

2025 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.

| 2025 SEASON & DATES | | |
|---|--------------|-----------------|
| Production | Deadline | Run Dates |
| <i>Tick, Tick... Boom!</i> | January 10 | Jan 24 - Feb 23 |
| <i>Such Small Hands</i> | February 14 | Feb 28 - Mar 23 |
| <i>Fancy Nancy, the Musical</i> | March 14 | Mar 28 - Apr 13 |
| <i>The Chinese Lady</i> | May 2 | May 16 - Jun 8 |
| <i>Spring Awakening</i> | June 27 | Jul 11 - Aug 10 |
| <i>What the Constitution Means to Me</i> | September 19 | Oct 3 - Oct 26 |
| <i>Anne of Green Gables</i> | November 14 | Nov 28 - Dec 21 |
| <i>Fancy Nancy: Splendiferous Christmas</i> | November 21 | Dec 5 - Dec 21 |

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: Stsai@ChanceTheater.com

Ad Design Services:

We offer design services at modest rates.

Questions?

Shinshin Tsai, Producing 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 |