

STAGE 1

Theater Signage	Dimensions	Notes	Material
50th St. Pavilion Exterior Sign	4'6" w x 7'6" h	(opening) 4'5 1/2" w x 7'5 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	30 3/4" w x 81 1/4" h		Must be mounted on BLACK FOAM CORE
49th St. High Display	4' 6" w x 7' 6" h	(opening) 4'5 1/2" w x 7'5 1/2" h	Must be mounted on FOAM CORE
Cast Board	Varies. Typically 26" w. Individual names are 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 Screens – Orch and Mezz & 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 1310 px	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)

Additional show artwork/production photos	1080 x 1920 pixels (portrait) or 1920 x 1080 pixels (landscape)	Please submit 3 portrait and 1 landscape, and indicate which placement you prefer per the map on page 6. Can be production photos, quotes, etc. See page 9 for example of production photos and quotes integration.	Digital (.jpg)
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 (.jpg)
Show Image	139 x 139 235 x 235 pixels	Save all website files as 72 DPI/web/high quality .jpg.	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 pixels	.gif or .jpg, 72 dpi, 8 bit RGB color, Non-transparent	Digital
Key Art	5"x7"	JPG, 300 dpi, RGB color, non-transparent	Digital

<p>Title Treatment</p>		<p>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).</p>	<p>Digital</p>
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THEATER SIGNAGE SPECS

50th Street
Pavilion Exterior Sign

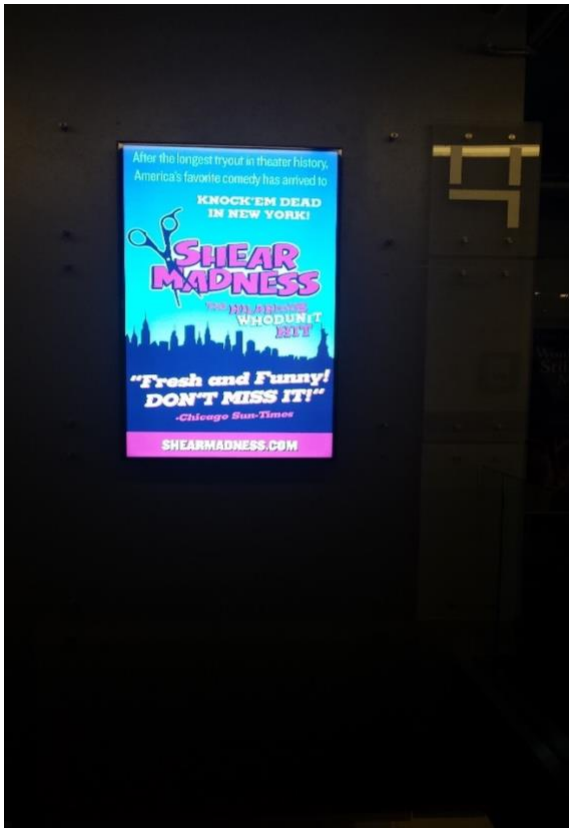


Lounge Sign



THEATER SIGNAGE SPECS (CONTINUED)

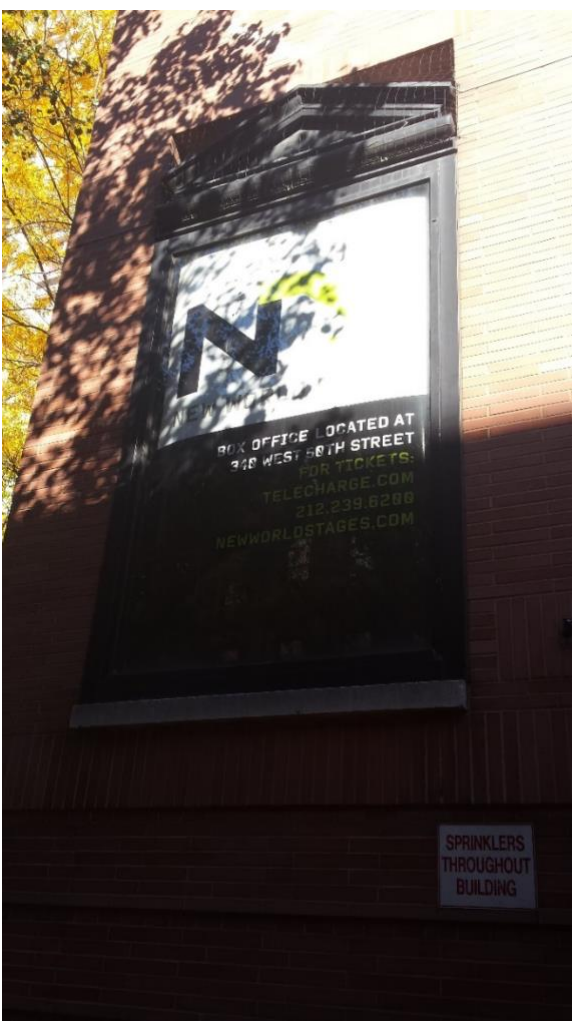
Theatre Entry Door Digital Screens
Orchestra and Mezzanine



