

# STAGE 2

Theater Signage	Dimensions	Notes	Material
<b>50th St. Pavilion Exterior Sign</b>	(case/sign) 27"w x 77"h	(opening) 23 5/8"w x 73 1/2"h	Mount on foam core
<b>Lounge Sign</b>	4' 6"w x 5' 6"h		Poster only *DO NOT MOUNT
<b>49th St. Pavilion Door Sign</b>	30 1/2" w x 81 1/2" h		Must be mounted on BLACK FOAM CORE
<b>Cast Board</b>	Varies. Typically 1 column. Individual names are usually 12" w x 2" h.	Traditional cast board. To your printer please provide logo in .ai or .eps, background color, the number of rows and columns, and cast names.	Wood with slats
Digital Theater Signage	Dimensions	Notes	Material
<b>Theatre Entry Door Digital Screen &amp; 50<sup>th</sup> Street Mosaic Screen 2</b>	1080 x 1920 pixels	Portrait style. Key art, static image. Can include website, but no call-to-action or ticketing info. When providing before show begins performances, artwork must indicate the date when performances begin.	Digital (.jpg)
<b>Theatre Entry Door Digital Screens – smaller key art</b>	1080 x 1315px	Portrait orientation. Key art, static image. Placed above :15 video.	Digital (.jpg)
<b>Square show logo</b>	500 x 500 pixels	The same file submitted to Telecharge.	Digital (.jpg)
<b>Production artwork</b>	1080 x 1920 pixels (portrait) or 1920 x	Please submit 3 portrait and 1 landscape, and indicate which placement you prefer per the map on	Digital (.jpg)

	1080 pixels (landscape)	page 7. These can includes production shots, quotes, etc. See page 8 for example of production photos and quotes integration.	
<b>Commercial/video</b>	15 seconds		Digital (.wmv preferred)
Website	Dimensions	Notes	Material
<b>Banner</b>	795 x 273 pixels	Focus of artwork on left side.	Digital
<b>Text Box</b>	378 x 259 pixels	Title text max. 25 letters. Body text max. 55 words.	Digital
<b>Banner for mobile NWS site</b>	795 x 273 pixels	There is no text box on this one, as the copy is too small to read on mobile devices.	Digital (.jpg)
<b>Show Image</b>	139 x 139 235 x 235 pixels	Save all website files as 72 DPI/web/high quality .jpg	Digital
Telecharge	Dimensions	Notes	Material
<b>Key Art</b>	64 x 64 75 x 97 112 x 112 176 x 176 200 x 300 258 x 172 500 x 500 600 x 300 pixels	.gif or .jpg, 72 dpi, 8 bit RGB color, Non-transparent	Digital

