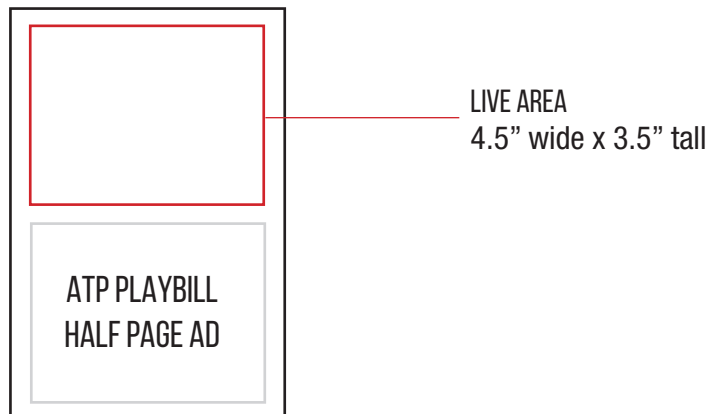
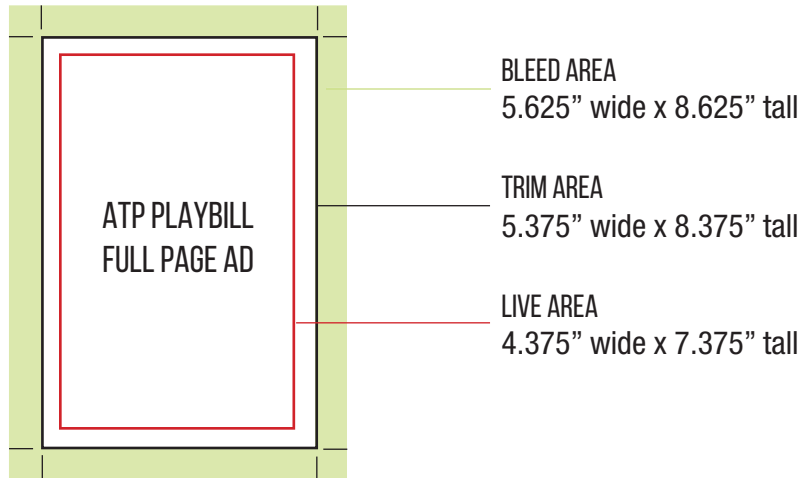




# 2016-2017 PLAYBILL SPECIFICATIONS



## REQUIREMENTS:

- Images 400 dpi at 100% for print
- Images/graphics should not use any form of compression, including .jpeg compression, .jpeg encoding and LZW compression
- CMYK format
- Only press-ready PDFX1-A accepted
- Bleed must extend 1/4" on each side (Full page ad)
- Half page ads with white backgrounds require a defining border
- Ink density levels must not exceed 300%
- 100% colour accuracy cannot be guaranteed
- Alberta Theatre Projects is not responsible for inaccurate information on advertisements

## RECOMMENDED SPECIFICATIONS:

- Place live area a 1/2" in from the trim size
- Use a "rich black" (except for text below 24 point)  
Suggested: C:20% – M:20% – Y:20% – K:100%

## AD DEADLINES:

- *Waiting for the Parade - August 12, 2016* (Show runs Sept. 13 - Oct. 1, 2016)
- *Fortune Falls - September 16, 2016* (Show runs Oct. 18 - Nov. 5, 2016)
- *Slipper: A Distinctly Calgarian Cinderella Story - October 21, 2016*  
(Show runs Nov. 22 - Dec. 31, 2016)
- *Stranger to Hard Work - December 9, 2016* (Show runs Jan. 17 - Jan. 29, 2017)
- *Gracie - January 27, 2017* (Show runs Feb. 28 - Mar. 18, 2017)
- *1979 - March 3, 2017* (Show runs Apr. 4 - Apr. 22, 2017)