STAGE 4

Theater Signage	Dimensions	Notes	Material
50th St. Pavilion Exterior Sign	(sign) 27"w x 77"h	(opening) 23 5/8"w x 73 1/2"h	Mount on foam core
Lounge Sign	4' 6"w x 5' 6"h		Poster only DO NOT MOUNT
49th St. Pavilion Door Sign	29 3/4" w x 81 1/4" h		Must be mounted on BLACK FOAM CORE
Cast Board	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
Theatre Entry Door Digital Screen & 50th Street Mosaic Screen 2	1080 x 1920px	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)
Theatre Entry Door Digital Screens – smaller key art	1080 x 1315px	Portrait orientation. Key art, static image. Placed above :15 video.	Digital (.jpg)
Square show logo	500 x 500px	The same file submitted to Telecharge.	Digital (.jpg)
Production artwork	1080 x 1920px (portrait) or 1920 x 1080px (landscape)	Please submit 3 portrait and 1 landscape, and indicate which placement you prefer per the map on	Digital (.jpg)

		page 7. These can includes production shots, quotes, etc. See page 8 for example of production photos and quotes integration.	
Commercial/video	15 seconds		Digital (.wmv preferred)
Website	Dimensions	Notes	Material
Banner	795 x 273 pixels	Focus of artwork on left side.	Digital
Text Box	378 x 259 pixels	Title text max. 25 letters. Body text max. 55 words.	Digital
Banner for mobile NWS site	795 x 273 pixels	There is no text box on this one, as the copy is too small to read on mobile devices.	Digital
Show Image	139 x 139 pixels 235 x 235 pixels	Save all website files as 72 DPI/web/high quality JPG or PNG format.	Digital
Telecharge	Dimensions	Notes	Material
Key Art	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
Key Art	5 "x 7"	JPG, 300 dpi, RGB color, non-transparent	Digital

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, send a layered .psd file (min. 10"x10" at 300 dpi).	Digital

THEATER SIGNAGE SPECS

50th Street Pavilion Exterior Sign	50th Street Slider Boards	Lounge Sign
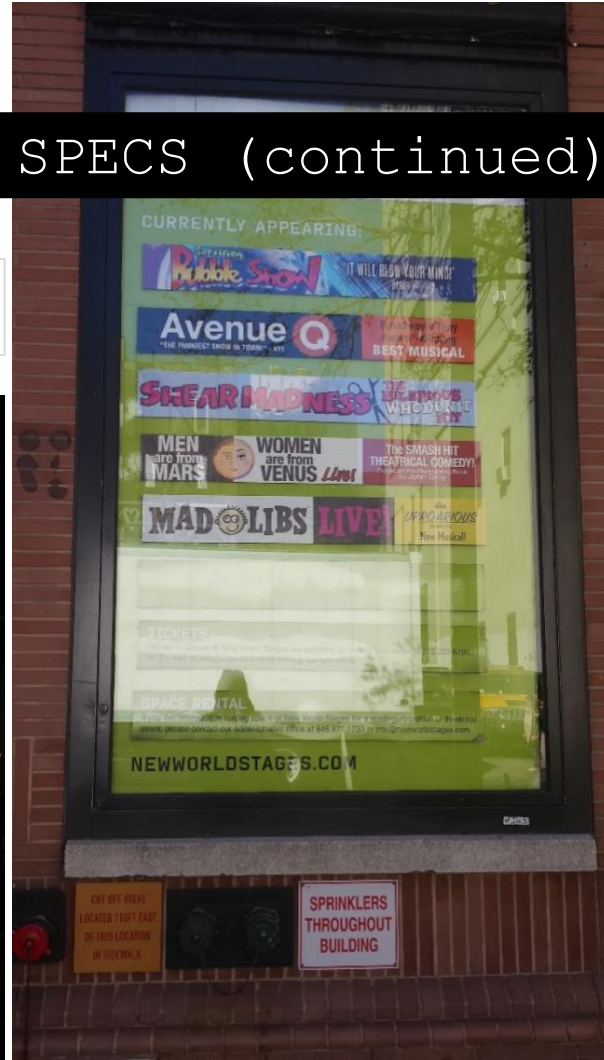
AGE SPECS (continued)

THEATER SIGNAGE SPECS (continued)

Physical signage will need to be delivered to our Stage Door: 343 West 49th Street, New York, NY 10019. When delivery is anticipated, please send an email to stagedoor@newworldstages.com and 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, info@kingdisplays.com
(212) 629-8455
https://www.kingdisplays.com/

Rogue Color
Azhar D'Araujo, Owner
Azhar@roguecolor.com
(201) 963-1680 (business)
(917) 576-2489 (mobile)
http://www.roguecolor.com/

Digital theater signage specs

NEW WORLD STAGES

1 - Square show logo

2 - Key art

3 - Landscape production photo/quotes/etc.

4 - Square show logo

5 - Portrait production photo/quotes/etc.

