PLEASE SEND ALL AD MATERIALS TO: Scott Bunce, Ad Production Coordinator

EMAIL: ads@richmag.com
FAX: 804.355.5442

PO Box 5070 Glen Allen, VA 23058

QUESTIONS? Call Scott Bunce at 804.355.0111

BROADWAY IN RICHMOND DEADLINES 2023/2024 SEASON

ISSUE	production needed	print-ready
FROZEN	SEPT 11	SEPT 15
SIX	OCT 2	OCT 6
HOW THE GRINCH STOLE CHRISTMAS	NOV 6	NOV 10
ANNIE	DEC 11	DEC 15
TO KILL A MOCKINGBIRD	JAN 8	JAN 12
TINA	FEB 19	FEB 23
BEETLEJUICE	APR 22	APR 26

PLAYBILL PRINT AD SPECS

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ADVERTISING INSTRUCTIONS AND GUIDELINES

FOR READY-TO-PRINT ADS:

(Ad must be sized to correct dimensions of ad placement)

SUBMISSION:

• Email: ads@richmag.com (Note: File size cannot exceed 10MB)

• FTP site: Call or email for upload instructions.

• **CD:** Mail disk to the attention of Scott Bunce at the address above.

FORMATS:

• **PDF** (preferred)

NOTE: ALL PRINTERS MARKS AND COLOR BARS MUST BE SET OUTSIDE OF BLEED.

- EPS, TIF or JPG (also acceptable)
- Adobe InDesign, Illustrator or Photoshop (include used font files and linked images.)

NOTE: WE *CANNOT* ACCEPT MICROSOFT FILES OF ANY KIND. (Publisher, Word, Excel, Powerpoint, Project, FrontPage, Entourage, etc.)

RESOLUTION:

• All images and logos in the ad must

be at least 300 dpi at 100% size.

NOTE: ADDING DPI TO AN IMAGE OR
LOGO THAT IS BELOW 300 DPI WILL
RESULT IN A BLURRED AND BITMAPPED
IMAGE OR LOGO WHEN PRINTED.

COLOR:

• **CMYK.** All photos and graphic colors in the ad must be **CMYK**.

NOTE: IF RGB, SPOT OR PANTONE COLORS ARE USED, THEY WILL BE CONVERTED AND WILL NOT LOOK THE WAY YOU EXPECTED THEM.

MINIMUM TEXT SIZES:

- Solid color text: Minimum 7 points in font size
- White text on black or color background:

Minimum 9 points in font size

NOTE: FONTS BELOW MINIMUM SIZES MAY CLOSE UP WHEN PRINTED. DOT GAIN ON PRESS IS 20%

We can produce a print ad for you:

NOTE: Please submit ad materials 5 business days BEFORE your deadline to allow time for production, proofing and approval.

SEND:

- A high-resolution logo (300 dpi)
- High-resolution photos (300 dpi), illustrations or graphics you'd like included (Note: Check out www.thinkstockphotos. com for great stock images.)
- **Ad copy**, including headline, body text or bullet points, contact information and call to action
- **Any ads** or marketing materials that your company currently uses (300 dpi)
- **Preferences** you have as far as layout, color, etc.

PLAYBILL

PRINT AD SIZES

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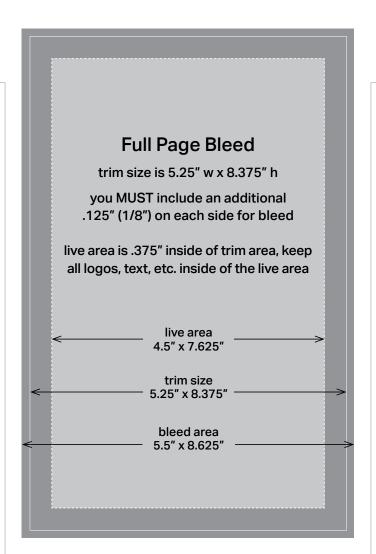
EMAIL: ads@richmag.com FAX: **804.355.5442** PO Box 5070

Glen Allen, VA 23058

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Full Page Non-Bleed

4.5" w x 7.625" h



1/2 Horizontal

4.5" w x 3.6875" h

1/2 Horizontal

4.5" w x 3.6875" h