

# STAGE 3

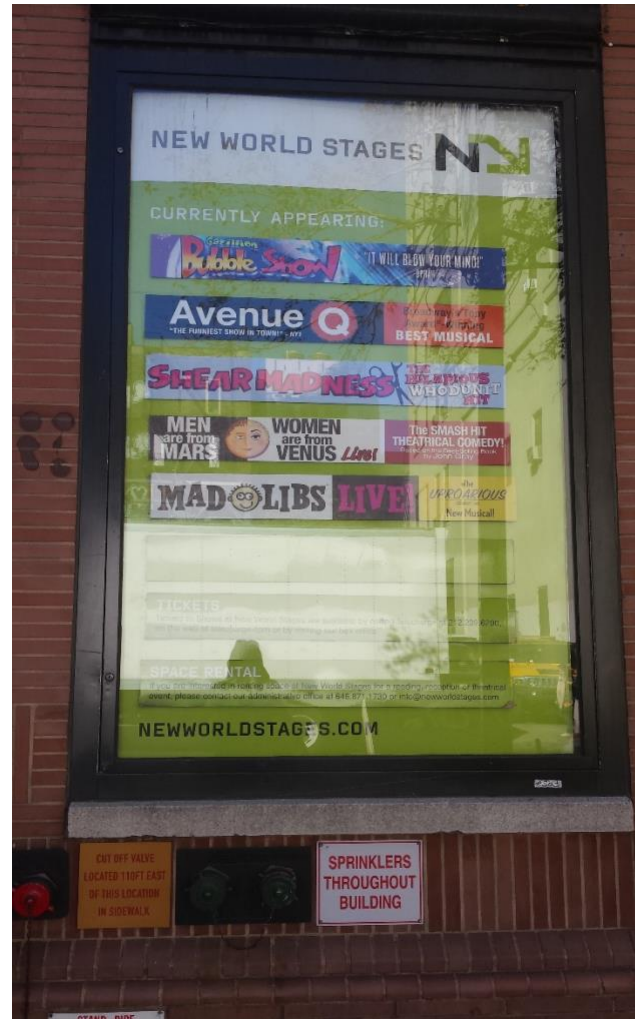
| Theater Signage  | Dimensions  | Notes  | Material                               |
|--|---|--|--|
| <b>50th St. Exterior Sign</b>  | 4'6" w x 7'6"h  | (opening) 4'5 ½" w x 7'5 ½"h   | Mount on foam core                     |
| <b>Lounge Sign</b>   | 4' 6"w x 5' 6"h   |  | Poster only *do not mount on foam core |
| <b>49th St. Door Sign</b>  | 29 ¾"w x 81 ¼"h   |  | Must be mounted on BLACK FOAM CORE     |
| <b>49<sup>th</sup> St. High Exterior Sign</b>  | 4' 6" w x 7' 6" h   | (opening) 4'5 ½" w x 7'5 ½"h   | Must be mounted on FOAM CORE           |
| <b>Cast Board</b>  | 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                               |
| <b>Theatre Entry Door Digital Screens – Orch and Mezz &amp; 50<sup>th</sup> Street Mosaic Screen 2</b> | 1080 x 1920 px  | 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 px  | The same file submitted to Telecharge.   | Digital (.jpg)                         |
| <b>Production artwork</b>  | 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 7. These can include production shots, quotes, etc.  | Digital (.jpg)                         |

|                                   |  |  |                          |
|-----------------------------------|--|--|--------------------------|
|                                   |  | See page 8 for example of production photos and quotes integration.  |                          |
| <b>Commercial/video</b>           | 15 seconds   |  | Digital (.wmv preferred) |
| <b>Website</b>                    | <b>Dimensions</b>  | <b>Notes</b>   | <b>Material</b>          |
| <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<br>235 x 235 pixels  | Save all website files as 72 DPI/web/high quality .jpg   | Digital                  |
| <b>Telecharge</b>                 | <b>Dimensions</b>  | <b>Notes</b>   | <b>Material</b>          |
| <b>Key Art</b>                    | 64 x 64<br>75 x 97<br>112 x 112<br>176 x 176<br>200 x 300<br>258 x 172<br>500 x 500 pixels | .gif or .jpg, 72 dpi, 8 bit RGB color, Non-transparent   | Digital                  |
| <b>Key Art</b>                    | 5" x 7"  | JPG, 300 dpi, RGB color, non-transparent   | Digital                  |
| <b>Title Treatment</b>            |  | Illustrator .ai or .eps, vector format, RGB color (save for Illustrator CS4), convert text to outlines. Horizontal version, stacked version (if applicable). If vector | Digital                  |

