

# MADISON OPERA

## Playbill Advertising for the 2018 - 2019 Season

58 Years of Opera in Madison

Greetings,

We are very excited to start our 2018/19 season which includes *Cavalleria Rusticana & Pagliacci*, *A Little Night Music*, *Rusalka*, and *Opera in the Park* 2019. We would like to invite you to be part of this great season by advertising in one, or all, of Madison Opera's 2018/19 playbills.

Last year over 15,000 of our patrons received these playbills. Our patrons value the arts, support local businesses, and shop and dine in the area before and after the show. Advertising in one of our 2018/19 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 brochure for information on Madison Opera's upcoming season and advertising opportunities. Should you have any questions, please contact me at [marketing@madisonopera.org](mailto:marketing@madisonopera.org) or 608-238-8085. We look forward to having you join us for the 2018/19 season!

-Jonathan Schroerlucke, Marketing Manager - Madison Opera



	<b>Cav/Pag</b> <i>Nov. 2 &amp; 4, 2018</i>	<b>A Little Night Music</b> <i>Feb. 8 &amp; 10, 2019</i>	<b>Rusalka</b> <i>April 26 &amp; 28, 2019</i>	<b>Opera in the Park</b> <i>July 20, 2019</i>	<b>Silver Season Package</b> (All but OITP)	<b>Savings</b>	<b>Gold Season Package</b> (Including OITP)	<b>Savings</b>
<i>Circulation</i>	4,000	2,000	4,000	5,000	10,000			
<b>Back Cover</b> <i>5.5" w x 8.5" h (1/4" bleed)</i>	\$900	\$700	\$900	Not Available	\$2,000	20%	Not Available	
<b>Inside Front Cover or Inside Back Cover</b> <i>5.5" w x 8.5" h (1/4" bleed)</i>	\$775	\$600	\$775	\$1,200	\$1,720	20%	\$2,345	30%
<b>Full Page</b> <i>5.5" w x 8.5" h (1/4" bleed) or 5" w x 8" h (no bleed)</i>	\$650	\$500	\$650	\$1,000	\$1,440	20%	\$2,100	25%
<b>Half Page</b> <i>5" w x 3.875" h</i>	\$475	\$375	\$475	\$600	\$1,060	20%	\$1,450	25%
<b>Quarter Page Vertical</b> <i>2.375" w x 3.875" h</i>	\$325	\$250	\$325	\$450	\$720	20%	\$1000	26%

### Art, Contract, & Payment Submission Deadlines

*Cavalleria Rusticana & Pagliacci* - October 19, 2018

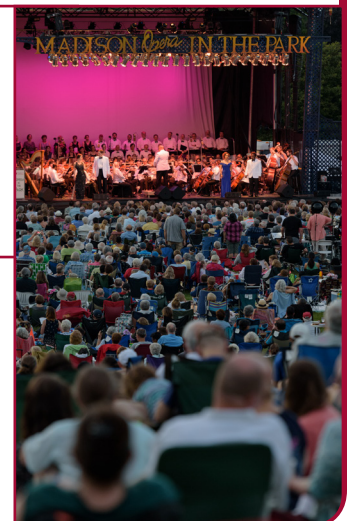
*A Little Night Music* - January 25, 2019

*Rusalka* - April 12, 2019

*Opera in the Park* - July 5, 2019

### 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](mailto:marketing@madisonopera.org)





# MADISON OPERA

## Playbill Advertising Contract - 2018 - 2019 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>Cavalleria Rusticana &amp; Pagliacci</i> Playbill	November 2 & 4, 2018	October 19, 2018
<i>A Little Night Music</i> Playbill	February 8 & 10, 2019	January 25, 2019
<i>Rusalka</i> Playbill	April 26 & 28, 2019	April 12, 2019
Opera in the Park Playbill	July 20, 2019	July 5, 2019

Advertising Options

**Please circle your advertising choice(s)**

	<b>Cav/Pag</b> <i>Nov. 2 &amp; 4, 2018</i>	<b>A Little Night Music</b> <i>Feb. 8 &amp; 10, 2019</i>	<b>Rusalka</b> <i>April 26 &amp; 28, 2019</i>	<b>Opera in the Park</b> <i>July 20, 2019</i>	<b>Silver Season Package (All but OITP)</b>	<b>Savings</b>	<b>Gold Season Package (Including OITP)</b>	<b>Savings</b>
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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 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.