



Diana Wortham Theatre | Asheville's Finest Theatre
at Pack Place

This theatre means business!

Let us help you stay visible.

Dear Asheville area business:

Advertising your business in the Diana Wortham Theatre playbill works for you in more ways than one. Sure, there's the exposure to our **active, engaged, diverse audience**: your ad is in the playbill of at least 50 theatre, music, and dance performances

throughout our 2009/2010 Mainstage Season, reaching a potential 15,000 patrons. Then there's the great value: our competitive rates (plus even more savings with **Early Bird sign-up**) let you showcase your business within the theatre's beautiful **full-color** publication at a great price for the entire year. Then there's **more** – as an advertiser, we invite you to take advantage of all kinds of extra **perks** (you might even have an idea we haven't thought of) to benefit **your business** in the Asheville marketplace. Call your ad sales rep today to place your ad and discuss the best strategy for you!



2008/2009 Playbill Cover

Rae, Jackie, and Elly
Diana Wortham Theatre Ad Sales Team

more and more PERKS - no extra cost
work with us on the best ones for you

- Two free tickets to a Mainstage show (full page advertisers get four!)
- Lobby presence at one or more shows (have a display, show your product, etc.)
- Promote your business in the theatre's eNewsletter (free article/ad)
- Restaurants: your logo and phone number on the Diana Wortham Theatre ticket envelope -- for more than 100 ticketed events annually
- We can do even more – contact us with your great idea of how we can work together to promote your business!

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Early Bird:
Payment/Ad Contract
due **June 26**

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

Ad Materials:
due **July 24**

2009/2010 Mainstage Series Playbill

• DANCE • THEATRE • MUSIC • OFF-BROADWAY • CELTIC • SPECIAL ATTRACTIONS • YOUNG AUDIENCES •



Contact your rep now to reserve your space!

Your ad rep is: Rae Geoffrey 828.257.4544 x307, rae@dwtheatre.com

Jackie Kemp 828.275.1994, jackie_kemp@bellsouth.net Elly Wells 828.258.3387, mktg@dwtheatre.com

Diana Wortham Theatre

2009/2010 Mainstage Playbill

(see contract for Early Bird discounts and deadline)

Back Cover

5" w x 8" h

\$2530

Inside Front Cover / Inside Back Cover

5" w x 8" h

\$2115

Full-Page Ad

5" w x 8" h

\$1335

quarter-page horizontal: 5" w x 1.9375" h

Quarter-Page Ad

\$550

quarter-page

vertical:
2.4375" w
x 3.9375" h

half-page horizontal: 5" w x 3.9375" h

half-page vertical:
2.4375" w x 8" h

Half-Page Ad

\$830

**Final Ad Copy
Deadline
July 24, 2009**

Eighth-Page Ad

2.4375" w x 1.9375" h

\$380



Diana Wortham Theatre Mainstage Series 2009/2010 Advertising Rate Sheet & Contract

_____, herein after called the Advertiser, agrees to purchase display advertising space in the Mainstage Series Playbill for the 2009/2010 Mainstage Series, which includes a total of 50 performances with a possible distribution to more than 15,000 audience members.

AD SIZES	REGULAR PRICE (full payment due by 7/24/09)	EARLY BIRD PRICE (full payment due by 6/26/09)
1/8 page	\$ 380.00	\$ 330.00
1/4 page vertical	\$ 550.00	\$ 475.00
1/4 page horizontal	\$ 550.00	\$ 475.00
1/2 page vertical	\$ 830.00	\$ 725.00
1/2 page horizontal	\$ 830.00	\$ 725.00
Full page	\$1,335.00	\$1,160.00
Inside Front Cover	\$2,115.00	\$1,840.00
Inside Back Cover	\$2,115.00	\$1,840.00
Back Cover	\$2,530.00	\$2,200.00
Typesetting/Layout Fee	\$ 50.00	\$ 50.00
Ad Creation	\$ 100.00	\$ 100.00
Changes to Pick-up Ad	\$ 25.00	\$ 25.00

Terms:

- Advertiser agrees to furnish ad materials including a **hard copy of your ad as it should appear in print** and payment to Diana Wortham Theatre no later than **5:00 pm on Friday, July 24, 2009**.
- If layout or typesetting is required to render Advertiser's copy camera-ready, Advertiser agrees to pay the typesetting /layout fee. The charge for these additional services is \$50.00. Advertiser will be invoiced for these fees separately if applicable. Layout/Typesetting fees will be waived for full page advertisers.
- Premium spaces are filled as contracts with payments are received.
- If full payment is not received by July 24, 2009, Diana Wortham Theatre retains the right to not place the ad in the 2009-2010 Mainstage Series Playbill unless payment terms are arranged prior to this date.
- Balances not paid by July 24, 2009 are subject to a 1.5% fee per month.

YOUR AD- PLEASE COMPLETE THE FOLLOWING

Ad Size	Format	Regular Ad Price (payment due by 7/24/09)	Early Bird Ad Price (payment due by 6/26/09)	Total Amount Due
_____	<input type="checkbox"/> horizontal <input type="checkbox"/> vertical	\$ _____	\$ _____	\$ _____
<input type="checkbox"/> Camera ready ad or disk enclosed	<input type="checkbox"/> Use last season's ad	<input type="checkbox"/> Use last season's ad with changes (\$25 charge, explain changes on back)		<input type="checkbox"/> Camera ready ad or disk to be furnished by July 24, 2009
<input type="checkbox"/> Check enclosed	<input type="checkbox"/> Please charge my credit card number _____ exp date _____ signature _____			

Business Name _____ Contact Name (printed) _____ Signature _____

Street Address _____ City/State/Zip _____

Telephone _____ Fax _____ e-mail _____

**Please make check payable to Diana Wortham Theatre
Return check and contract to:**

Diana Wortham Theatre - 2 South Pack Square - Asheville, NC 28801 Attention: Playbill Advertising
Advertising packages may be **mailed to or dropped off** at the Diana Wortham Box Office.
All materials must arrive at the theatre by 5:00 pm July 24, 2009.