJ Pearce High School, September 15 - September 18
- 6 The Addams Family**  
Menlo-Atherton High, February 17 - February 26
- 7 Legally Blonde The Musical**  
Rye Neck High School, March 02 - March 04
- 8 Hairspray Live!**  
Playbill, Inc, December 07
- 9 The Wedding Singer**  
Chippewa Falls Senior High School, February 24 - February 26
- 10 Les Misérables School Edition**

“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,  
Naperville, IL

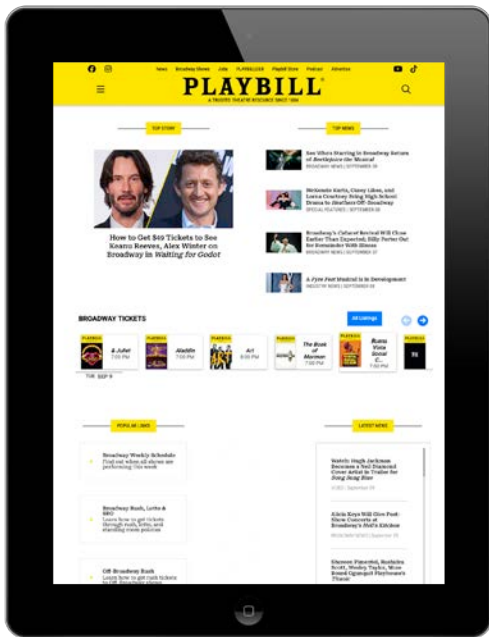
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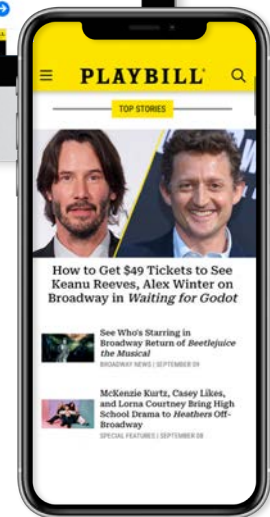
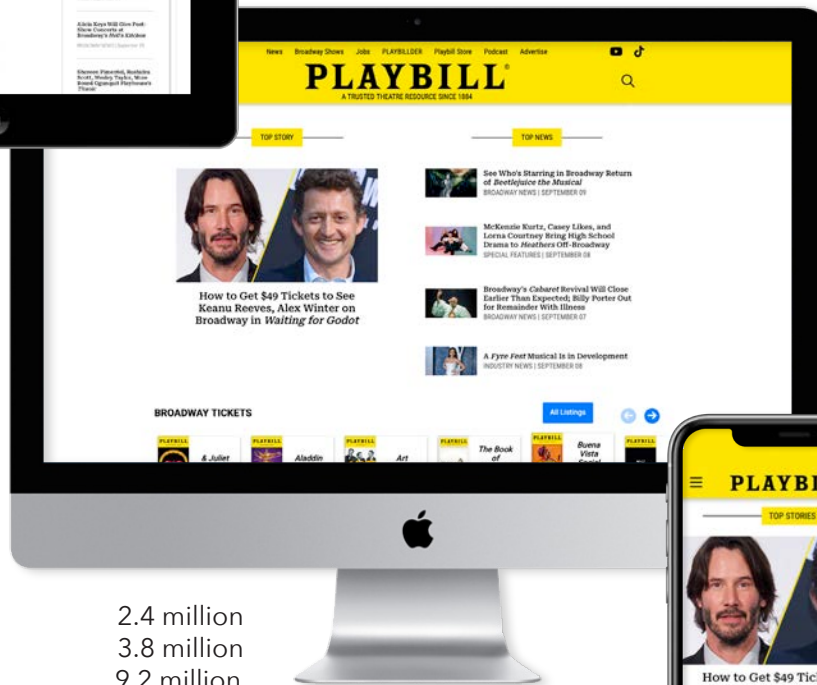
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PLAYBILL.COM launched in 1995 as the first digital Broadway news organization. As the leader, PLAYBILL.COM has established its reputation as the most trusted and comprehensive online news source in the theatre industry. With our dedicated editorial 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:	2.4 million
Total Sessions:	3.8 million
Total Page Views:	9.2 million
Average Pages per Session:	1.7
% Return Visitors:	14%
A 18-44 % Sessions:	52%
A 45+% Sessions:	48%
Male/Female % Sessions:	45% / 55%
Mobile & Tablet / Desktop %	58% / 42%
Median HHI:	\$81.3K

Source: Google Analytics, April, 2026

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# PLAYBILL Social Media Statistics

PLAYBILL Social Media gives theatre fans and industry members unparalleled access to “all things Broadway.” With nearly 1.8 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 Alex Newell and J. Harrison Ghee immediately after receiving their Tony Award®, and has taken our followers behind the scenes during the creation of Broadway shows.



1.1M Followers



524k Followers



386k Followers



263k Followers



82k Followers



21k Followers



20k Followers

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# 2026 Space & Material Closing Dates

<u>ISSUE</u>	<u>SPACE CLOSING</u>	<u>MATERIALS DEADLINE</u>
January	Monday, November 24, 2025	Monday, December 1, 2025
February	Friday, December 19, 2025	Friday, December 26, 2025
March	Monday, January 26, 2026	Monday, February 2, 2026
April	Monday, February 23, 2026	Monday, March 2, 2026
May	Friday, March 20, 2026	Friday, March 27, 2026
June	Friday, April 24, 2026	Friday, May 1, 2026
July	Tuesday, May 26, 2026	Monday, June 1, 2026
August	Thursday, June 25, 2026	Thursday, July 2, 2026
September	Monday, July 27, 2026	Monday, August 3, 2026
October	Monday, August 17, 2026	Monday, August 24, 2026
November	Thursday, September 24, 2026	Thursday, October 1, 2026
December	Monday, October 26, 2026	Monday, November 2, 2026

- 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:

JENNA PERRINO (jperrino@playbill.com)  
718-606-3256

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

AMY ASCH (aasch@playbill.com)  
718-606-3259

- Broadway Philadelphia
- Broadway Washington D.C.
- Broadway California
- Broadway Texas

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# 2026 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: .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:

JENNA PERRINO ([jperrino@playbill.com](mailto:jperrino@playbill.com))

718-606-3256

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

AMY ASCH ([aasch@playbill.com](mailto:aasch@playbill.com))

718-606-3259

- Broadway Philadelphia
- Broadway Washington D.C.
- Broadway California
- Broadway Texas

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