

## 2023 SEASON

Playbill Advertising  
Publication Specifications

**Advertise to a captive audience in  
Chance Theater's show programs.**

Each year, your ad will be seen by upwards of  
12,000 patrons.

2023 SEASON & DATES		
Production	Deadline	Run Dates
<i>Ride the Cyclone</i>	January 13	Jan 27 - Feb 26
<i>Colonialism is Terrible...</i>	March 17	Mar 31 - Apr 30
<i>Matinicus...</i>	April 21	May 5 - Jun 4
<i>Fancy Nancy</i>	May 12	May 26 - Jun 18
<i>Rent</i>	July 7	July 21 - Aug 20
<i>The Curious Incident</i>	September 8	Sep 22 - Oct 22
<i>The Secret Garden</i>	November 10	Nov 24 - Dec 23
<i>To Be Announced</i>	November 17	Nov 24 - Dec 23

### Publication Details:

Trim size: 5.5 x 8.5"

Live image area: 5 x 8"

### Submission Information:

File type: .pdf, .jpg, .tif

Resolution: 300dpi @ 100%

Color: Grayscale

Size: fill size, do not scale

**Send to: Casey@ChanceTheater.com**

### Ad Design Services:

We offer design services at modest  
rates.

### Questions?

Casey Long, Managing Director

Casey@ChanceTheater.com

(714) 900-3284

## AD SPECIFICATIONS

Ad Size	Dimensions	Single Show	9-Show Season Sponsor (Save 30%)
Full page	5" x 8"	\$600	\$3,800
Half-page horizontal	5" x 4"	\$300	\$1,900
Quarter-page horizontal	5" x 2"	\$150	\$950