6 - Square show logo

7 - Portrait production photo/quotes/etc.

8 - 15 sec commercial or video

9 - Square show logo

10 - Portrait production photo/quotes/etc.
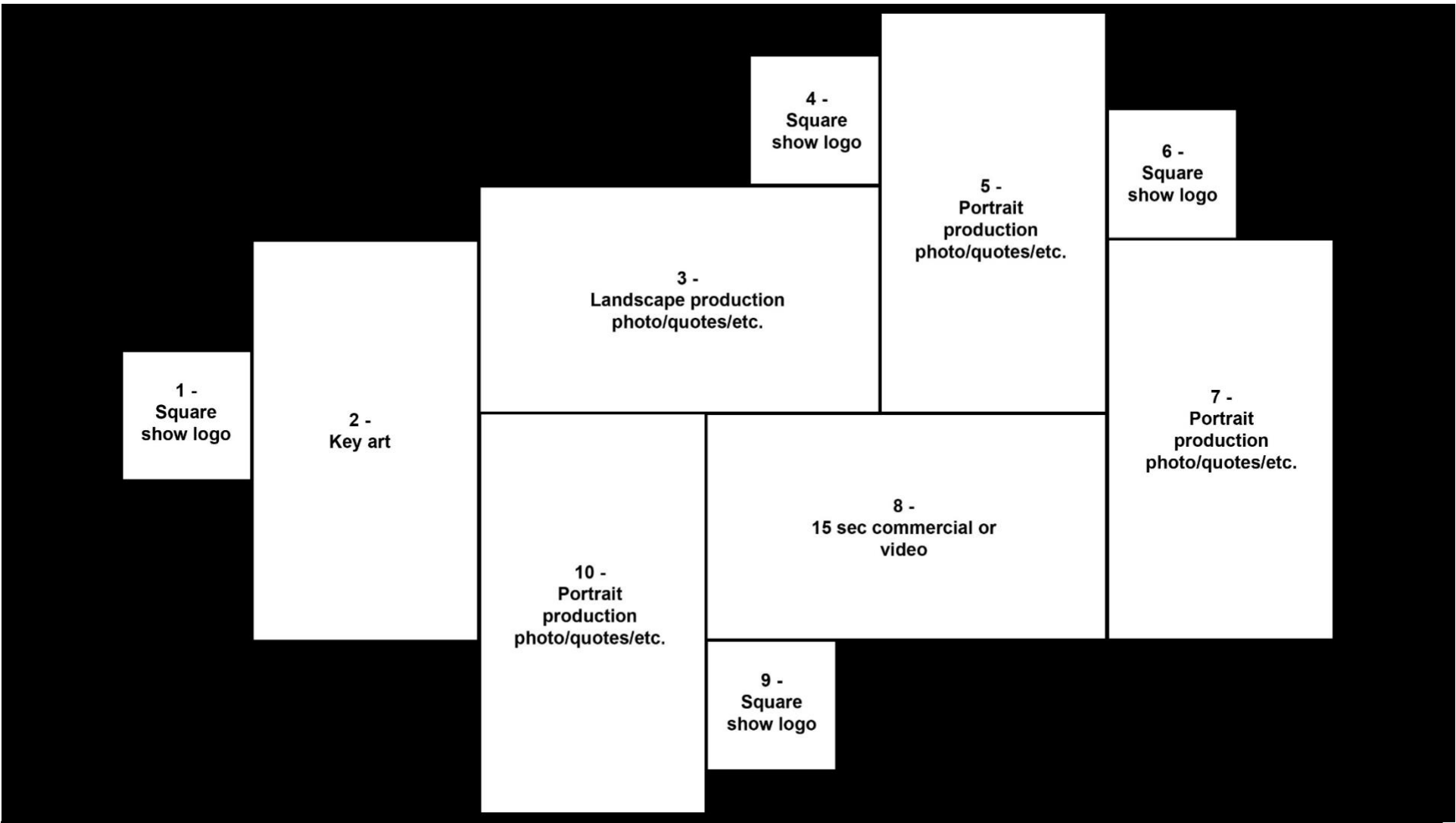
DIGITAL THEATER SIGNAGE SPECS — MOSAIC EXAMPLE

