WORTHAM
CENTER FOR THE PERFORMING ARTS

2026/27 SEASON PLAYBILL ADVERTISING

- 40 performances in the 2026/27 Season
- 8 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. Competetive rates help you reach this desireable consumer with a full color message.

2025/26 Season playbill cover

CONTACT:

Connor Nelson, Marketing Manager
connor@worthamarts.org • 828-537-5002

Payment, ad contract, and ad materials
due August 19, 2026

Ailey II:
The Next Generation of Dance

2x GRAMMY-winner
Nicole Zuraitis

Jane Lynch & Kate Flannery

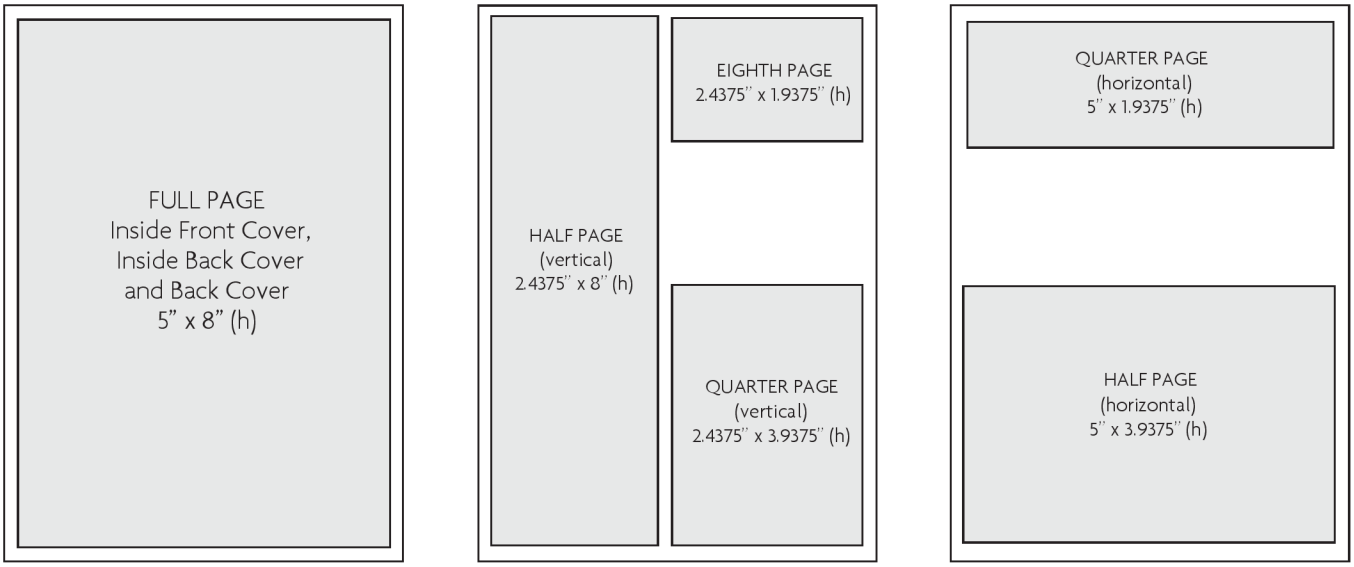
Cirque Kalabanté:
Afrique en Crique

Pilobolus

2025/26 Season highlights

PLAYBILL ADVERTISING

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~~	**Reserved for 2026/27**
~~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 19, 2026.

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

www.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.

☐ Print-ready ad to be furnished by August 19, 2026		☐ Use last season's ad	☐ Use last season's ad with changes ($25 charge)
Ad Size	**Format**	**Ad Price** (payment due by 8/19/26)	**Total Amount Due**
_____	☐ horizontal ☐ vertical	$ _____	$ _____
☐ 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 Wednesday, August 19, 2026.**
- Premium spaces are filled as contracts with payments are received.
- If full payment is not received by August 19, 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 19, 2026.