



One Ad ★ Countless Benefits!

Dear Asheville area business:

Put your message before an **active, engaged, diverse audience** of more than 10,000 from throughout our region and beyond - and enjoy the benefits.

The theatre's Mainstage Series Playbill is read and kept by a theatre audience with disposable income, who come throughout the year for the best in music, theatre and dance.

Playbill ads are distributed for a full nine full months of the year, for just one price.

Competitive rates, with discounts for early-bird commitments, help you reach this desirable consumer with a full-color message.

We look forward to talking to you soon about this opportunity, or feel free to contact us to reserve your space today.

Rae & Elly
Diana Wortham Theatre Ad Sales Team



2010/2011 Playbill Cover

ADVERTISER DEADLINES

Early Bird:

Payment/Ad Contract due **June 1**

Regular Rates:

Payment/Ad Contract due **July 22**

Ad Materials:

due **July 22**

PERKS!

As a Diana Wortham Theatre advertiser, receive benefits not available through other media:

FREE TICKETS to performances during the season - the number depending on the size of the ad

DIRECT CONTACT with theatre patrons - the opportunity to put your display in the theatre lobby

ENEWS reach the subscribers to the theatre's eNewsletter

RESTAURANTS have your logo and contact info printed on the theatre's ticket envelope at no extra charge

CREATE YOUR OWN benefit. Let us know what ideas you have and we can work together to promote your business.

2011/2012 Mainstage Series Playbill

DANCE • THEATRE • MUSIC • LAUGH OUT LOUD • CELTIC • SPECIAL ATTRACTIONS • YOUNG AUDIENCES



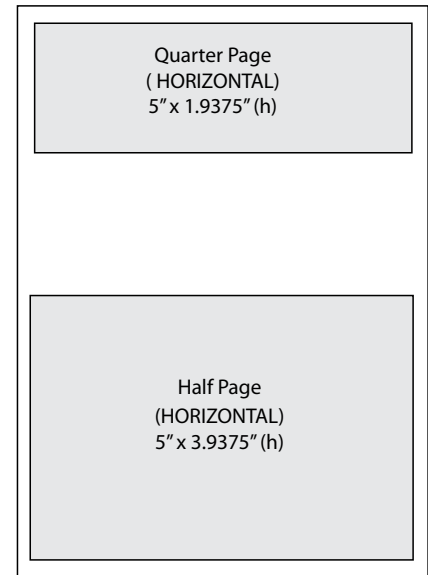
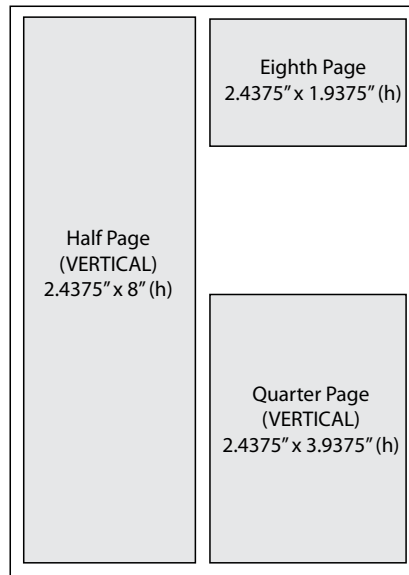
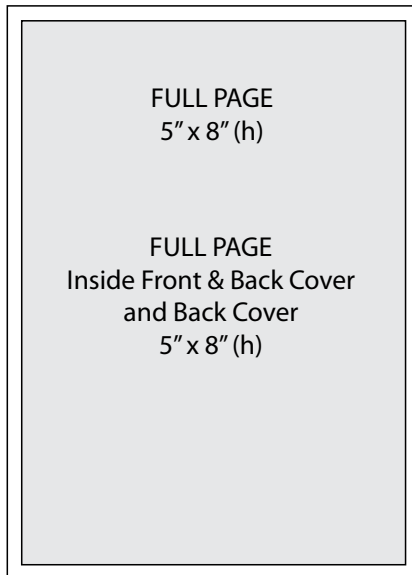
Sales Contacts:

Rae Geoffrey: 828.210.9837, rae@dwtheatre.com

Elly Wells: 828.258.3387, mktg@dwtheatre.com



2011/2012 PLAYBILL Ad Sizes and Specifications



Sizes and Rates

SIZES	Regular Rate	Early Bird Rate (by June 1, 2011)	Size (width x height)
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 22, 2011.

Please e-mail ads to your sales rep:

Rae Geoffrey: rae@dwtheatre.com • Elly Wells: mktg@dwtheatre.com



Diana Wortham Theatre Mainstage Series 2011/2012 Advertising Rate Sheet & Contract

_____, herein after called the Advertiser, agrees to purchase display advertising space in the Mainstage Series Playbill for the 2011/2012 Mainstage Series, which includes a total of 28 performances with a possible distribution to more than 10,000 audience members.

AD SIZES	REGULAR PRICE (full payment due by 7/22/11)	EARLY BIRD PRICE (full payment due by 6/1/11)
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 22, 2011.**
- 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 22, 2011, Diana Wortham Theatre retains the right to not place the ad in the 2011-2012 Mainstage Series Playbill unless payment terms are arranged prior to this date.
- Balances not paid by July 22, 2011 are subject to a 1.5% fee per month.

YOUR AD - PLEASE COMPLETE THE FOLLOWING

Ad Size	Format	Regular Ad Price (payment due by 7/22/11)	Early Bird Ad Price (payment due by 6/1/11)	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 22, 2011				
<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 22, 2011.