



MADISON OPERA

Playbill Advertising for the 2017 - 2018 Season

57 Years of Opera in Madison

We are very excited to start our 2017/18 season which includes *Carmen*, *The Abduction from the Seraglio*, Daniel Catán's *Florencia en el Amazonas*, and *Opera in the Park* 2018. We would like to invite you to be part of this great season by advertising in one, or all, of Madison Opera's 2017/18 playbills.

Last year over 15,000 of our patrons received these playbills. These are patrons who value the arts, support local business, and shop and dine in the area before and after the show. Advertising in one of our 2017/18 playbills is a great way to support Madison Opera while delivering your message to a diverse audience. We offer a variety of advertising opportunities to fit your budget. Season packages are also available at discounted rates.

Please review this informational brochure for information on Madison Opera's upcoming season and advertising opportunities. Should you have any questions, please contact me at schroerlucke@madisonopera.org or 608-238-8085. We look forward to having you join us for the 2017/18 season!

-Jonathan Schroerlucke, Marketing Manager - Madison Opera



	Carmen <i>Nov. 3 & 5, 2017</i>	The Abduction from the Seraglio <i>Feb. 9 & 11, 2018</i>	Florencia en el Amazonas <i>April 27 & 29, 2018</i>	Opera in the Park <i>July 21, 2018</i>	Silver Season Package (All but OITP)	Savings	Gold Season Package (Including OITP)	Savings
<i>Circulation</i>	4,000	2,000	4,000	5,000	10,000		15,000	
Back Cover <i>5.5" w x 8.5" h (1/4" bleed)</i>	\$900	\$700	\$900	Not Available	\$2,000	20%	Not Available	
Inside Front Cover or Inside Back Cover <i>5" w x 8" t</i>	\$775	\$600	\$775	\$1,200	\$1,720	20%	\$2,345	30%
Full Page <i>5" w x 8.5" h</i>	\$650	\$500	\$650	\$1,000	\$1,440	20%	\$2,100	25%
Half Page <i>5" w x 3.875" h</i>	\$475	\$375	\$475	\$600	\$1,060	20%	\$1,450	25%
Quarter Page Horizontal <i>5" w x 1.875" h</i>	\$325	\$250	\$325	\$450	\$720	20%	\$1000	26%
Quarter Page Vertical <i>2.375" w x 3.875" h</i>	\$325	\$250	\$325	\$450	\$720	20%	\$1000	26%

Art, Contract, & Payment Submission Deadlines

Carmen - October 20, 2017
Abduction - January 26, 2018
Florencia - April 13, 2018
Opera in the Park - July 6, 2018

Submission Guidelines

- Program trim size is 5.5" w x 8.5" h
- Ads should be supplied as PDF or JPEG
- Color ads must be submitted in CMYK
- Fonts must be embedded or converted to outline
- All images and graphics must be set at a minimum of 300 dpi
- We cannot design or create ads
- Submit artwork to: marketing@madisonopera.org





MADISON OPERA

Playbill Advertising Contract - 2017 - 2018 Season

335 W. Mifflin Street - Madison WI - 53703 - Phone: 608.238.8085 - Fax: 608.233.3431

Advertiser Information

Organization: _____
 Contact Person: _____
 Address: _____
 Phone: _____
 Fax: _____
 E-mail: _____

**Submit all ad copy to
marketing@madisonopera.org**

Dates & Deadlines

<u>Publication</u>	<u>Publication Dates</u>	<u>Contract, Art, and Payment Deadline</u>
<i>Carmen</i> Playbill	November 3 & 5, 2017	October 20, 2017
<i>The Abduction from the Seraglio</i> Playbill	February 9 & 11, 2018	January 26, 2018
<i>Florencia en el Amazonas</i> Playbill	April 27 & 29, 2018	April 13, 2018
Opera in the Park Playbill	July 21, 2018	July 6, 2018

Advertising Options

Please circle your advertising choice(s)

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Total Price of Ads: _____

I agree to pay the above total upon submission of my advertisement(s) to Madison Opera.

Name (Please Print): _____
 Signature: _____ Date: _____

Check or money order enclosed Please Invoice

Visa MasterCard American Express

Credit Card #: _____ Exp: _____

Billing & Format Information

- Ad placement is at the discretion of Madison Opera. Placement requests are accepted on a first-come, first-served 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.
- Payment is due upon ad submission. Checks are payable to "Madison Opera". We also accept Visa, MasterCard, and American Expresses.
- Should a Season Package be cancelled mid-season you will be charged the single publication rate for any future ads and any ads that have already been placed.