



MADISON OPERA

Playbill Advertising for the 2019 - 2020 Season

59 Years of Opera in Madison

Greetings,

We are very excited to start our 2019/20 season which includes *La Traviata*, *Fellow Travelers*, *Orpheus in the Underworld*, and *Opera in the Park* 2020. We would like to invite you to be part of this great season by advertising in one, or all, of Madison Opera's 2019/20 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 2019/20 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 fenster@madisonopera.org or 608-238-8085. We look forward to having you join us for the 2019/20 season!

-Jennifer Fenster, Finance Director - Madison Opera



	La Traviata Nov. 1 & 3, 2019	Fellow Travelers Feb. 7 & 9, 2020	Orpheus in the Underworld April 17 & 19, 2020	Opera in the Park July 25, 2020	Silver Season Package (All but OITP)	Savings	Gold Season Package (Including OITP)	Savings
Circulation	4,000	2,000	4,000	5,000	10,000		15,000	
Back Cover 5.5" w x 8.5" h (1/4" bleed)	\$900	\$700	\$900	Not Available	\$2,000	20%	Not Available	
Inside Front Cover or Inside Back Cover 5.5" w x 8.5" h (1/4" bleed)	\$775	\$600	\$775	\$1,200	\$1,720	20%	\$2,345	30%
Full Page 5.5" w x 8.5" h (1/4" bleed) or 5" w x 8" h (no bleed)	\$650	\$500	\$650	\$1,000	\$1,440	20%	\$2,100	25%
Half Page 5" w x 3.875" h	\$475	\$375	\$475	\$600	\$1,060	20%	\$1,450	25%
Quarter Page Vertical 2.375" w x 3.875" h	\$325	\$250	\$325	\$450	\$720	20%	\$1000	26%

Art, Contract, & Payment Submission Deadlines

La Traviata - October 18, 2019
Fellow Travelers - January 24, 2020
Orpheus in the Underworld - April 3, 2020
Opera in the Park - July 3, 2020

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 - 2019 - 2020 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>La Traviata</i> Playbill	November 1 & 3, 2019	October 18, 2019
<i>Fellow Travelers</i> Playbill	February 7 & 9, 2020	January 24, 2020
<i>Orpheus in the Underworld</i> Playbill	April 17 & 19, 2020	April 3, 2020
Opera in the Park Playbill	July 25, 2020	July 3, 2020

Advertising Options

Please circle your advertising choice(s)								
	La Traviata <i>Nov. 1 & 3, 2019</i>	Fellow Travelers <i>Feb. 7 & 9, 2020</i>	Orpheus in the Underworld <i>April 17 & 19, 2020</i>	Opera in the Park <i>July 25, 2020</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>5.5" w x 8.5" h (1/4" bleed)</i>	\$775	\$600	\$775	\$1,200	\$1,720	20%	\$2,345	30%
Full Page <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%
Half Page <i>5" w x 3.875" h</i>	\$475	\$375	\$475	\$600	\$1,060	20%	\$1,450	25%
Quarter Page Vertical <i>2.375" w x 3.875" h</i>	\$325	\$250	\$325	\$450	\$720	20%	\$1000	26%

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.