

Mechanical Requirements

The sizes and mechanical requirements for the programs of the Cultural District organizations are as follows:

Cultural District Playbills

Ad Size	Inches (W x L)
Trim (Final size of program books)	6 x 9 (5 15/16 x 9)
Bleed (trims 5 15/16 x 9)	6 1/4 x 9 1/4
Full Page	5 x 7 7/8
1/2 H	5 x 3 7/8
1/2 V	2 5/16 x 7 7/8
1/4 H	5 x 1 7/8
1/4 V	2 5/16 x 3 3/4

IMPORTANT: Keep Live Matter ¼" from the head and foot; and 3/8" from gutter and face to avoid trimming off any copy or image you may think is critical to your ad in the final bindery and assembly of the program booklets. See the page drawings provided to insure your ad is presented the way you intended.

Method of Printing: Offset printing
Screening: Stochastic
300 - 400 line screen

All ad materials must be submitted as electronic files on disk or by email, with all printer and screen fonts and all high resolution images included and embedded. Email is limited to a maximum of 5MB. We are also unable to accept ZIP FILES. If your file is larger than 5MB including any email text, you will need to upload the file to an FTP site. Visit www.pgharts.org and select the tab for uploading files or you may use any FTP client that will allow our personnel access for downloading. All logos should be supplied at High Resolution. Black ads must be furnished as black only. (not RGB) A minimum of 600 dpi high resolution images preferred. Line art at 150 dpi. PDF files created by using Acrobat Distiller 4.0 or higher are preferred – make sure they're saved at 2400 dpi print resolution with fonts and logos embedded; full page ads should also include bleed and crop marks. All ads are subject to publisher's approval.
Note: images pulled from the web are only 72 dpi and not print quality.

Ad must be formatted to the proper mechanical requirements dictated by contracted size. Any creation or alterations of ad materials will be the responsibility of the advertiser/agency. Shared Services can offer a list of freelance designers you may contract to assist you in bringing your ad materials into compliance with the specifications and mechanical requirements outlined here.

Corrections made at proof stage will be charged at cost when they are the responsibility of the advertiser and/or agency.

A laser proof, PDF or fax of an ad must accompany the electronic file. A contract color proof must be supplied for all full-color ads. 4- Color files to be saved as CMYK (not RGB). Shared Services will not be responsible for color shifts on RGB files furnished when our prepress department converts to CMYK, the appearance of customer-supplied images or files less than 600 dpi. nor can we accept responsibility for final color without a supplied contract color proof.

Please send all ads before published deadline date to:

The Pittsburgh Cultural District, Shared Services Dept

Program Advertising Sales Manager

803 Liberty Avenue

Pittsburgh PA 15222

Phone: 412-471-6087 Fax 412-325-0003 Email nucci@culturaldistrict.org