



ACTUAL ADVERTISING SIZE MEASUREMENTS

Inside Front Cover Full Page

5.5 x 8.5 inches

Add 0.125 " 5.625 x 8.625 In.// Bleeds are acceptable.

Back Inside Cover Full Page

5.5 x 8.5" inches

Add 0.125 " 5.625 x 8.625 In.// Bleeds are acceptable.

Full-Page Interior

5.5 x 8.5" inches

Add 0.125 " 5.625 x 8.625 In.// Bleeds are acceptable

Half-Page

(Horizontal Only)

5.5" x 4.250" inches

Add 0.125 " 5.625 x 4.375 In.// Bleeds are acceptable

FOR PRINT-READINESS: All ads should be provided as **PDF**, or high-resolution (300 dpi) **JPG** files for best print quality.

Ads will be surrounded by 0.125 inch (white) margins on 3 sides (4 for full-page ads) and about next to adjacent ads. If a border or bleed to edge is not included in your artwork, our printer may drop in a 1-pt. rule (border) all around.

NOTE: If IMDBC is preparing your ad, any photos provided should be sized to 300 dpi as JPGs or TIFs and be as close to the anticipated size in the playbill as possible (or larger).

Please email info@imdbc.org with any questions or concerns regarding ad production.

IMDBC

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