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

MAD ABOUT YOU
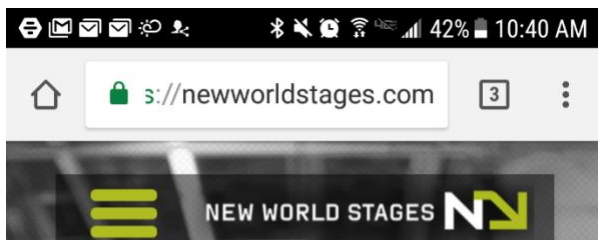and her Emmy® Award-Winning work on RUGRATS
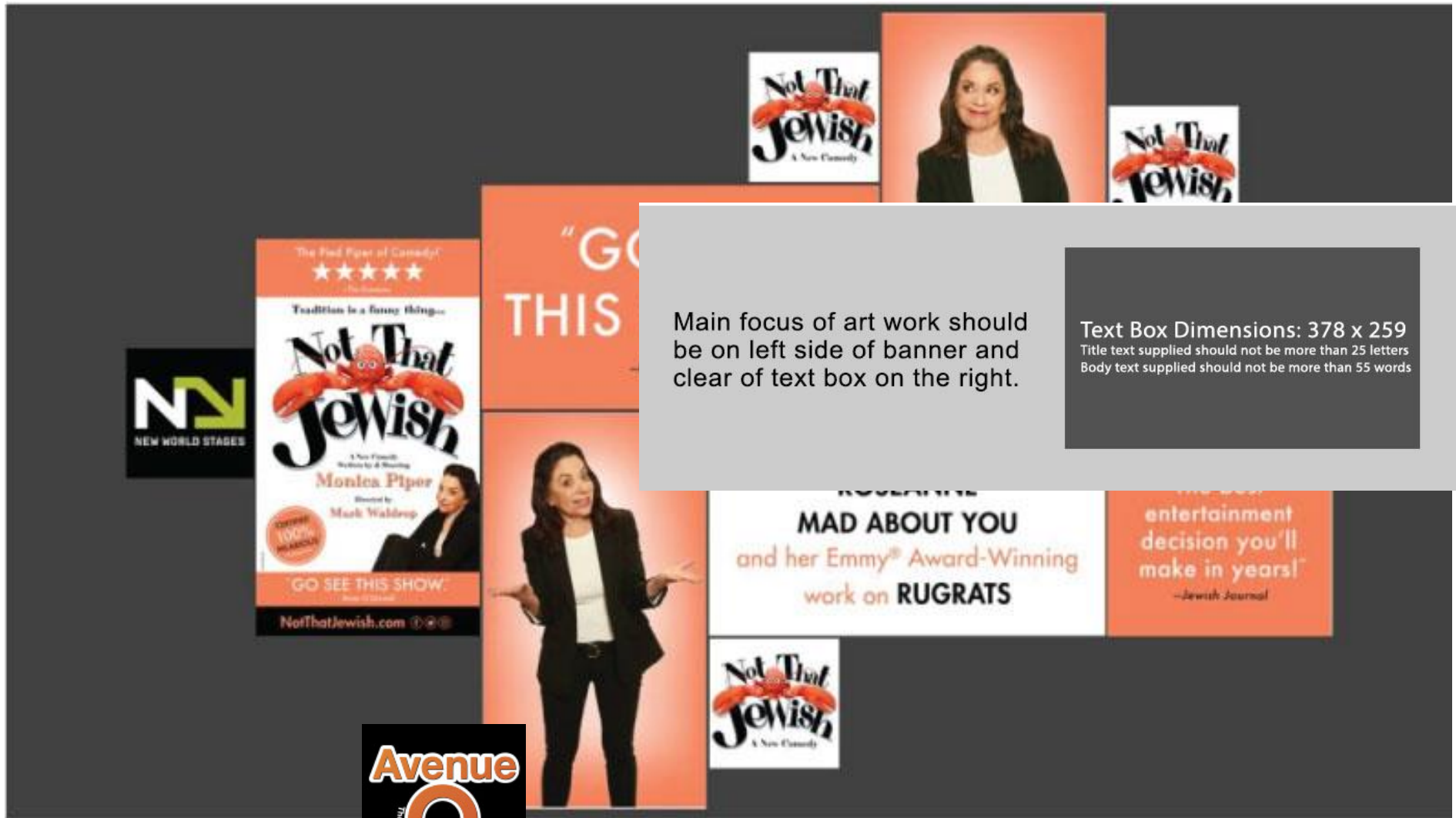
WEBSITE SPECS — DESKTOP

Banner dimensions: 795 x 273 px

*Please save all final banner and show images as 72 dpi / web / high quality .jpg format. Do not format the black semi-transparent box, just provide the copy.
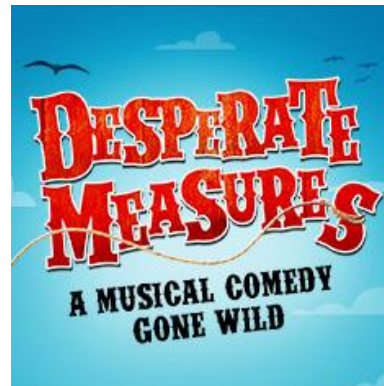
WEBSITE SPECS – MOBILE

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NEW WORLD STAGES ⬎

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.

NEW WORLD STAGES

TELECHARGE SPECS

REQUESTED CREATIVE FOR SHOWS

Telecharge | Telecharge Offers | Broadway Inbound

Please provide the following image files to Joe Pirolli at josephp@shubertorg.com.

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
- 600px wide x 300px high
- 500px wide x 500px 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)