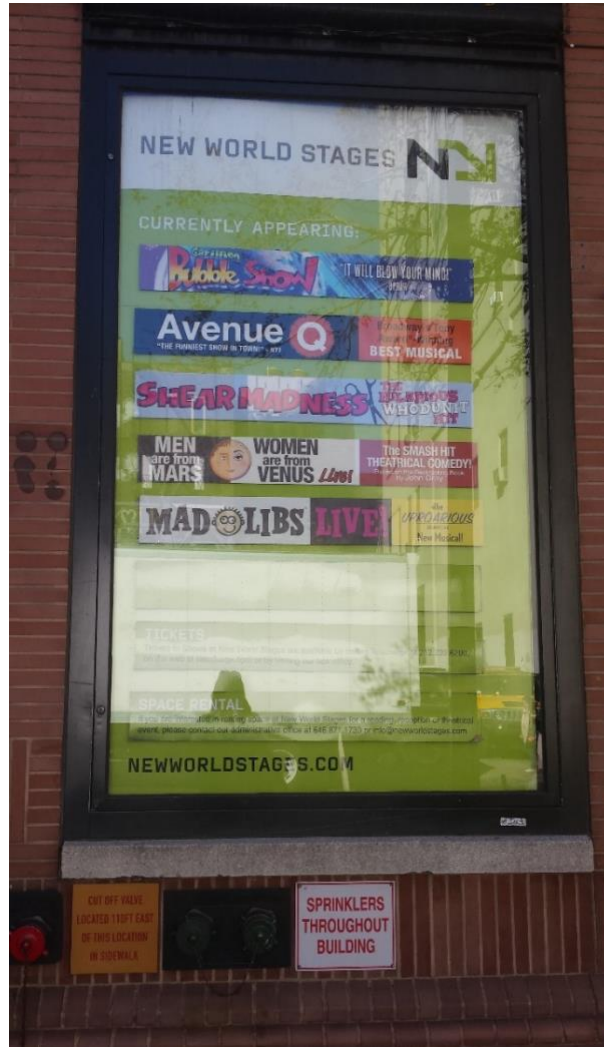
<b>Key Art</b>	5"x7"	.jpg, 300 dpi, RGB color, non-transparent	Digital
<b>Title Treatment</b>		Illustrator .ai or e.ps, vector format, RGB color (save for Illustrator CS4), convert text to outlines. Horizontal version, stacked version (if applicable). If vector format is not available, send a layered .psd file (min. 10"x10" at 300 dpi).	Digital

# THEATER SIGNAGE SPECS

50<sup>th</sup> Street  
Pavilion Exterior Sign



50<sup>th</sup> Street  
Slider Boards

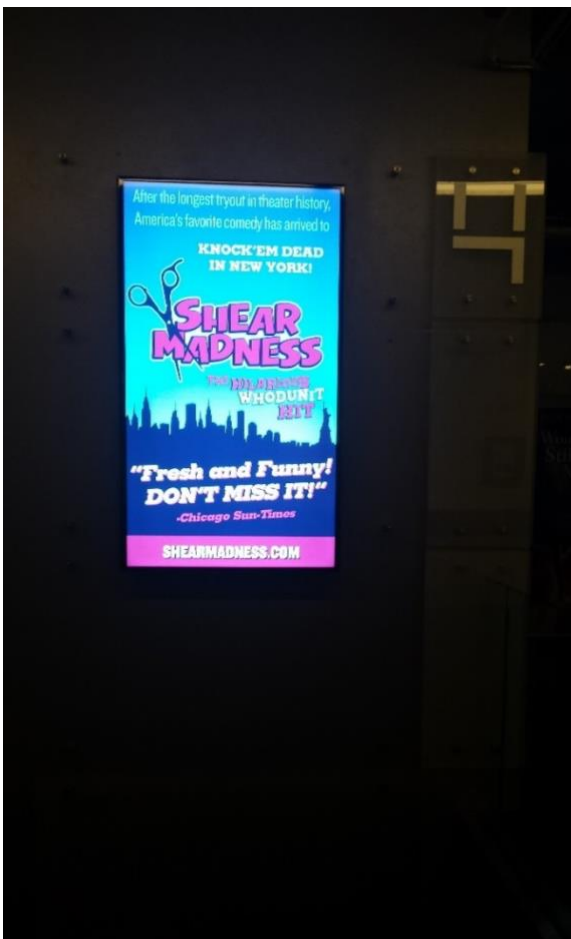


Lounge Sign



THEATER SIGNAGE SPECS (CONTINUED)

