STAGE 5

Theater Signage	Dimensions	Notes	Material
50th St. Exterior Sign	(sign)27" w x 77" h	(opening) 23 5/8"w x 73 ½" h	Mount on foam core
49th St. Pavilion Door Sign	30 3/4" w x 81 1/4" h		Must be mounted on BLACK FOAM CORE
Lounge Sign	4' 6" w x 5' 6" h		Poster only DO NOT MOUNT
Cast Board	Varies. Typically 1 column at 18" w. Individual names are approx. 2" h.	Magnetic strips. To your printer please provide logo in .ai or .eps, background color, the number of rows and columns, and cast names.	Magnetic strips
Digital Theater Signage	Dimensions	Notes	Material
Theatre Entry Door Digital Screens – Orch and Mezz & 50th Street Mosaic Screen 2	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)
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 500 pixels	The same file submitted to Telecharge.	Digital (.jpg)
Additional show artwork/production photos	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 6. Can be production photos, 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 (.jpg)
Text Box	378 x 259 pixels	Title text max. 25 letters. Body text max. 55 words.	Digital.Text box is created by NWS template once you submit your base file.
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 (.jpg)
Show Image	139 x 139 235 x 235 pixels	Save all website files as 72 DPI/web/high quality .jpg format.	Digital (.jpg)
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 500px	.gif or .jpg, 72 dpi, 8 bit RGB color, Non-transparent	Digital (.gif or .jpg)
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	Digital

		applicable). If vector format is not available, send a layered .psd file (min. 10"x10" at 300 dpi).	

THEATER SIGNAGE SPECS

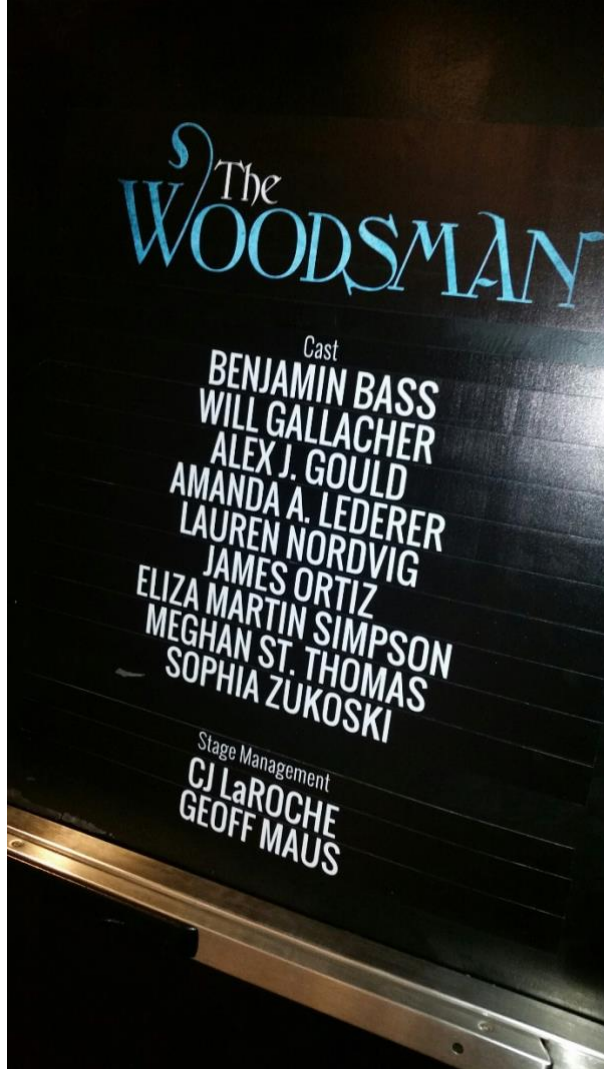| 50th Street Pavilion Exterior Sign	50th Street Slider Boards	Lounge Sign

THEATER SIGNAGE SPECS (CONTINUED)

Theatre Entry Door Digital Screens Orchestra and Mezzanine	49th Street Pavilion Door Sign	Cast Board – Magnetic Strips

