

# 2023/2024 SEASON PLAYBILL ADVERTISING



- More than 45 performances
- 9 months distribution
- 5,000 copies / 15,000 attendees
- Advertiser spotlight via the Wortham Center's social media and e-blast



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 2023/2024 season for just one price. Competitive rates 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!**

Payment, ad contract and ad materials due **July 14**



2022/2023 Playbill Cover



## RESTAURANT PLAYBILL ADVERTISERS:

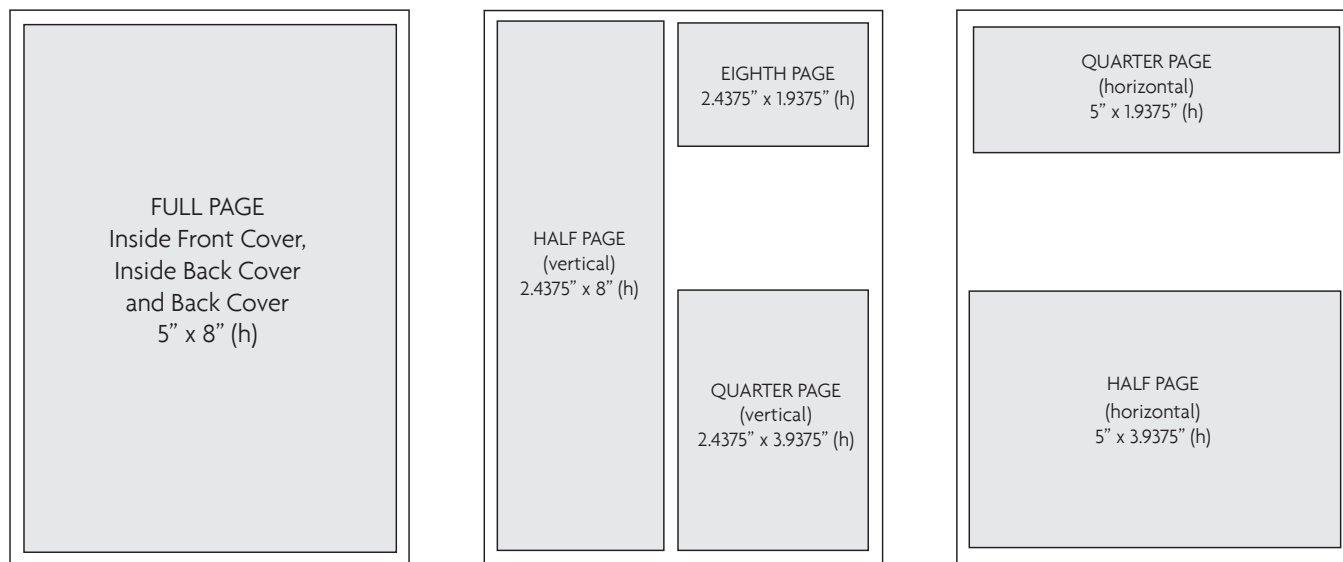
Include a special offer for our patrons in your playbill ad, and we will feature it on the Dining page of our website.



**Contact:**

**Elly Wells, Marketing Director • 828.776.3387 • [mktg@worthamarts.org](mailto:mktg@worthamarts.org)**

## 2023/2024 PLAYBILL Ad Sizes and Specifications



## Sizes and Rates

SIZES	Rates (by July 14, 2023)
EIGHTH PAGE	\$440
QUARTER PAGE (hor. or vert.)	\$630
HALF PAGE (hor. or vert.)	\$960
FULL PAGE	\$1550
Inside FRONT Cover	\$2470
Inside BACK Cover	\$2470
BACK Cover	\$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.).

**All ads and payments are due by July 14, 2023.**

Please e-mail ads to Elly Wells: [mktg@worthamarts.org](mailto:mktg@worthamarts.org)



## Wortham Center for the Performing Arts 2023/2024 Advertising Rate Sheet & Contract

\_\_\_\_\_, herein after called the Advertiser, agrees to purchase display advertising space in the Wortham's 2023/2024 season playbill.

### YOUR AD - PLEASE COMPLETE THE FOLLOWING

☐ Print-ready ad to be furnished by July 14, 2023

☐ Use last season's ad

☐ Use last season's ad with changes (\$25 charge)

**Ad Size**

**Format**

**Ad Price** (payment due by 7/14/23)

**Total Amount Due**

☐ horizontal  
☐ vertical

\$ \_\_\_\_\_

\$ \_\_\_\_\_

### PAYMENT

☐ Check enclosed

☐ I authorize Wortham Center for the Performing Arts to charge my credit card for the amount indicated above.

Credit Card number \_\_\_\_\_

Exp date \_\_\_\_\_

☐ 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 p.m. on Friday, July 14, 2023.
- Premium spaces are filled as contracts with payments are received.
- If full payment is not received by July 14, 2023, Wortham Center for the Performing Arts retains the right to not place the ad in the 2023/2024 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 p.m. July 14, 2023.**