



# MADISON OPERA

## PLAYBILL ADVERTISING FOR THE 2023/24 SEASON

	<i>Tosca</i> November 3 & 5	<i>The Anonymous Lover</i> February 2 & 4	<i>Candide</i> April 26 & 28	<i>Opera in the Park 2024</i> July 20, 2024	Silver Season Package All but OitP Save 20%	Gold Season Package Save up to 30%
BACK COVER*	\$900	\$700	\$900		\$2,000	
INSIDE FRONT or INSIDE BACK COVER*	\$775	\$600	\$775	\$1,200	\$1,720	\$2,345
FULL PAGE	\$650	\$500	\$650	\$1,000	\$1,440	\$2,100
HALF PAGE	\$475	\$375	\$475	\$600	\$1,060	\$1,450
QUARTER PAGE	\$325	\$250	\$325	\$450	\$720	\$1,000
CIRCULATION	4,000	2,000	4,000	10,000	10,000	20,000

\*Limited availability

### ARTWORK SUBMISSION DEADLINES

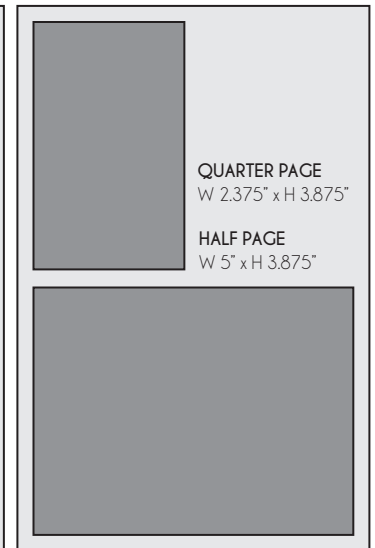
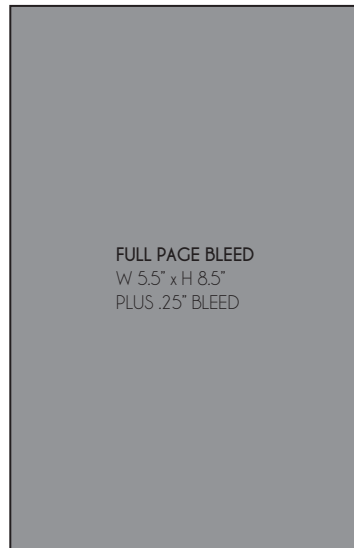
*Tosca* - **October 10, 2023**

*The Anonymous Lover* - **January 2, 2024**

*Candide* - **April 2, 2024**

*Opera in the Park 2024* - **July 5, 2024**

All images and graphics must be set at a minimum of 300 dpi  
 Madison Opera cannot design or create ads.  
 Ads are full color and must be submitted in CMYK  
 Email artwork as JPC or PDF to [marketing@madisonopera.org](mailto:marketing@madisonopera.org)





# MADISON OPERA

## PLAYBILL ADVERTISING FOR THE 2023/24 SEASON

We are very excited to start our 2023/24 season which features *Tosca*, *The Anonymous Lover*, *Candide*, and *Opera in the Park 2024*. We invite you to be part of this great season by advertising in one or all of our playbills.

Last year over 10,000 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 2023/24 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 sheet for information on Madison Opera's upcoming season and advertising opportunities. Should you have any questions, please contact me at [fenster@madisonopera.org](mailto:fenster@madisonopera.org) or 608-238-8085. We look forward to having you join us for the 2023/24 season!

**-Jennifer Fenster,**  
*Director of Finance - Madison Opera*

-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 Express.

-Should a Season Package be canceled by the advertiser mid-season, you will be charged the single publication rate for any future ads and any ads that have already been placed.

-If Madison Opera cancels a performance, the advertiser will have the option of a refund.

### SELECT YOUR ADVERTISING CHOICE

- |  |   |
|--|---|
| <input type="checkbox"/> BACK COVER*         | <input type="checkbox"/> TOSCA                  |
| <input type="checkbox"/> INSIDE FRONT COVER* | <input type="checkbox"/> THE ANONYMOUS LOVER    |
| <input type="checkbox"/> INSIDE BACK COVER*  | <input type="checkbox"/> CANDIDE                |
| <input type="checkbox"/> FULL PAGE           | <input type="checkbox"/> OPERA IN THE PARK 2024 |
| <input type="checkbox"/> HALF PAGE           | <input type="checkbox"/> SILVER SEASON PACKAGE  |
| <input type="checkbox"/> QUARTER PAGE        | <input type="checkbox"/> GOLD SEASON PACKAGE    |

TOTAL PRICE OF ADS

\$

COMPANY NAME

CONTACT NAME

ADDRESS

CITY

STATE

ZIP

EMAIL

PHONE

Check Enclosed  Please Invoice

VISA MC AMEX

Please charge my credit card:

CARD NO.

EXP. DATE

NAME ON CARD

SIGNATURE