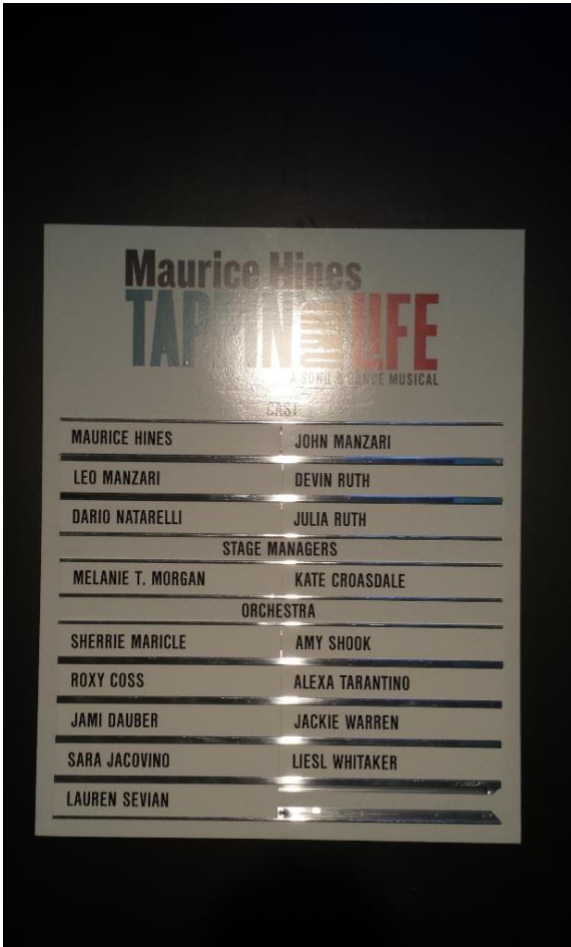
Theatre Entry Door Digital Screens



49th Street Pavilion Door Sign



Traditional Cast Board



## THEATER SIGNAGE SPECS (CONTINUED)

Physical signage will need to be delivered to our Stage Door: 343 West 49<sup>th</sup> Street, New York, NY 10019. When delivery is anticipated, please send an email to [stagedoor@newworldstages.com](mailto:stagedoor@newworldstages.com) and [nwsfacilities@newworldstages.com](mailto:nwsfacilities@newworldstages.com). Our facilities team will then install your signage at the earliest possible time. Thank you very much!

You are free to use any printer of your choice. However, listed below is contact information for printers that have worked with New World Stages in the past:

### **King Displays**

[reception@kingdisplays.com](mailto:reception@kingdisplays.com), [info@kingdisplays.com](mailto:info@kingdisplays.com)

(212) 629-8455

<https://www.kingdisplays.com/>

### **Rogue Color**

Azhar D'Araujo, Owner

[Azhar@roguecolor.com](mailto:Azhar@roguecolor.com)

