



2021/2022 *Wortham Center Presents*

- More than 30 performances
- 9 months distribution
- Ad featured in the printed playbill + digital, clickable ad in all online playbills for virtual events
- Advertiser spotlight in the Wortham Center's weekly newsletter + corresponding social media post



Put your message before an **active, engaged, diverse audience** - and enjoy the benefits.

The theatre's playbill is read and kept by a performing arts audience with disposable income who attend throughout the year for the best in music, theatre and dance.

Playbill ads are distributed for the entire 2021/2022 season, both printed and digitally, for just one price. Competitive rates, with discounts for early-bird commitments, help you reach this desirable consumer with a full-color message. And perks like free tickets to performances sweeten the deal.

Contact us to reserve your space today!

Early Bird: Payment/Ad Contract due **June 11**

Regular Rates: Payment/Ad Contract due **July 9**

Ad Materials: due **July 9**



2019/2020 Playbill Cover



RESTAURANT PLAYBILL ADVERTISERS:

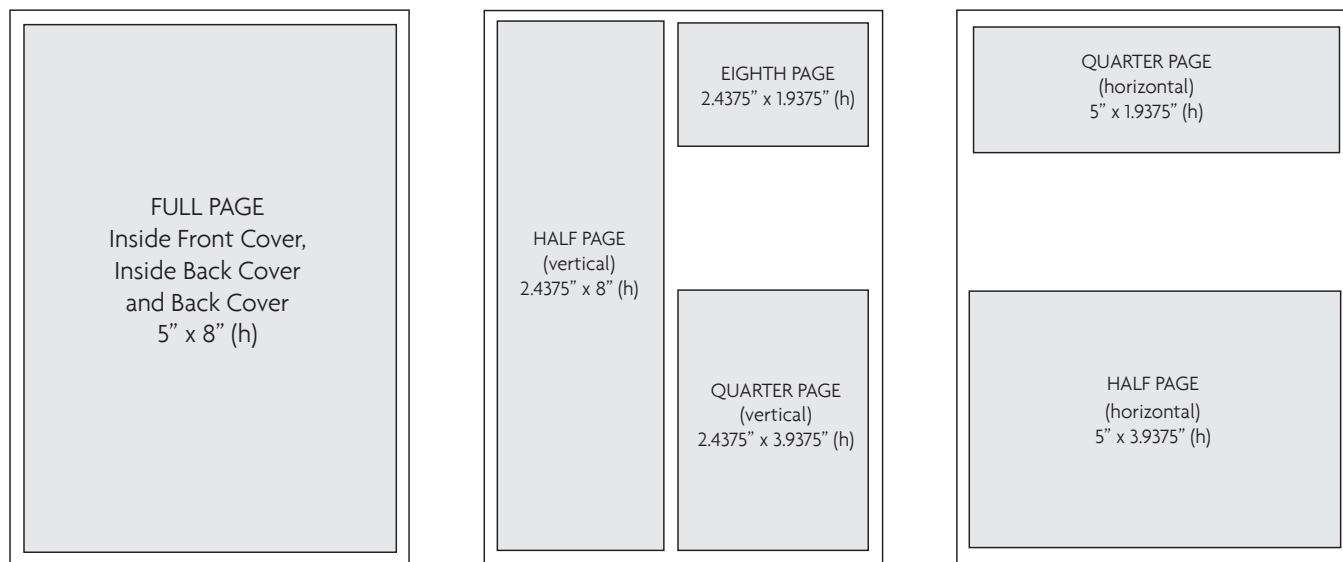
Include a special offer for our patrons in your playbill ad, and we will feature it on the Dining page of our website.



Contact:

Elly Wells, Marketing Director • 828.258.3387 • mktg@worthamarts.org

2021/2022 PLAYBILL Ad Sizes and Specifications



Sizes and Rates

SIZES	Early Bird Rate (by June 11, 2021)	Regular Rate (by July 9, 2021)
EIGHTH PAGE	\$385	\$440
QUARTER PAGE (hor. or vert.)	\$550	\$630
HALF PAGE (hor. or vert.)	\$840	\$960
FULL PAGE	\$1345	\$1550
Inside FRONT Cover	\$2145	\$2470
Inside BACK Cover	\$2145	\$2470
BACK Cover	\$2550	\$2940

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.

Early Bird payments are due by June 11, 2021. All ads and payments are due by July 9, 2021.

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



Wortham Center for the Performing Arts 2021/2022 Advertising Rate Sheet & Contract

_____, herein after called the Advertiser, agrees to purchase display advertising space in the 2021/2022 *WORTHAM CENTER PRESENTS* playbill.

YOUR AD - PLEASE COMPLETE THE FOLLOWING				
<input type="checkbox"/> Print-ready ad to be furnished by July 9, 2021		<input type="checkbox"/> Use last season's ad		<input type="checkbox"/> Use last season's ad with changes (\$25 charge)
Ad Size	Format	Early Bird Ad Price (payment due by 6/11/21)	Regular Ad Price (payment due by 7/9/21)	Total Amount Due
_____	<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 Friday, July 9, 2021.
- 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 July 9, 2021, Wortham Center for the Performing Arts retains the right to not place the ad in the 2021/2022 *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 July 9, 2021.