

ENCORE

PLAYBILLS

Mechanicals

- **Broadway Series at the Marcus Center**
- **Off Broadway at the Marcus Center**
- **Wilson (Entertainment Guide)**

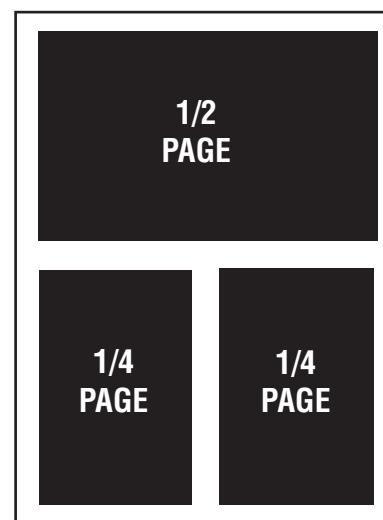
Program Trim Size	5.375 x 8.25
Full Page	4.625 x 7.25
Full Page Bleed	5.5 x 8.375
Half Page	4.625 x 3.625
Quarter Page	2.25 x 3.625

- **Milwaukee Symphony Orchestra**
- **Florentine Opera**
- **Milwaukee Ballet**
- **First Stage Children's Theater**
- **Sharon Lynne Wilson Center**

Program Trim Size	6 x 9
Full Page	5.25 x 8.25
Full Page Bleed	6.25 x 9.25
Half Page	5.25 x 4
Quarter Page	2.625 x 4

- **Bel Canto**
- **MSO Family Series**

Program Trim Size	5.5 x 8.5
Full Page	4.75 x 7.5
Full Page Bleed	5.75 x 9
Half Page	4.75 x 3.75
Quarter Page	2.3 x 3.75



Ads provided must be electronic in the following formats: QuarkXPress, Adobe Illustrator, Adobe Photoshop or PDF files. Accepted media are: 100 MB Zip or CD. Files must be accompanied by supporting high-resolution graphics, all fonts, embedded fonts (saved as outlines), and a hard copy laser proof. Halftone scans should be supplied at 300 dpi and line art at 600 dpi and should be saved as EPS or TIFF files.

Four-color scans must be saved as CMYK (no DCS files). Electronic files can be emailed as attachments to wgrey@mac.com. Further questions about mechanicals can be answered by calling our art department at 414-961-0100. Four color advertisers must supply color proofs. If proofs are not supplied, advertiser will take full responsibility that electronic files are separated properly and colors are true.

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