



the  
**PurpleRose**  
theatre company

ADDRESS: 137 Park Street  
Chelsea, MI 48118

ADMIN: 734.433.7782  
BOX OFFICE: 734.433.7673  
FAX: 734.475.0802  
WEB SITE: [www.purplerosetheatre.org](http://www.purplerosetheatre.org)

Advertising Contact:  
Lexi Teuscher | 734.219.5133  
[lexi@purplerosetheatre.org](mailto:lexi@purplerosetheatre.org)

Looking for a way to reach a wide audience of customers and build your clientele? Take advantage of advertising in the Purple Rose 35th 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 35th season, we have selected a thrilling lineup of plays, featuring a 20th Anniversary Production, a Michigan Premiere, and two World Premieres. PRTC Founder and Artistic Director, Jeff Daniels, opens the season with the revival of his classic comedy, "Norma & Wanda". Utah native playwright, Richard Johnson, joins us in January 2026 with the World Premiere, "The Classic King". Renowned playwright Steven Dietz takes our spring slot with the Michigan Premiere of his comic mystery, "Murder on the Links". Finally, PRTC actor and veteran playwright, Cary Crim, rounds out the 2025-2026 season with the World Premiere summer comedy, "Emma's Wedding(s)".

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 122 productions of original American work through its 35 seasons. Please reserve your place today!



**Katie Hubbard**  
Managing Director  
The Purple Rose Theatre Company

Sincerely,

Katie Hubbard  
PRTC Managing Director

- Please contact Lexi Teuscher to reserve program advertising space:  
Lexi Teuscher | 734.219.5133  
[lexi@purplerosetheatre.org](mailto: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 2025/2026 Season

Fall Show: Aug. 21, 2025 | Winter Show: Dec. 22, 2025 | Spring Show: Feb. 26, 2026 | Summer Show: May 21, 2026



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)

Quarter Page

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

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

Half Page

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

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

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

THE PURPLE ROSE THEATRE COMPANY

2025 / 2026 SEASON

**Norma & Wanda**  
a Classic Comedy by Jeff Daniels  
directed by Rhiannon Ragland  
**September 25 - December 21, 2025**  
Groups of 12+ Sales: July 1, 2025 • Priority Booking: July 22, 2025 • General Sales: Aug. 12, 2025

20th Anniversary Production! Two very different sisters get themselves into an outrageous pickle with an old high school boyfriend, a chaotic church social and a secret family recipe for Christmas sausage.  
*Contains adult language and content.*

**The Classic King**  
a World Premiere by Richard Johnson  
directed by Jeff Daniels  
**January 29 - March 8, 2026**  
Groups of 12+ Sales: July 1, 2025 • Priority Booking: July 22, 2025 • General Sales: Aug. 12, 2025

In paying tribute to timeless automobiles, The Classic King paints a comic and heartbreaking portrait of three veteran used-car salesmen at a Metro Detroit dealership, struggling to cope with a changing industry and modern customers. When a sharp Gen Z salesman joins the team, he proposes a daring scheme to save the dealership — and its “dinosaur” salesmen — from extinction.  
*Contains adult language and content.*

**Murder on the Links**  
a Michigan Premiere by Steven Dietz  
directed by David Bendena  
**April 2 - May 31, 2026**  
Groups of 12+ Sales: July 1, 2025 • Priority Booking: July 22, 2025 • General Sales: Aug. 12, 2025

Something’s afoul on the private golf course at Merlinville-Sur-Mer — namely the body of Hercule Poirot’s newest client. Acclaimed playwright Steven Dietz brings the famed Belgian detective to life to solve one of Agatha Christie’s most intricate whodunits. Of course, there are the host of usual — and — unusual suspects. A cast of six versatile actors embody a myriad of characters as they navigate the twists and turns of this lively and fun new adaptation. You won’t want to miss a thrilling moment of this comic mystery.  
*Contains adult language and content.*

**Emma’s Wedding(s)**  
a World Premiere by Carey Crim  
directed by Kate Thomsen  
**June 25 - August 30, 2026**  
Groups of 12+ Sales: July 1, 2025 • Priority Booking: July 22, 2025 • General Sales: Aug. 12, 2025

Emma is getting married. Again. For the fourth time actually. But she’s determined this one will be the one. She calls her less than enthusiastic best friends together for a bachelorette party to end all bachelorette parties. During the festivities, they revisit each of Emma’s previous weddings, trying to determine what went wrong leading to a hilarious romp through the decades, their lives and relationships complete with 80’s hair, Dial up internet, Boones Farm wine and the enduring power of friendship.  
*Contains adult language and content.*

Underwriting support for The Purple Rose Theatre Company’s 2025/2026 season comes from The Shubert Foundation and The Matilda R. Wilson Fund.