



2026 SEASON

Playbill Advertising
Publication Specifications

Advertise to a captive audience in Chance Theater's show programs.

Each year, your ad will be seen by upwards of
12,000 patrons.

2026 SEASON & DATES		
Production	Deadline	Run Dates
<i>Once</i>	December 12	Jan 23 – Feb 22
<i>The Messenger</i>	February 13	Mar 27 – Apr 19
<i>Sanctuary City</i>	March 20	May 1 – May 24
<i>Alanis Morissette's Jagged Little Pill: The Musical</i>	May 29	July 10 – Aug 9
<i>The Bed Trick</i>	July 31	Sep 11 – Oct 4
To Be Announced	October 16	Nov 27 – Dec 20
To Be Announced	October 23	Dec 4 – Dec 20

Publication Details:

Trim size: 5.5 x 8.5"

Live image area: 5 x 8"

Submission Information:

File type: .pdf, .jpg, .tif

Resolution: 300dpi @ 100%

Color: Grayscale

Size: fill size, do not scale

Send to: Stsai@ChanceTheater.com

Ad Design Services:

We offer design services at modest rates.

Questions?

Shinshin Yuder Tsai, Producing Associate

Stsai@ChanceTheater.com

(888) 455-4212

AD SPECIFICATIONS

Ad Size	Dimensions	Single Show	7-Show Season Sponsor (Save 30%)
Full page	5" x 8"	\$600	\$3,000
Half-page horizontal	5" x 4"	\$300	\$1,500
Quarter-page horizontal	5" x 2"	\$150	\$750