THEATER SIGNAGE DELIVERY/PRINTER INFORMATION

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/

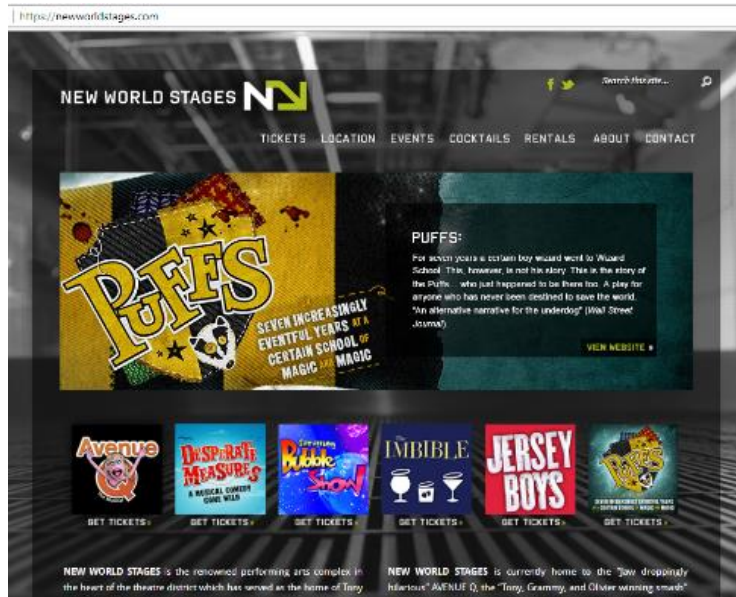# DIGITAL THEATER SIGNAGE SPECS - MOSAIC
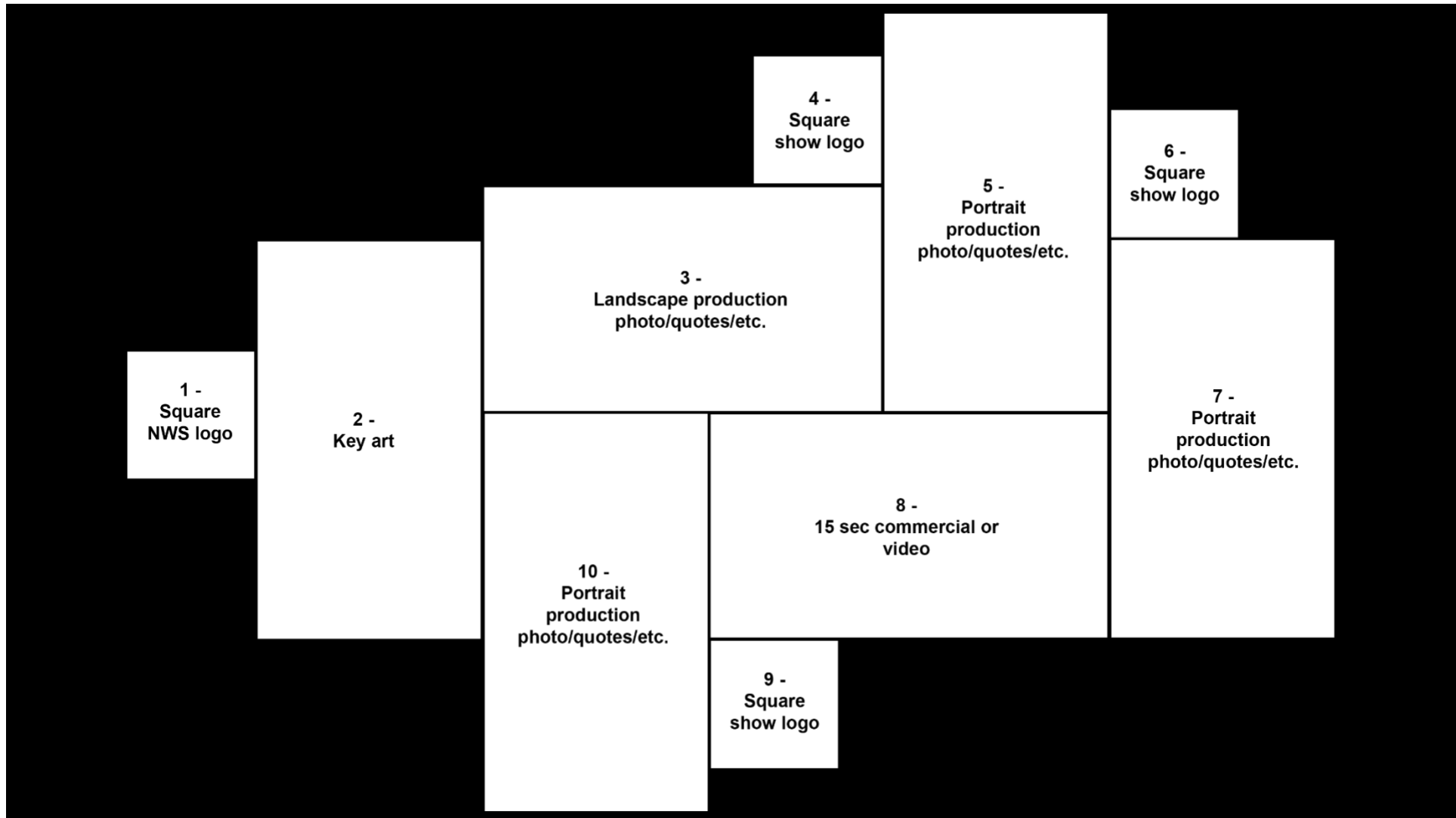
DIGITAL THEATER SIGNAGE SPECS — MOSAIC EXAMPLE

