



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 34th 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 34th season, we have selected an exciting lineup of plays, featuring a Michigan Premiere and three World Premieres. PRTC Founder and Artistic Director, Jeff Daniels, opens the season with the outrageously fun, World Premiere comedy, "OFFICE CHRISTMAS PARTY GRINCH IN FIGHT WITH RUDOLPH POLICE CALLED". Midwest playwright, Eric Pfeffinger ("Human Error") returns in February 2025 with the Michigan Premiere, "Fourteen Funerals". Purple Rose veteran, Paul Stroili ("A Jukebox for The Algonquin") takes our spring slot with the family comedy, "My Mother and the Michigan/Ohio War". Finally, Hollywood star and PRTC actor/playwright, Matt Letscher rounds out the 2024-2025 season with the World Premiere comedy, "Bert & Trixie Visit the Vet".

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 118 productions of original American work through its 34 seasons. Please reserve your place today!

Sincerely,



Katie Hubbard
PRTC Managing Director



Katie Hubbard
Managing Director
The Purple Rose Theatre Company

- Please contact Lexi Teuscher to reserve program advertising space:
Lexi Teuscher | 734.219.5133
lexi@purplerosetheatre.org
- 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 or artwork for all playbills must be received by the inclusion deadlines listed below.
- Ads are printed in black and white, or CMYK color (limited quantity, **full season only**, see next page.)
- Ads should be submitted as camera-ready PDF, JPG or TIF files.

Program Advertising -- Artwork Deadlines For 2024/2025 Season

Fall Show: Aug. 22, 2024 | Winter Show: Dec. 23, 2024 | Spring Show: Feb. 27, 2025 | Summer Show: May 15, 2025

RATES & INFORMATION

Full Page & Inside Cover

4.5" x 7.5"

Full Page Rates:
4 shows = \$3000 (Color)

Inside Cover Rates:
4 shows = \$6000 (Color)

Half Page

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

Half Page Rates:
4 shows = \$1900 (Color)

Quarter Page

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

Quarter Page Rates:
4 shows = \$900 (Black/White Only)

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

Ad Size	Full Season Rate	3 Show Rate	2 Show Rate	Single Show Rate
Inside Covers (4.5" x 7.5")	\$5250 (B/W) (\$1312.50 per ad) \$6000 (Color) (\$1500 per ad)	\$4275 (\$1425 per ad)	\$3050 (\$1525 per ad)	\$1575
<i>Advertisers who commit to an inside cover for all four shows will receive 8 complimentary tickets for the season.</i>				
Full Page (4.5" x 7.5")	\$2600 (B/W) (\$650 per ad) \$3000 (Color) (\$750 per ad)	\$2025 (\$675 per ad)	\$1400 (\$700 per ad)	\$750
<i>Advertisers who commit to a full page for all four shows will receive 6 complimentary tickets for the season.</i>				
Half Page (4.5" x 3.625")	\$1500 (B/W) (\$375 per ad) \$1900 (Color) (\$475 per ad)	\$1245 (\$415 per ad)	\$900 (\$450 per ad)	\$475
<i>Advertisers who commit to a half page for all four shows will receive 4 complimentary tickets for the season.</i>				
Quarter Page (2.125" x 3.625")	\$900 (B/W only) (\$225 per ad)	\$750 (\$250 per ad)	\$550 (\$275 per ad)	\$300
<i>Advertisers who commit to a quarter page for all four shows will receive 2 complimentary tickets for the season.</i>				

THE PURPLE ROSE THEATRE COMPANY

2024 / 2025 SEASON

OFFICE CHRISTMAS PARTY GRINCH IN FIGHT WITH RUDOLPH POLICE CALLED

a World Premiere, written and directed by Jeff Daniels
September 26 - December 22, 2024

Groups of 12+ Sales: July 2, 2024 • Donor Sales: July 30, 2024 • General Sales: Aug. 13, 2024

An office Christmas party goes wrong when two employees dressed as The Grinch Who Stole Christmas and Rudolph, The Red Nosed Reindeer disagree over where to clap along on "Silent Night". When a video of this non-brawl goes viral, the Internet offers our two non-violent co-workers \$100,000 to stage a live stream Winner Take All Rematch between these two beloved Christmas characters.

Contains adult language and content.

Fourteen Funerals

a Michigan Premiere by Eric Pfeffinger
directed by Rhiannon Ragland

February 6 - March 9, 2025

Groups of 12+ Sales: July 2, 2024 • Donor Sales: July 30, 2024 • General Sales: Aug. 13, 2024

It's weird when city girl Sienna gets a cryptic phone call about the untimely deaths of some distant family members in small-town Blissfield, Indiana. Weirder yet is the way they expect her to deliver eulogies for relatives she's never met. But weirdest of all: Sienna goes there. Maybe she's hoping for a big inheritance. Maybe she just really needs to get away from her dead-end life in Chicago. But what she never expected was the tumultuous and rewarding relationship that she develops with Millie, the peculiarly sunny employee of the Blissfield funeral home.

Contains adult language and content.

My Mother and the Michigan/Ohio War

a World Premiere by Paul Stroili
directed by Susan Angelo

April 3 - May 25, 2025

Groups of 12+ Sales: July 2, 2024 • Donor Sales: July 30, 2024 • General Sales: Aug. 13, 2024

Izzy's history buff husband Freddy had a dream: a full-scale reenactment of The Michigan-Ohio War. But when a bizarre papier-mâché accident leaves Izzy a widow, she calls on her Wolverine daughter and Buckeye son to see Freddy's vision realized. Historical becomes hysterical in this comedy about family, football and the fight for the Toledo strip.

Contains adult language and content.

Bert & Trixie Visit the Vet

a World Premiere by Matt Letscher
directed by Rhiannon Ragland

June 20 - August 31, 2025

Groups of 12+ Sales: July 2, 2024 • Donor Sales: July 30, 2024 • General Sales: Aug. 13, 2024

Four pets in a veterinarian's waiting room plan an escape when they fear that one of them has been brought in to be put down or "never come back." A comedy about life, death, the family you choose, the family who chooses you, and what it means to truly be free.

Contains adult language and content.

Underwriting support for The Purple Rose Theatre Company's 2024/2025 season comes from Michigan Arts and Culture Council, National Endowment for the Arts, The Shubert Foundation, and The Matilda R. Wilson Fund.