



As the Wortham Center looks forward to reopening when it is safe to do so, your participation as a playbill advertiser is integral to keeping the Wortham strong and the performing arts thriving in our community.

Operating a performing arts venue during this challenging time requires flexibility and creativity. The Wortham Center has shifted into a variable season with some small, in-person events and several virtual performances — beginning with the beloved A Swannanoa Solstice on Sunday, December 20.

Accordingly, the Wortham Center has developed a new playbill advertising program, including:

- ◆ Digital, clickable ads in all online playbills for virtual events — linked to your website or landing page of choice
- ◆ Your ad in all issues of the Wortham Center's new e-magazine, to be emailed once a month to 18K e-newsletter subscribers
- ◆ One advertiser spotlight in the Wortham Center's weekly e-newsletter, sent to 18K subscribers, with either a digital, clickable ad or a short article with an image and 50 words of copy featuring your business
- ◆ Corresponding social media posts on the Wortham's Facebook and Instagram accounts to accompany the advertiser spotlight

The Wortham Center will continue to shift until it is safe to open our venues for larger events. We appreciate your continued support and hope you take advantage of these new opportunities to feature your business.

Contact us to reserve your space today!

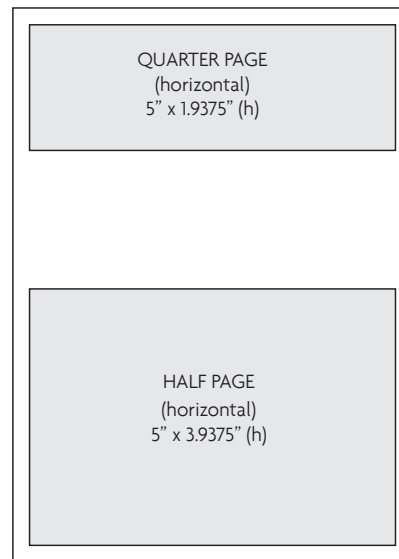
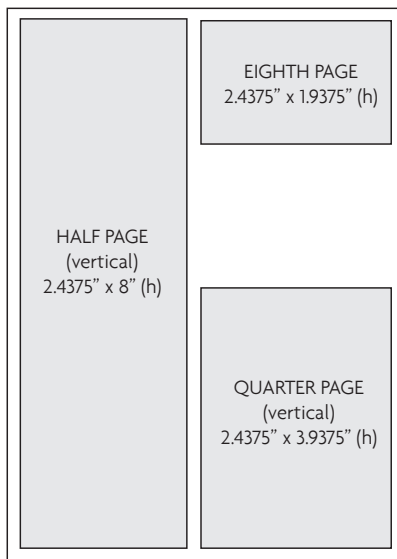
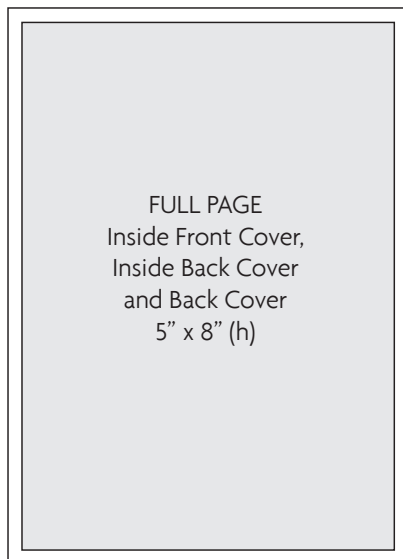
Payment/Ad Contract/Ad Materials: Due November 30



Contact:

Elly Wells, Marketing Director • 828.776.3387 • mktg@worthamarts.org

2020/2021 PLAYBILL Ad Sizes and Specifications



Sizes and Rates

SIZES

RATES

**SHIFT
RATES:
50% OFF**

EIGHTH PAGE

\$385

\$192

QUARTER PAGE (hor. or vert.)

\$550

\$275

HALF PAGE (hor. or vert.)

\$840

\$420

FULL PAGE

\$1345

\$672

Premium placement PAGE 2

\$2145

~~\$1072~~ (sold)

Premium placement PAGE 3

\$2145

\$1072

Ad Submission Guidelines

All ads are full color. Preferred digital file format is HIGH RESOLUTION (300 dpi or higher) PDF.

Files may also be submitted as HIGH RESOLUTION (300 dpi or higher) tiff or jpeg files.

All ads submitted must match sizes specified on this rate sheet.

File name should include Advertiser's name. In e-mail subject line please specify Ad for Wortham Center playbill.

Submit ads via e-mail or file share (Google Drive, Dropbox, etc.). If additional layout or typesetting is required, an additional fee of \$50 will be charged.

Payments, contracts and ad materials are due by November 30, 2020.

Please e-mail ads to Elly Wells: mktg@worthamarts.org



Wortham Center for the Performing Arts 2020/2021 Advertising Rate Sheet & Contract

_____, herein after called the Advertiser, agrees to purchase display advertising space in the 2020/2021 WORTHAM CENTER PRESENTS Series playbill.

YOUR AD - PLEASE COMPLETE THE FOLLOWING		
<input type="checkbox"/> Print-ready ad to be furnished by November 30, 2020	<input type="checkbox"/> Use last season's ad	<input type="checkbox"/> Use last season's ad with changes (\$25 charge)
Ad Size	Format	Ad Price (payment due by 11/30/20)
_____	<input type="checkbox"/> horizontal <input type="checkbox"/> vertical	\$ _____
PAYMENT		
<input type="checkbox"/> Check enclosed	<input type="checkbox"/> I authorize Wortham Center for the Performing Arts to charge my credit card for the amount indicated above. Credit Card number _____ Exp date _____ <input type="checkbox"/> Please call for credit card payment information.	

Terms:

- Advertiser agrees to furnish ad materials and payment to the Wortham Center for the Performing Arts no later than 5:00 pm on Monday, November 30, 2020.
- Design fees (will be invoiced separately)
- If the Advertiser's ad is a pick-up from the previous season but requires minor changes, a flat fee of \$25 will be charged for these changes.
- If additional layout or typesetting is required to a new ad, an additional fee of \$50 will be charged.
- If Advertiser requires a graphic designer to create an original ad, a flat fee of \$100 will be charged.
- Premium spaces are filled as contracts with payments are received.
- If full payment is not received by November 30, 2020, Wortham Center for the Performing Arts retains the right to not place the ad in the 2020/2021 WORTHAM CENTER PRESENTS playbill unless payment terms are arranged prior to this date.

I agree to the terms & conditions set forth in this contract.

Business Name _____

Contact Name (printed) _____

Mailing Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

Signature _____

**Please make check payable to
Wortham Center for the Performing Arts.
Return check and contract to:**

Wortham Center for the Performing Arts - 18 Biltmore Ave. - Asheville, NC 28801
Attention: Playbill Advertising

Ads must be received by 5:00 pm November 30, 2020.