



2026/27 SEASON PLAYBILL ADVERTISING

- More than 40 performances
- 9 months distribution
- 4,500 copies / 15,000 attendees
- Free ticket offers for advertisers

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

Wortham Center'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 2026/27 Season for just one price. Competitive rates help you reach this desirable consumer with a full color message.

CONTACT:

Connor Nelson, Marketing Manager

connor@worthamarts.org • 828-537-5002



2025/26 Season playbill cover

Payment, ad contract, and ad materials
due August 5, 2026



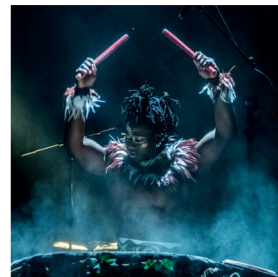
Ailey II:
The Next Generation of Dance



2x GRAMMY-winner
Nicole Zuraitis



Jane Lynch & Kate Flannery



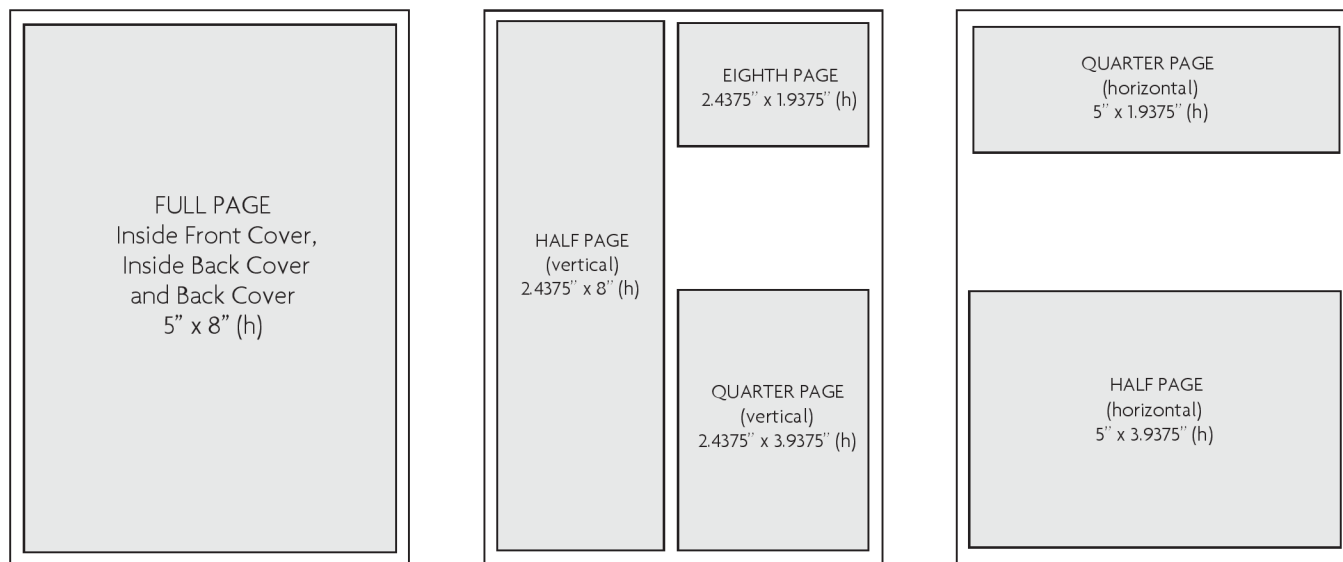
Cirque Kalabanté:
Afrique en Crique



Pilobolus

2025/26 Season highlights

2026/27 Playbill Ad Sizes and Specifications



Sizes and Rates

SIZES	RATES
EIGHTH PAGE	\$440
QUARTER PAGE (hor. or vert.)	\$630
HALF PAGE (hor. or vert.)	\$960
FULL PAGE	\$1,550
Inside FRONT Cover	\$2,470
Inside BACK Cover	\$2,470
BACK Cover	\$2,940

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 email subject line please specify Ad for Wortham Center playbill.
- Submit ads via email or file share (Google Drive, Dropbox, etc.).

All ads and payments are due by August 5, 2026.

Please e-mail ads to Connor Nelson: connor@worthamarts.org



Wortham Center for the Performing Arts 2026/27 Advertising Rate Sheet & Contract

_____, herein after called the Advertiser, agrees to purchase display advertising space in the Wortham's 2026/27 Season Playbill.

<input type="checkbox"/> Print-ready ad to be furnished by August 5, 2026 <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 8/5/26)	Total Amount Due
_____	<input type="checkbox"/> horizontal <input type="checkbox"/> vertical	\$ _____	\$ _____
<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 Wednesday, August 5, 2026.**
- Premium spaces are filled as contracts with payments are received.
- If full payment is not received by August 5, 2026, Wortham Center for the Performing Arts retains the right to not place the ad in the 2026/27 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 August 5, 2026.