

2020/2021 SEASON • PLAYBILL ADVERTISING



Your participation as a playbill advertiser is integral to ensuring the programming continues at the Wortham Center. Your support means that the arts will continue to unite, to uplift, and to promote understanding and empathy.



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 2020/2021 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.



2019/2020 Playbill Cover

Contact us to reserve your space today!

Payment/Ad Contract: Due **July 24**

Ad Materials: Due **July 31**



RESTAURANT PLAYBILL ADVERTISERS:

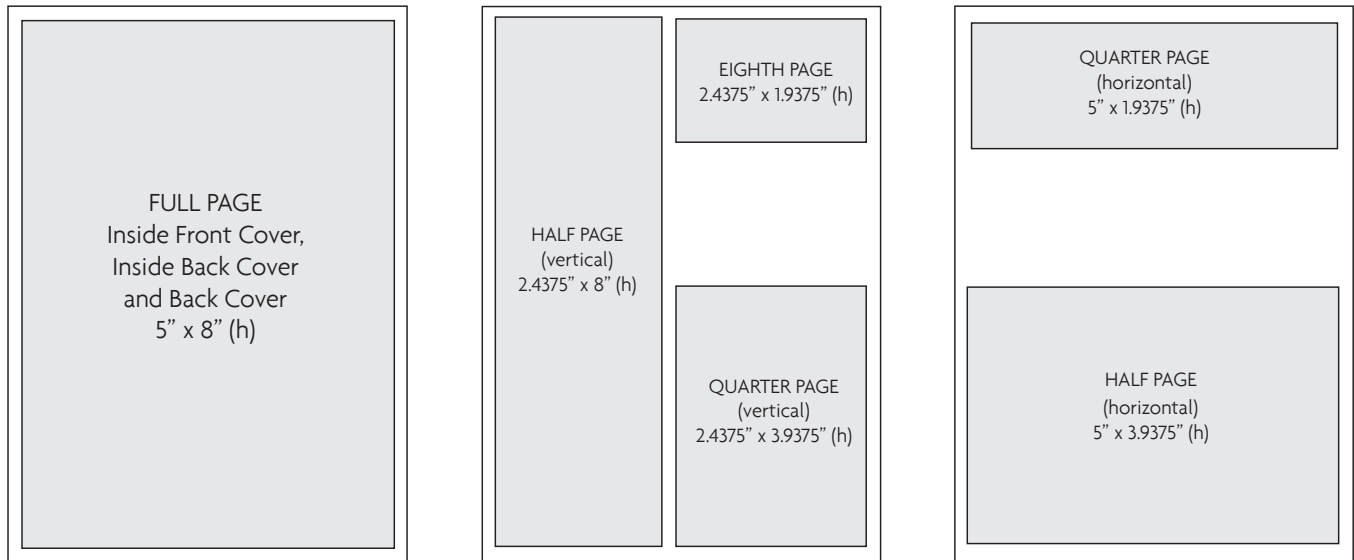
Include a special offer for our patrons in your playbill ad, and we will feature it on the Dining page of our website. bit.ly/wortham-dining



Contact:

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

2020/2021 PLAYBILL Ad Sizes and Specifications



Sizes and Rates

SIZES	RATES
EIGHTH PAGE	\$385
QUARTER PAGE (hor. or vert.)	\$550
HALF PAGE (hor. or vert.)	\$840
FULL PAGE	\$1345
Inside FRONT Cover	\$2145
Inside BACK Cover	\$2145
BACK Cover	\$2550

Ad Submission Guidelines

All ads are full color. Preferred digital file format is HIGH RESOLUTION (300 dpi or higher) PDF (CMYK color). Files may also be submitted as HIGH RESOLUTION (300 dpi or higher) tiff or jpeg files (CMYK color). We suggest that color proofs be submitted along with 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. E-mail files may be compressed with Stuffit or Winzip. If additional layout or typesetting is required, an additional fee of \$50 will be charged.

Payments and contracts are due by July 24, 2020. All ads are due by July 31, 2020.

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



Wortham Center for the Performing Arts 2020/2021 Advertising Rate Sheet & Contract

_____, herein after called the Advertiser, agrees to purchase display advertising space in the 2020/2021 WORTHAM CENTER PRESENTS Series playbill, which includes more than 25 performances.

YOUR AD - PLEASE COMPLETE THE FOLLOWING		
<input type="checkbox"/> Print-ready ad to be furnished by July 31, 2020	<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 7/24/20)
_____	<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 including a hard copy of your ad as it should appear in print and payment to Wortham Center for the Performing Arts no later than 5:00 pm on Friday, July 31, 2020.
- 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 24, 2020, Wortham Center for the Performing Arts retains the right to not place the ad in the 2020/2021 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 31, 2020.