

2024 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.

2024 SEASON & DATES		
Production	Deadline	Run Dates
<i>Hedwig and the Angry Inch</i>	January 13	Jan 27 – Feb 26
<i>Tiny Beautiful Things</i>	March 22	Apr 5 – Apr 28
<i>Alma</i>	April 19	May 3 – May 26
<i>Fancy Nancy</i>	May 10	May 24 – Jun 9
<i>Sweeney Todd</i>	June 28	Jul 12 – Aug 11
<i>Gloria</i>	September 13	Sep 22 – Oct 20
<i>Emma</i>	November 15	Nov 29 – Dec 22
<i>To Be Announced</i>	November 22	Dec 6 – Dec 22

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?

Shinshin Tsai, Marketing Associate

Stsai@ChanceTheater.com

(888) 455-4212

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