

Advertising Rates 2011-2012 Season	<i>Eugene Onegin</i> November 4 & 6, 2011	<i>Galileo Galilei</i> January 26 through January 29, 2012	<i>Cinderella</i> April 27 & 29, 2012	Season Package 20% OFF
Full Page	\$625	\$625	\$625	\$1,500
½ Page Horizontal	\$450	\$450	\$450	\$1,080
½ Page Vertical	\$450	\$450	\$450	\$1,080
¼ Page Horizontal	\$275	\$275	\$275	\$660
¼ Page Vertical	\$275	\$275	\$275	\$660

Program Advertising Rates & Specs

(All Dimensions listed are W" x H")

Program trim size is 5.5" x 8.5". Ads run in full color, glossy pages.

- Full page: **\$625** 5" x 8"
- Half page: **\$450** 5" x 3.875" (horizontal)
2.375" x 8" (vertical)
- Quarter page: **\$275** 5" x 1.875" (horizontal)
2.375" x 3.875" (vertical)

Preferred Digital Ad Material

PDF or other Adobe CS files
(Set dpi at 300 before sending file)
Submit artwork via e-mail to
toomer@madisonopera.org

DEADLINES FOR INCLUSION

Eugene Onegin- September 30, 2011

Galileo Galilei- December 23, 2012

Cinderella -March 23, 2012

Ad placement is at the discretion of Madison Opera.

Ads may be purchased for individual productions at full price or as a Season Package at a 20% discount rate. Please review rates above and mark preferred option on the tear off portion below. Also indicate contact information and payment method and return to: **Madison Opera at 3414 Monroe Street, Madison, WI 53711 or fax to (608)233-3431.** Following each production, Madison Opera will provide advertisers with a copy of the performance program along with an invoice. Checks are payable to "Madison Opera". We also accept Visa, MasterCard, and American Express. For more information, please contact Artistic and Office Manager, Kylie Toomer at (608)238-8085, or visit us online at www.madisonopera.org

2011-2012 Season Program Advertising Order Form

Return to: Madison Opera | 3414 Monroe St. | Madison, WI 53711 | Fax: 608.233.3431

Company/Business _____ Contact Name _____

Address _____ E-mail _____

City _____ State _____ Zip _____ Telephone _____

Ad size: Full Page 1/2 (horizontal) 1/2 (vertical) 1/4 (horizontal) 1/4 (vertical)

Payment: Check Bill Me 1X 2X 3X Credit Card # _____ exp. ____ / ____

Frequency: 3X (Season Package) 1X 2X (Indicate Opera Titles) _____

Total Due: \$ _____