

BUSINESS CARD AD
SIZE: 2”h x 3.5”w
COST: \$30.00

HALF PAGE AD
SIZE: 3.75”h x 4.5”w
COST: \$60.00

FULL PAGE AD
SIZE: 7.5”h x 4.5”w
COST: \$100.00 (Inner page)
COST: \$125.00 (Inside Cover)

CHILDRENS PLAYTIME PRODUCTION PLAYBILL ADVERTISING SCHEDULE AND SUBMISSION GUIDELINES

PRODUCTION: Annie Jr. 2025

DATES: May 27 and 28, 2025

LOCATION: McCallum Theatre – Palm Desert

PUBLICATION DATE: May 27, 2025*

The Playbill will be 8.5” x 5.5” booklet format and is expected to be seen by over 800 local area residents for just this show*.

SUBMISSION REQUIREMENTS

DEADLINE FOR SUBMISSION: SUN. MAY 18th

For business card ads, provide clean business card or digital copy in jpg format. For half page and full page ads (including inside cover), provide complete, print-ready ad in jpg format.

Note: ad should be to size indicated at left – size adjustments may be made to existing ad pieces, but keep in mind that adjustments may distort graphics or render text less readable.

* Half page and full page ads will be included in Playbills for productions over the subsequent 11 months after the current production. All ad sponsors will be included on CPP’s website with links to business sites where applicable.

For additional information or to submit an ad, please contact CPP at (760) 303-1990

CPP is a California Non-profit 501(c)(3) Corporation (#33-0730102).

Program Advertising
3/18/25