49th Street
Pavilion Door Sign

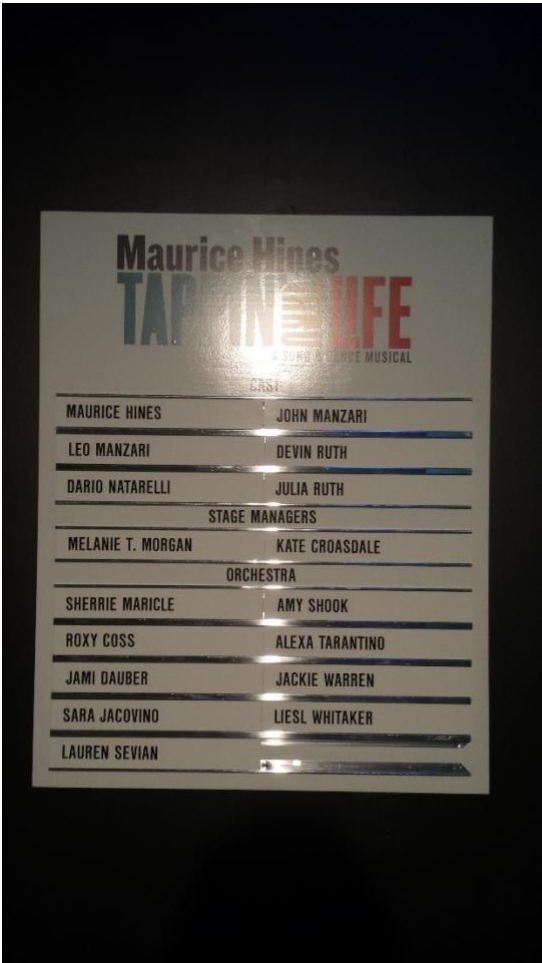


49th Street
High Display



THEATER SIGNAGE SPECS (CONTINUED)