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

# THEATER SIGNAGE SPECS

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

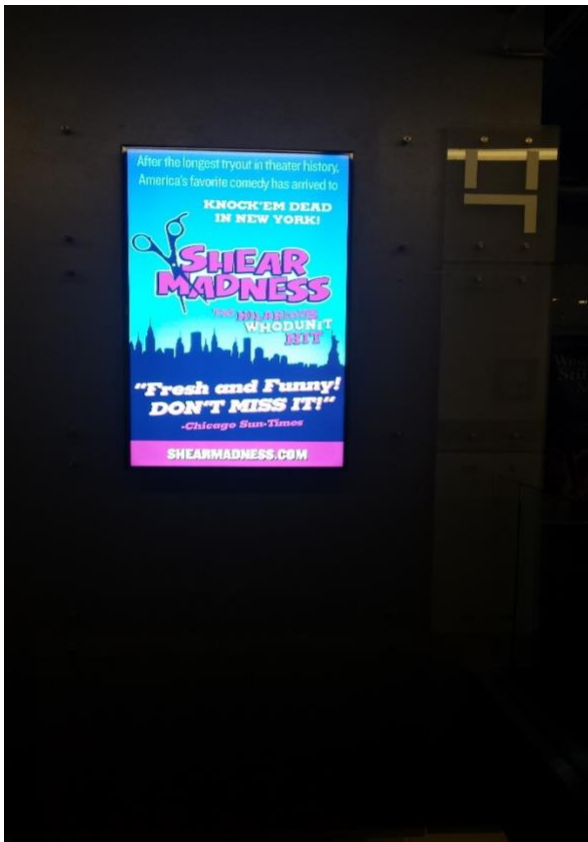


Lounge Sign



# THEATER SIGNAGE SPECS (CONTINUED)

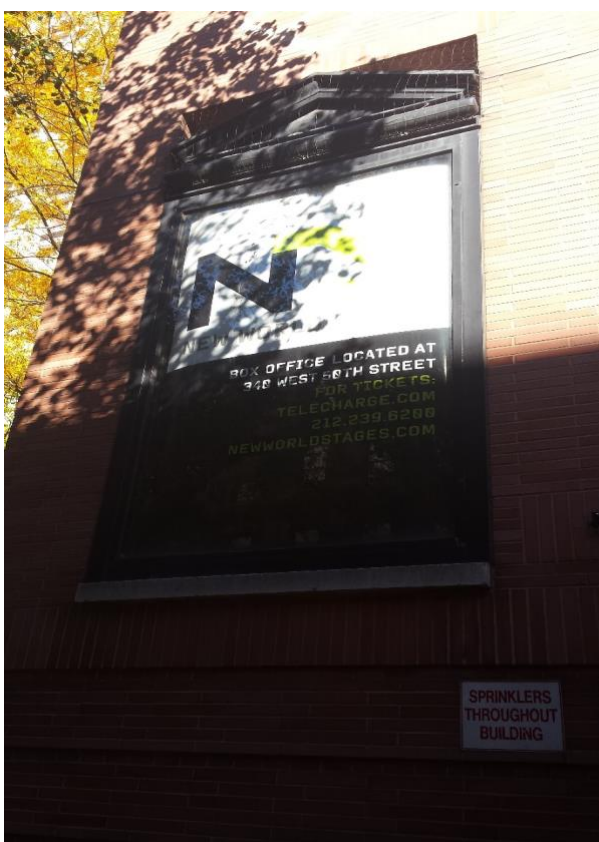
Theatre Entry Door Digital Screens  
Orchestra and Mezzanine



