

# THE PURPLE ROSE THEATRE COMPANY

ADDRESS: 137 Park Street  
Chelsea, MI 48118

ADVERTISING CONTACT:  
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WEB SITE: [www.purplerosetheatre.org](http://www.purplerosetheatre.org)

April 2012

As The Purple Rose Theatre Company approaches the final production of our 2011 / 2012 Season, we invite you to advertise in our remaining playbill: the beloved American classic, *On Golden Pond* by Ernest Thompson.

Advertising in a Purple Rose playbill is an ideal way to reach your target audience and to show your support for art and culture in southeastern Michigan. With close to 100 performances scheduled this summer, we're confident that *On Golden Pond* will bring thousands of eager patrons to our beautiful city of Chelsea.

Last season, The Purple Rose Theatre Company entertained nearly 40,000 middle-to-upper income professionals from Chelsea, Ann Arbor, Plymouth/Canton, Brighton, the Detroit metro area, Lansing, Toledo and everywhere in between. This season, we have made our playbills available online in order to increase visibility, and we are happy to provide links to our advertisers on our "Plan Your Visit" page on our web site (10,000 visitors per month).

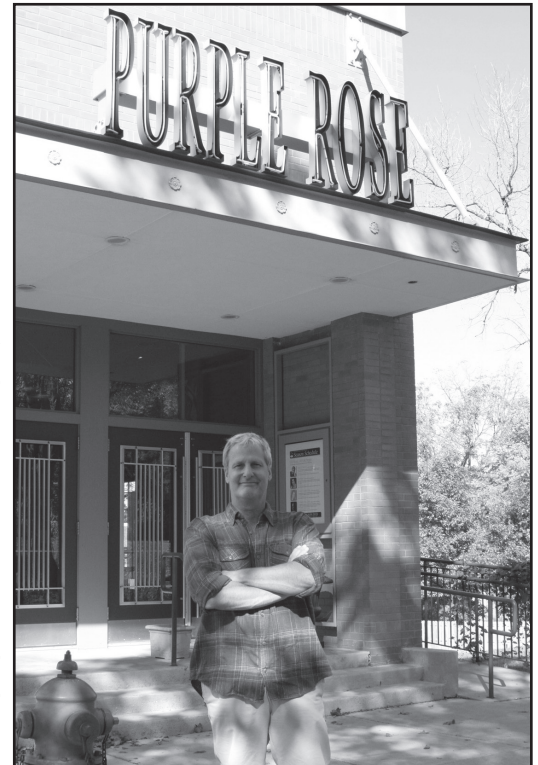
On the next page you will find an advertising rate kit with sizes, prices and advertisement details. If you have any questions or would like to reserve ad space, please feel free to contact our advertising coordinator, Holly Bulko at 734.475.4406; design services are also available for an additional fee.

Our playbill advertisers are a diverse collection of local businesses and national corporations who share a dedication to the arts. We are proud to invite you to join them in celebrating professional theatre in Michigan.

Sincerely,



Guy Sanville  
Artistic Director



Jeff Daniels  
Founder & Executive Director  
Purple Rose Theatre Company

## COMING SOON:

**ON GOLDEN POND**  
by Ernest Thompson  
June 21 - September 1, 2012  
Advertising Deadline: May 24

# RATES & INFORMATION

full page &  
inside covers

5" x 8"

full page rates:

1 show = \$675

inside cover rates:

1 show = \$1500

half page

5" x 3 5/8"

5" x 3.625"

rates:

1 show = \$400

quarter page

2 1/4" x 3 5/8"  
2.25" x 3.625"

rates:

1 show = \$225

- Please contact Holly Bulko to reserve ad space, for additional mechanical requirements, or design services:

Holly Bulko, H - B Graphics

734.475.4406

734.395.4227 (cell)

hbhawaiiant@earthlink.net

- Ad space can be reserved for the entire season or on a show-by-show basis. Season reservations must be made to receive discounted pricing.
- Ad copy for all playbills must be received by the inclusion deadlines listed below.
- Ads are printed in black and white only.
- NEW THIS YEAR - All programs will be available to download from our website, increasing advertiser visibility.

## **AD DEADLINE:**

*On Golden Pond: May 24, 2012*

# SUMMER 2012



## **ON GOLDEN POND**

An American Classic by Ernest Thompson  
June 21 - September 1, 2012

This charming love story follows Ethel and Norman Thayer as they return to their summer home in Maine. Their respite is interrupted by the unexpected arrival of their estranged daughter, her fiancé, and his teenage son. Over the course of the summer, an unlikely friendship develops between Norman and the boy, which sparks a renewed zest for life in the Thayer family. In the twilight years of marriage, Ethel and Norman rediscover the joy and romance of every day living.

## **For Tickets or More Information...**

### **Purple Rose Box Office**

phone: 734.433.7673

fax: 734.475.0802

email: [tickets@purplerosetheatre.org](mailto:tickets@purplerosetheatre.org)

web site: [www.PurpleRoseTheatre.org](http://www.PurpleRoseTheatre.org)

address: 137 Park Street, Chelsea, MI 48118