Traditional Cast Board



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

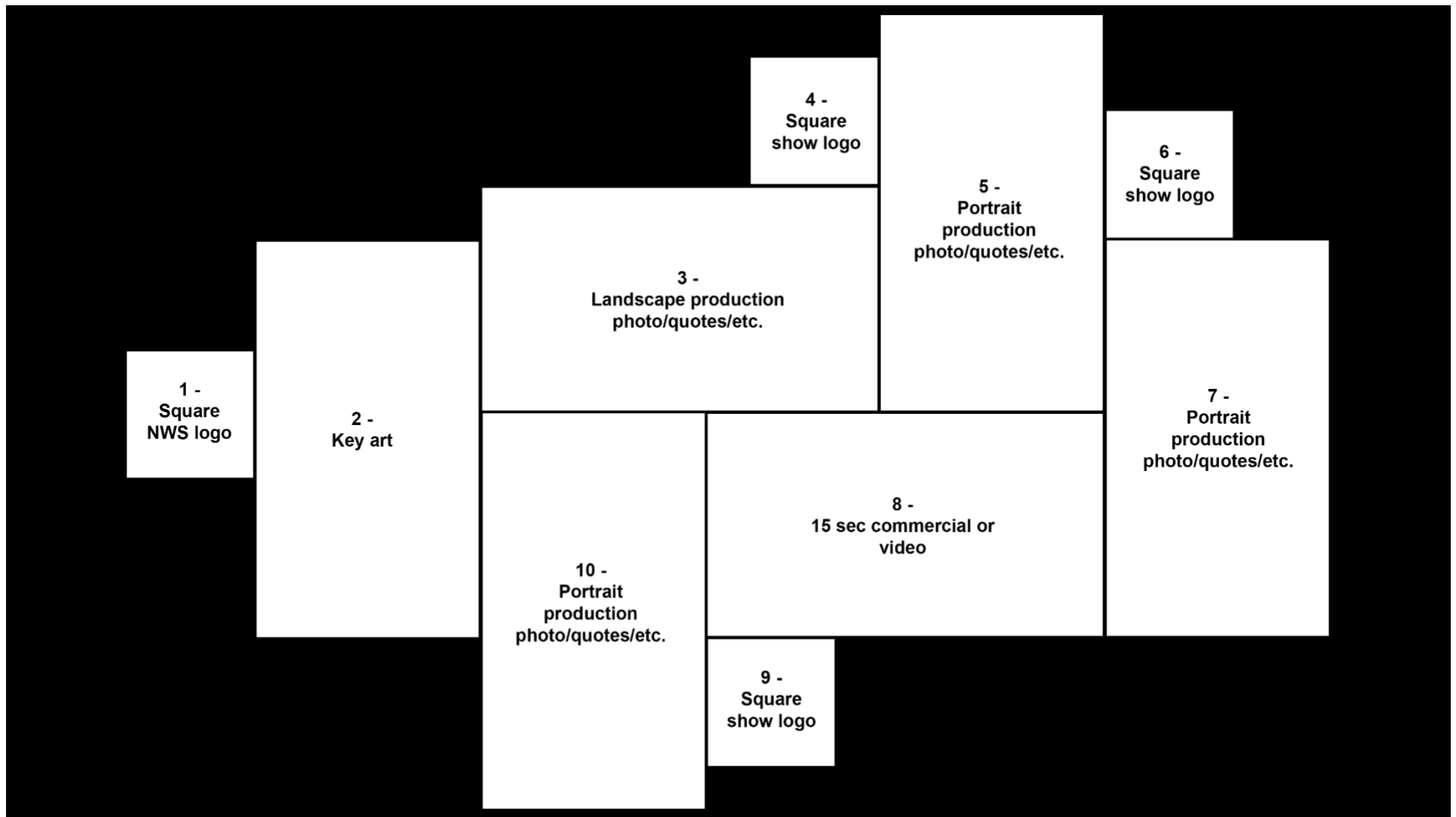
Azhar D'Araujo, Owner

Azhar@roquecolor.com

(201) 963-1680 (business)

(917) 576-2489 (mobile)

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



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

WEBSITE SPECS

Banner dimensions:
795 x 273 px



Example of banner
with text box

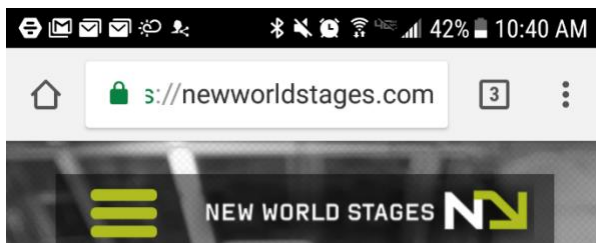


139 x 139 px
235 x 235 px

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

*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.

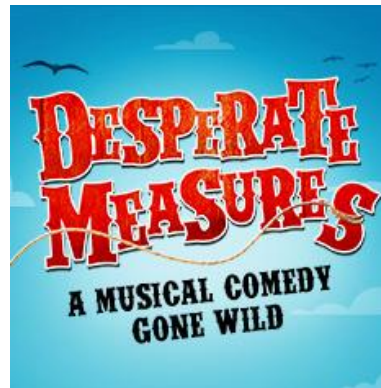
website SPECS – MOBILE



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 | 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
- 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)