49th Street Door Sign

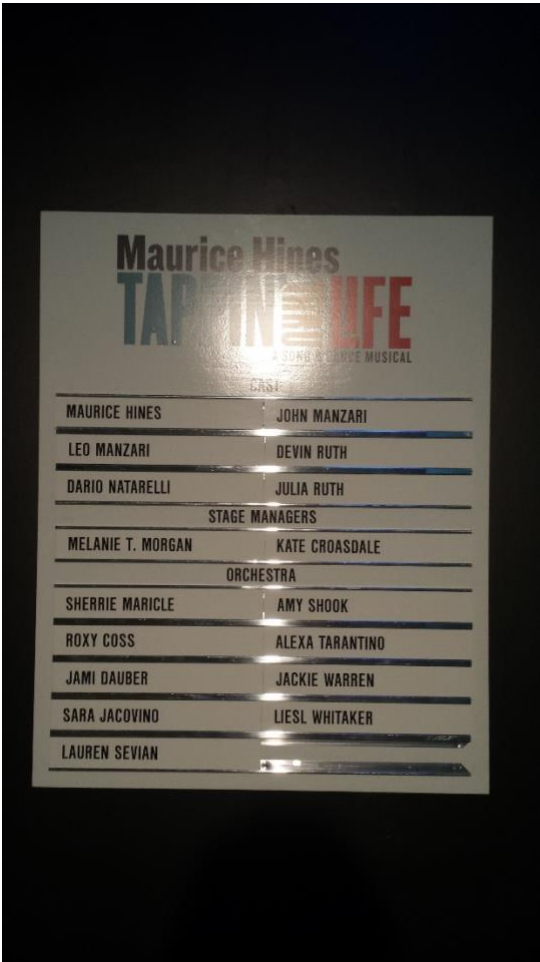


49th Street High Exterior Sign



# THEATER SIGNAGE SPECS (CONTINUED)

Traditional Cast Board



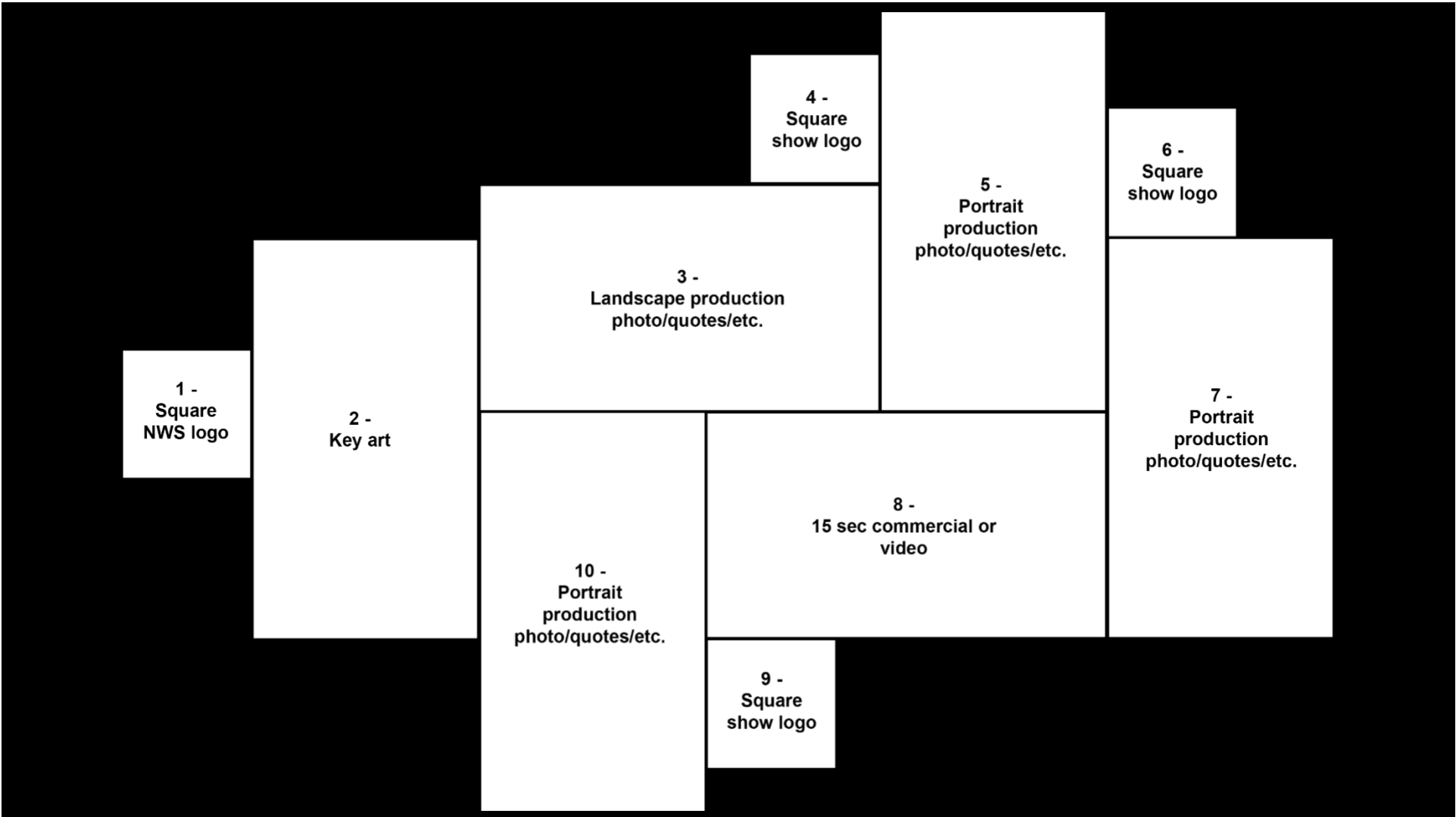
Physical signage will need to be delivered to our Stage Door: 343 West 49<sup>th</sup> Street, New York, NY 10019. When delivery is anticipated, please send an email to [stagedoor@newworldstages.com](mailto:stagedoor@newworldstages.com) and [nwsfacilities@newworldstages.com](mailto:nwsfacilities@newworldstages.com). 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





