



Playbill Advertising – 2016/17 Season

	<i>Romeo & Juliet</i> Nov. 4 & 6, 2016	<i>Charlie Parker's Yardbird</i> Feb. 10 & 12, 2017	<i>The Magic Flute</i> April 21 & 23, 2017	<i>Opera in the Park</i> July 22, 2017	Season Package (all but OITP)	Season Package (incl. OITP)
Circulation	4,000	2,000	4,000	5,000	10,000	15,000
Full Page (5" x 8")	\$650	\$500	\$650	\$1,000	\$1,440	\$2,200
Back Cover (5" x 8")	\$900	\$700	\$900	not available	\$2,000	not available
Half Page (5" x 3.875")	\$475	\$375	\$475	\$600	\$1,060	\$1,500
¼ Page Horizontal (5" x 1.875")	\$325	\$250	\$325	\$450	\$720	\$1,000
¼ Page Vertical (2.375" x 3.875")	\$325	\$250	\$325	\$450	\$720	\$1,000

RESERVATION DEADLINES

R&J – October 7, 2016
Yardbird – January 13, 2017
Flute – March 24, 2017
Opera in the Park – June 23, 2017

ARTWORK DEADLINES

R&J - October 21, 2016
Yardbird – January 27, 2017
Flute – April 7, 2017
Opera in the Park – July 7, 2017

SUBMISSION GUIDELINES

- Program trim size is 5.5" wide x 8.5" high.
- Ads should be supplied as PDF or JPEG.
- Color ads must be submitted in CMYK.
- Fonts must be embedded or converted to outlines.
- All images and graphics must be set at a minimum of 300 dpi.
- We cannot design or create ads.

Submit artwork to:

Steffanie Berg, berg@madisonopera.org

Ad placement is at the discretion of Madison Opera. Placement requests are accepted on a first-come, first-serve basis and may be subject to an additional fee.

Ads may be purchased for individual productions at full price or as a Season Package at a discount.

Following each production, Madison Opera will provide advertisers with a copy of the playbill along with an invoice. Checks are payable to "Madison Opera". We also accept Visa, MasterCard, and American Express.

**For more information, or to make a reservation,
 please contact Steffanie Berg, Marketing Manager, at 608.238.8085 or berg@madisonopera.org.**

More information about the operas can be found at madisonopera.org