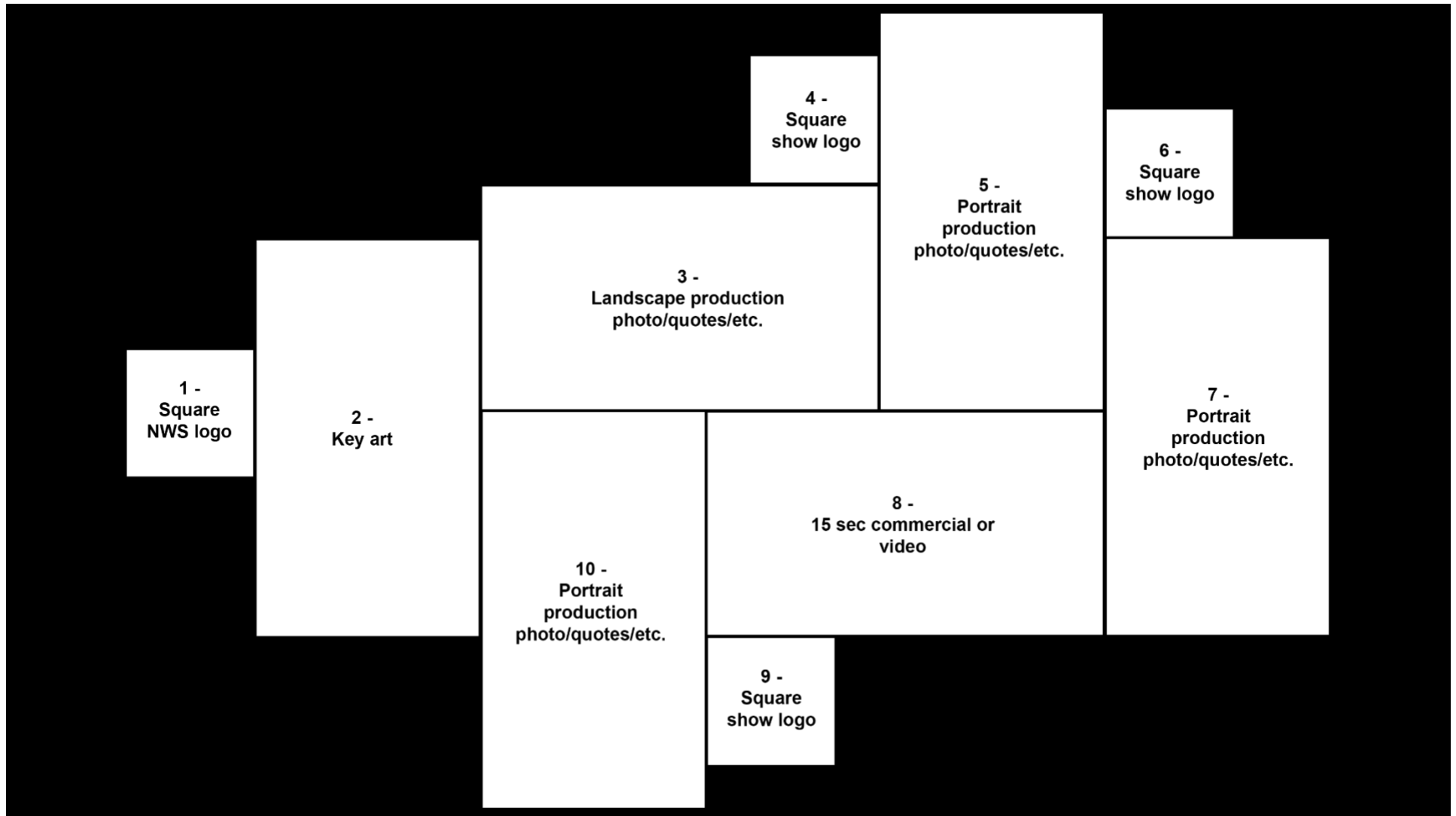
(201) 963-1680 (business)

(917) 576-2489 (mobile)

<http://www.roguecolor.com/>

# Digital theater signage specs





DIGITAL THEATER SIGNAGE SPECS – MOSAIC EXAMPLE





The Pied Piper of Comedy!  
★★★★★  
*The Examiner*

Tradition is a funny thing...

**Not That Jewish**  
A New Comedy  
Written by & Starring  
**Monica Piper**  
Directed by  
Mark Waldrop

**COMING TO A THEATRE NEAR YOU**

GO SEE THIS SHOW.  
[www.notthatjewish.com](http://www.notthatjewish.com)

NotThatJewish.com

**"GO SEE THIS SHOW!"**  
—Rose O'Donnell



She had you laughing on  
**ROSEANNE**  
**MAD ABOUT YOU**  
and her Emmy® Award-Winning  
work on **RUGRATS**



The Pied Piper of Comedy!  
★★★★★  
*The Examiner*

**"SEE IT!"**  
The best  
entertainment  
decision you'll  
make in years!  
—Jewish Journal



# WEBSITE SPECS – DESKTOP



Banner dimensions: 795 x 273 px

Main focus of art work should be on left side of banner and clear of text box on the right.

