



# 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 24 theatre, music, and dance performances throughout our 2010/2011 Mainstage Season, reaching a potential 10,000 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!

Rae, Elly and Spring  
Diana Wortham Theatre Ad Sales Team



2009/2010 Playbill Cover

### ADVERTISER DEADLINES

#### Early Bird:

Payment/Ad Contract  
due **June 11**

#### Regular Rates:

Payment/Ad Contract  
due **July 16**

#### Ad Materials:

due **July 16**

## 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!

## 2010/2011 Mainstage Series Playbill

DANCE • THEATRE • MUSIC • BLUEGRASS • CELTIC • SPECIAL ATTRACTIONS • YOUNG AUDIENCES



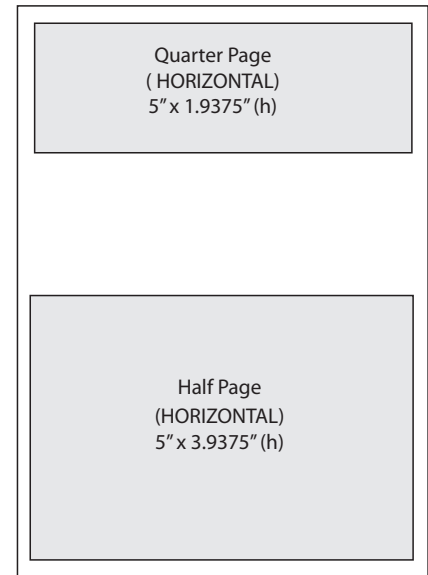
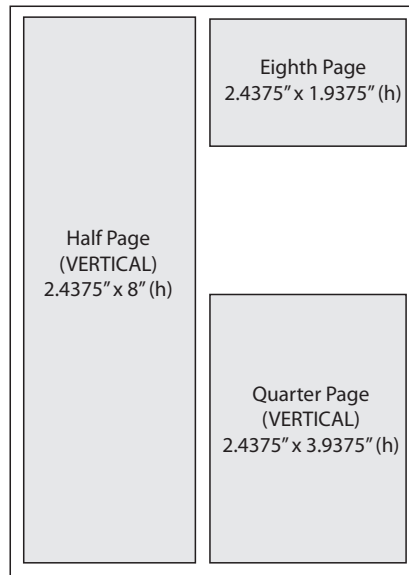
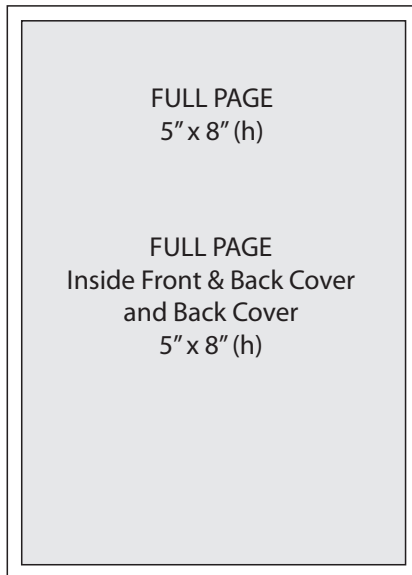
## Contact your rep now to reserve your space!

Your ad rep is:

- Rae Geoffrey: 828.257.4544 x307, rae@dwtheatre.com     Elly Wells: 828.258.3387, mktg@dwtheatre.com  
 Spring Dungan: 828.606.7575, springhope99@yahoo.com



**2010/2011 PLAYBILL Ad Sizes and Specifications**



**Sizes and Rates**

<b>SIZES</b>	<b>Regular Rate</b>	<b>Early Bird Rate (by June 11, 2010)</b>	<b>Size (width x height)</b>
EIGHTH PAGE (horizontal)	\$380	\$330	2.4375" X 1.9375" (h)
QUARTER PAGE (vertical)	\$550	\$475	2.4375" X 3.9375" (h)
QUARTER PAGE (horizontal)	\$550	\$475	5" X 1.9375" (h)
HALF PAGE (vertical)	\$830	\$725	2.4375" X 8" (h)
HALF PAGE (horizontal)	\$830	\$725	5" X 3.9375" (h)
FULL PAGE	\$1335	\$1160	5" X 8" (h)
Inside FRONT Cover	\$2115	\$1840	5" X 8" (h)
Inside BACK Cover	\$2115	\$1840	5" X 8" (h)
Outside BACK Cover	\$2530	\$2200	5" X 8" (h)

**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.

Submit ads by CD or e-mail. Do not send film, preprinted pages, or computer laser/inkjet printouts. E-mail files may be compressed with Stuffit or Winzip. In e-mail subject line please specify Ad for Diana Wortham Theatre playbill. If additional layout or typesetting is required an additional fee of \$50 will be charged.

**All ads and payments are due by July 16, 2010.**

Please e-mail ads to your sales rep:

Rae Geoffrey: rae@dwtheatre.com • Elly Wells: mktg@dwtheatre.com • Spring Dungan: springhope99@yahoo.com