

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

Advertising Contact:
Caitlin Cavannaugh | 734.210.1415
caitlin@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 36th 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 over 200,000 unique visitors each year!

Our 36th season features four world premieres that are all about family and everything that goes with that. Two very different brothers face a life-changing secret in "Bastard," by former channel 4 news anchor, Devin Scillian. Four strangers in a bar become family January 2027 in "Mildred Whiskey" by Resident Playwright David MacGregor. In the spring, two sons help their father navigate his newfound fame in the R&B world in "King of Vinyl" by Jeffry Chastang, directed by Jeff Daniels. Finally, Resident Playwright, Paul Stroili, rounds out the 2026-2027 season with his summer comedy, "There's No Bad Ravioli," in which an old-school Italian chef juggles retirement and the ambitions of his niece. Comedy with secrets, characters with a past, hilarity with heart. After all, isn't that what family is all about?

We'd love for you to be part of our Purple Rose family this season. Please reserve your place today!



- Please contact Caitlin Cavannaugh to reserve program advertising space:
Caitlin Cavannaugh by email at caitlin@purplerosetheatre.org (preferred) or 734.210.1415
- Ad space can be reserved for the entire season or on a show-by-show basis. There are discounted rates based on number of shows per season.
- 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, see next page.)
- Ads should be submitted as camera-ready PDF, JPG or TIF files.

Program Advertising -- Artwork Deadlines For 2026/2027 Season

Fall Show: Aug. 20, 2026 | Winter Show: Dec. 17, 2026 | Spring Show: Feb. 18, 2027 | Summer Show: May 13, 2027

RATES & INFORMATION

Full Page &
Inside Cover

4.5" x 7.5"

Full Page Rates:

4 shows = \$3150 (Color)

Inside Cover Rates:

4 shows = \$6300 (Color)

Half Page

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

Half Page Rates:

4 shows = \$1995
(Color)

Quarter Page

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

Quarter Page Rates:

4 shows = \$945
(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")	\$5500 (B&W) (\$1375 per ad) \$6300 (Color) (\$1575 per ad)	\$4470 (B&W) (\$1490 per ad)	\$3200 (B&W) (\$1600 per ad)	\$1650 (B&W)
Advertisers who commit to an inside cover for all four shows will receive 8 complimentary tickets for the season (\$462 value).				
Full Page (4.5" x 7.5")	\$2700 (B&W) (\$675 per ad) \$3150 (Color) (\$787.50 per ad)	\$2125 (B&W) (\$708.33 per ad)	\$1470 (B&W) (\$735 per ad)	\$780 (B&W)
Advertisers who commit to a full page for all four shows will receive 6 complimentary tickets for the season (\$346.50 value).				
Half Page (4.5" x 3.625")	\$1575 (B&W) (\$393.75 per ad) \$1995 (Color) (\$498.75 per ad)	\$1300 (B&W) (\$433.33 per ad)	\$945 (B&W) (\$472.50 per ad)	\$500 (B&W)
Advertisers who commit to a half page for all four shows will receive 4 complimentary tickets for the season (\$231 value).				
Quarter Page (2.125" x 3.625")	\$945 (B&W only) (\$236.25 per ad)	\$790 (B&W) (\$263.33 per ad)	\$575 (B&W) (\$287.50 per ad)	\$315 (B&W)
Advertisers who commit to a quarter page for all four shows will receive 2 complimentary tickets for the season (\$115.50 value).				

2026 / 2027 SEASON

Bastard

a World Premiere by Devin Scillian
 directed by Rhiannon Ragland
September 24 - December 20, 2026

What do an aging country rocker and a buttoned-down financial whiz have in common? Not much — except their last name. The Lambert brothers have never agreed on much. And now with the death of their mother, old wounds resurface, and a new wound threatens to tear the family apart. From Award winning journalist, former WDIV-TV news anchor, author, and musician, Devin Scillian, comes a dramedy that'll have you on the edge of your seat from beginning to end.

Contains adult language and content.

Mildred Whiskey

a World Premiere by David MacGregor
 directed by David Bendena
January 21 - February 28, 2027

In a run-down Detroit bar on Thanksgiving Eve, a thick fog blankets the city, trapping together four souls who have fallen through the cracks of the world. With the help of a few drinks, a few laughs and maybe even a little bad poetry, they each reveal their deepest secrets, finding that together, they're brave enough to let their light shine through the fog.

Contains adult language and content.

King of Vinyl

a World Premiere by Jeffry Chastang
 directed by Jeff Daniels
March 25 - May 23, 2027

Who – and where – is Alvin Dye?! A late '60s Detroit R&B artist is suddenly finding the recognition he never quite knew when his near-hit song is used in a TV commercial and goes viral! Now, his two sons are at odds as they try to help their aging father handle his newfound fame. But the question looms: has his stardom come too late?

Contains adult language and content.

There's No Bad Ravioli

a World Premiere by Paul Stroili
 directed by Rhiannon Ragland
June 17 - August 29, 2027

Pietro (Petey) Novara runs the best old school Italian restaurant in Chicago, but as retirement looms, he finds himself juggling a no-nonsense ex-wife, an ambitious niece and a secret that's about to change everything. A delicious tale about savoring the flavors of life, this bittersweet comedy shows just what can happen if you don't stop and smell the ravioli.

Contains adult language and content.