# 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.

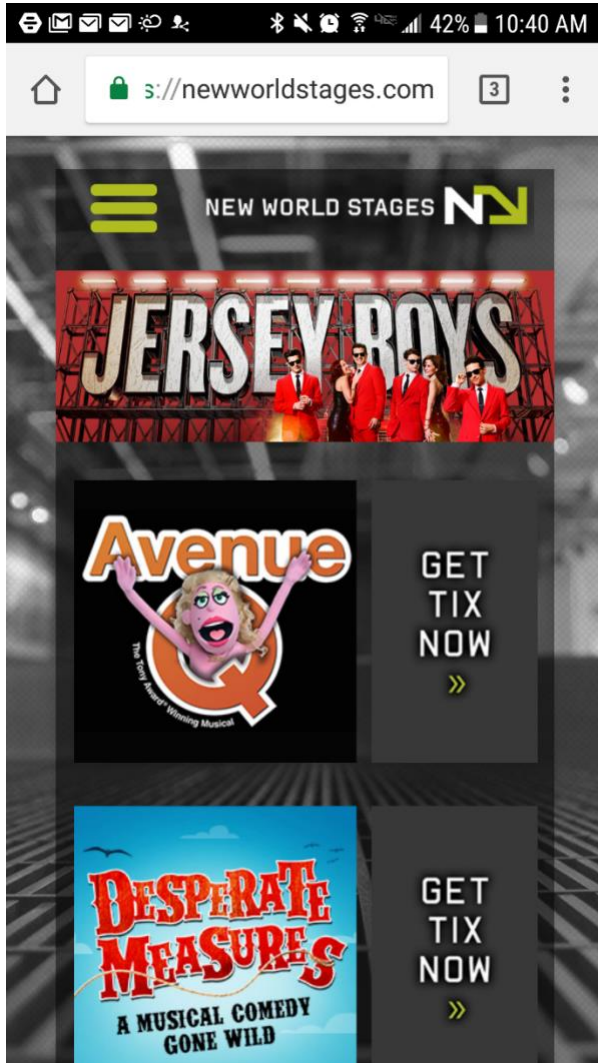


Show image dimensions:  
 139 x 139 px



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

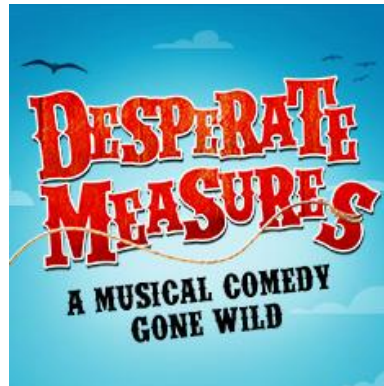
WEBSITE SPECS – MOBILE



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 | Telecharge Offers | Broadway Inbound

Please provide the following image files to Joe Pirolli at [josephp@shubertorg.com](mailto: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)