

2022/2023 SEASON PLAYBILL ADVERTISING



- More than 40 performances
- 9 months distribution
- 5,000 copies / 15,000 attendees
- 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 2022/2023 season 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 **May 27**

Regular Rates: Payment/Ad Contract due **June 24**

Ad Materials: Due **June 24**



2021/2022 Playbill Cover



RESTAURANT PLAYBILL ADVERTISERS:

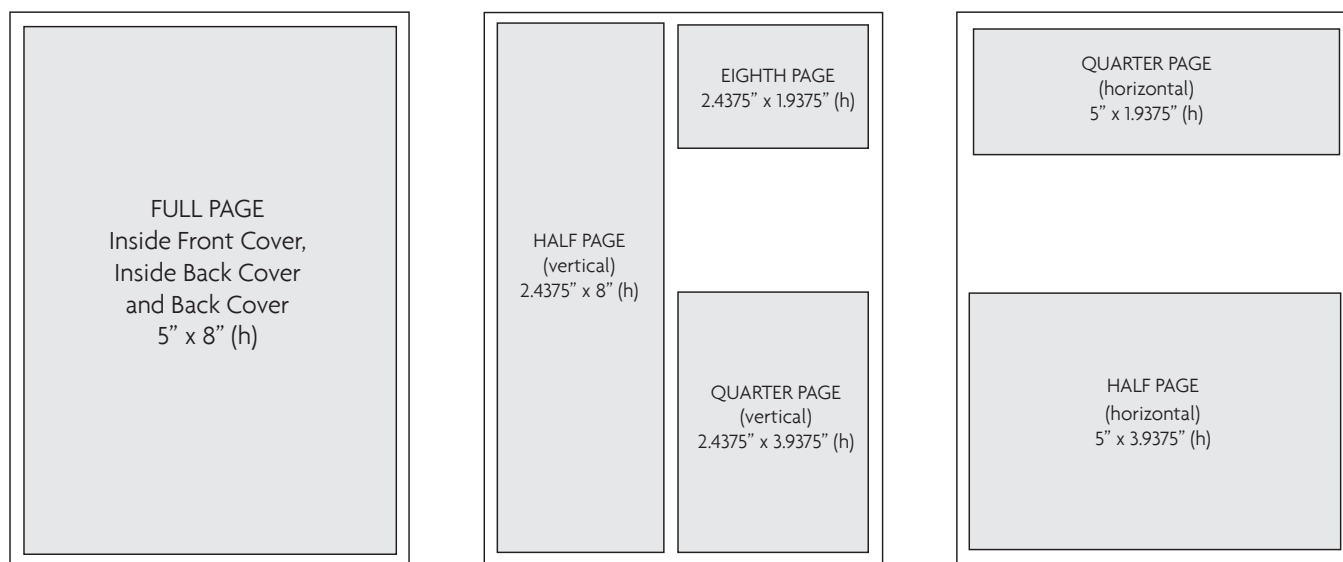
Include a special offer for our patrons in your playbill ad, and we will feature it on the Dining page of our website.



Contact:

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

2022/2023 PLAYBILL Ad Sizes and Specifications



Sizes and Rates

SIZES	Early Bird Rate (by May 27, 2022)	Regular Rate (by June 24, 2022)
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.).

Early Bird payments are due by May 27, 2022. All ads and payments are due by June 24, 2022.

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



Wortham Center for the Performing Arts 2022/2023 Advertising Rate Sheet & Contract

_____, herein after called the Advertiser, agrees to purchase display advertising space in the in the Wortham's 2022/2023 season playbill.

YOUR AD - PLEASE COMPLETE THE FOLLOWING				
<input type="checkbox"/> Print-ready ad to be furnished by June 24, 2022		<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 5/27/22)	Regular Ad Price (payment due by 6/24/22)	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, June 24, 2022.
- Premium spaces are filled as contracts with payments are received.
- If full payment is not received by June 24, 2022, Wortham Center for the Performing Arts retains the right to not place the ad in the 2022/2023 WORTHAM CENTER playbill unless payment terms are arranged prior to this date.

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.

☐ 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 June 24, 2022.