Text Box Dimensions: 378 x 259  
 Title text supplied should not be more than 25 letters  
 Body text supplied should not be more than 55 words

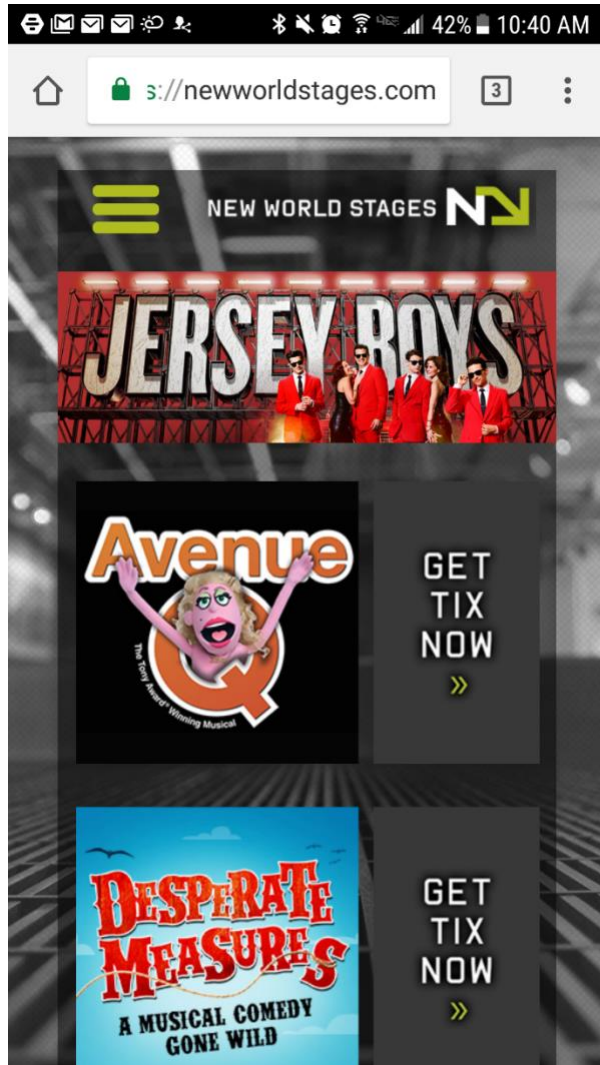
Example of banner with text box.  
 Do not format the black semi-transparent box, just provide the copy.

Show image dimensions:  
 139 x 139 px



\*Please save all final banner and show images as 72 dpi / web / high quality .jpg format.

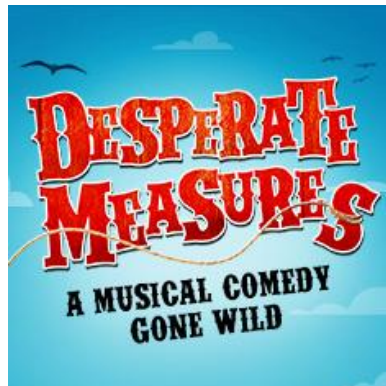
WEBSITE SPECS – MOBILE



Example of version for mobile NWS site.  
(No text box to keep in mind when designing.)



Show image dimensions:  
235 x 235 px



\*Please save all final banner and show images as 72 dpi / web / high quality .jpg format.



# TELECHARGE SPECS

## REQUESTED CREATIVE FOR SHOWS

Telecharge | TelechargeOffers | Broadway Inbound

Please provide the following image files to Joe Pirolli at [josephp@shubertorg.com](mailto:josephp@shubertorg.com). For large or zipped files, please request an upload link from Joe Pirolli.

### KEY ART

GIF or JPG, 72 dpi, 8 bit RGB color, non-transparent

- 64px wide x 64px high
- 75px wide x 97px high
- 112px wide x 112px high
- 176px wide x 176px high
- 200px wide x 300px high
- 258px wide x 172px high
- 375px wide x 98px high
- 500px wide x 500px high
- 600px wide x 300px high

JPG, 300 dpi, RGB color, non-transparent

- 5" wide x 7" high

### TITLE TREATMENT

- Illustrator AI or EPS, vector format, RGB color (Save for Illustrator CS4), convert text to outlines.
- Horizontal version
- Stacked version (if applicable)
- If vector format is not available, please send a layered PSD file (min. 10x10" @ 300 dpi)