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

PUFFS:

For seven years a certain boy wizard went to Wizard School. This, however, is not his story. This is the story of the Puffs... who just happened to be there too. A play for anyone who has never been destined to save the world. "An alternative narrative for the underdog" (*Wall Street Journal*).

VIEW WEBSITE »

*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.
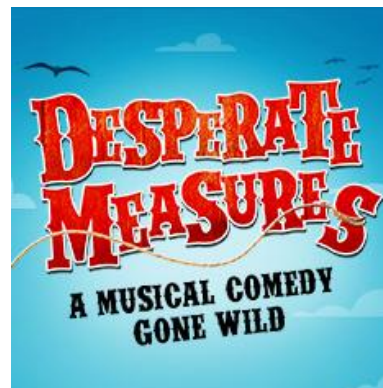
WEBSITE SPECS - MOBILE
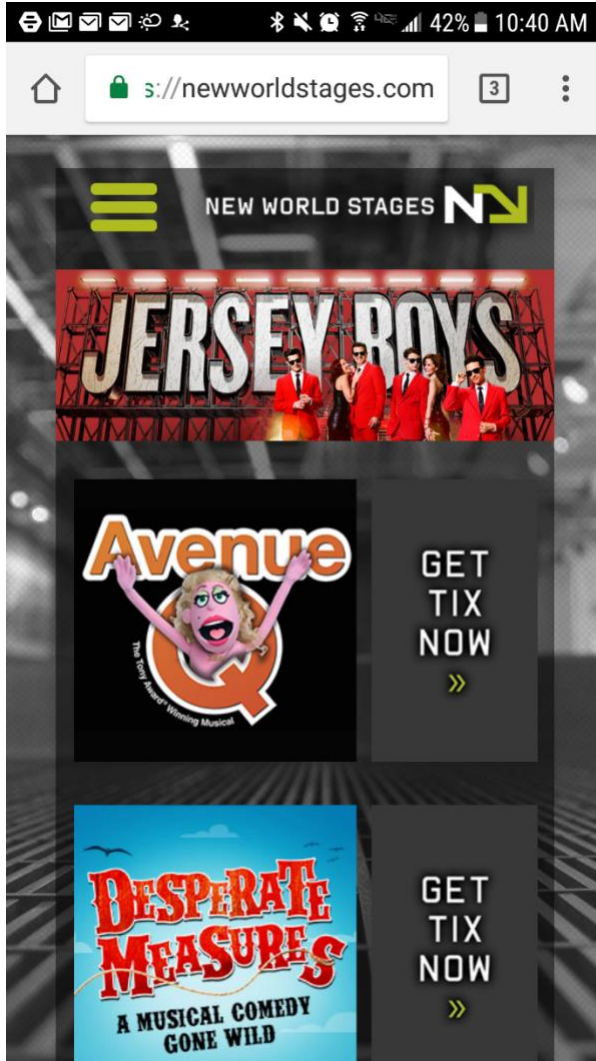
Example of version for mobile NWS site.
(No text box to keep in mind when designing.)

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. 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)