



the
PurpleRose
theatre company

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Looking for a way to reach a wide audience of customers and build your clientele? Take advantage of advertising in The Purple Rose 33rd season playbills and make our audience of 40,000 yearly theatregoers *your* loyal patrons! Audience members visit our theatre from Dexter, Ann Arbor, Plymouth/Canton, Brighton, the Detroit metro area, Lansing, Jackson, and Toledo. By purchasing a program ad with the PRTC, we will put your business front and center for 7 performances per week, 43 weeks per year. Also, businesses have continuous coverage on the Purple Rose website with 118,000 unique visitors each year!

For our 33rd season, we have selected a hilarious lineup of plays, featuring two world premieres and a well-loved revival. PRTC Founder and Artistic Director, Jeff Daniels, kicks off the season with a revival of his 2018 smash hit "Diva Royale". Revised a bit to reflect the times, Daniels puts on his director's hat for the first time at PRTC since 1998. Michigan's own David MacGregor ("Sherlock Holmes" series and "Vino Veritas") returns with the world premiere comedy, "The Antichrist Cometh" in Spring 2024. Veteran Purple Rose playwright Carey Crim ("Morning After Grace" and "Wake") rounds out the 2023-2024 season with the world premiere comedy "What Springs Forth".

The Purple Rose is a vital asset that represents value to Michigan, the Midwest and our nation. A haven for arts professionals, the Purple Rose has handcrafted 114 productions of original American work through its 33 seasons. Please reserve your place today!

Sincerely,

Katie Hubbard
PRTC Managing Director



Katie Hubbard
Managing Director
The Purple Rose Theatre Company

For more information and to reserve program advertising space, please contact:
Lexi Teuscher | 734.219.5133 | lexi@purplerosetheatre.org

Program ad space can be reserved for the entire season or on a show-by-show basis.

Full season reservations must be made to receive discounted pricing and complimentary tickets.

Artwork for all playbills must be received by the inclusion deadlines listed below.

Ad artwork should be submitted as camera-ready, high-resolution PDF, JPEG or TIFF files.

Ads are printed in black and white, or CMYK color (limited quantity, additional information on next page).

Program Advertising Deadlines For 2023/2024 Season
Spring Show: February 15, 2024 | Summer Show: May 16, 2024

RATES & INFORMATION

Full Page &
Inside Cover

4.5" x 7.5"

Full Page Rates:
2 shows = \$1400 (Color)

Inside Cover Rates:
2 shows = \$3050 (Color)

Half Page

4.5" x 3 5/8"
4.5" x 3.625"

Half Page Rates:
2 shows = \$900
(Color)

Quarter Page

2 1/8" x 3 5/8"
2.125" x 3.625"

Quarter Page Rates:
2 shows = \$550
(Black/White Only)

Choose between CMYK full-color glossy print (limited quantity, full season only) or B/W (Grayscale) matte print.

Ad Size	2 Show Rate	1 Show Rate
Inside Covers (4.5" x 7.5")	\$3050 (\$1525 per ad)	\$1575
Full Page (4.5" x 7.5")	\$1400 (\$700 per ad)	\$750
Half Page (4.5" x 3.625")	\$900 (\$450 per ad)	\$475
Quarter Page (2.125" x 3.625")	\$550 (B/W Only) (\$275 per ad)	\$300 (B/W Only)

THE PURPLE ROSE THEATRE COMPANY

2023 / 2024 SEASON

DIVA ROYALE

a comedy written and directed by Jeff Daniels
October 6, 2023 extended through March 2, 2024!

Jeff Daniels' *Diva Royale* is back! First staged at The Purple Rose in 2018, this evening of side-splitting hilarity follows three midwestern stay-at-home moms whose love for Céline Dion makes them plan a last minute trip to New York City. This crowd pleasing comedy is guaranteed to make you laugh 'til you cry.

*Contains adult language and subject matter.

THE ANTICHRIST COMETH

a world premiere comedy by David MacGregor
directed by Rhiannon Ragland
March 22 - May 25, 2024

The Antichrist Cometh is a comedy about a happily married man who discovers that he might be the Antichrist. Will he be able to enjoy a small dinner party with his loving wife, former college roommate, and his roommate's devoutly religious fiancée? Or will their home-cooked meal usher in the Apocalypse?

*Contains adult language and subject matter.

WHAT SPRINGS FORTH

a world premiere comedy by Carey Crim
directed by Kate Thomsen
June 21 - August 31, 2024

Three middle-aged women, friends since college, embark on what was billed as a high-end wellness spa retreat only to discover one of them, with the help of her new recently released from prison business partner, has changed the itinerary to a wilderness survival camp. Can their friendship survive bears, forest toilets and one another?

*Contains adult language and subject matter.

Underwriting support for The Purple Rose Theatre Company's 2023/2024 season comes from Michigan Arts and Culture Council, National Endowment for the Arts, The Shubert Foundation, and The Matilda R. Wilson Fund.