

## 2016 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.

SEASON 18 & DATES		
Production	Deadline	Run Dates
<i>Dogfight</i>	January 11	Feb 5-Mar 6
<i>Stinky Cheese...</i>	February 1	Feb 25-Mar 6
<i>Big Meal</i>	March 28	Apr 21-May 22
<i>Fancy Nancy</i>	April 11	May 6-22
<i>A Chorus Line</i>	June 6	Jul 1-31
<i>Seminar</i>	August 29	Sep 23-Oct 23
<i>Boy at the Edge...</i>	September 19	Oct 13-23
<i>Little Women</i>	October 31	Nov 25-Dec 23
<i>The Eight...</i>	November 7	Dec 2-18

### 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