



2018-2019 SEASON

Season Program Advertising

It's the voices

In celebration of Leonard Bernstein's 100th birthday, Opera Idaho's 46th season will open at The Morrison Center with a concert performance of **West Side Story**, one of the most memorable and moving musicals of all time. We then move to The Egyptian Theatre for our first opera of the season, Wolfgang Amadeus Mozart's **Don Giovanni** - an operatic take on the famous legend of "Don Juan."

2019 will see Giuseppe Verdi's **Aida**, one of the most popular operas of all time, come to life on The Egyptian Theatre stage. We then return to the Morrison Center with the New York Gilbert & Sullivan Players brand-new critically acclaimed production of the most famous of all W.S. Gilbert & Arthur Sullivan works, **The Mikado**.

In addition to the mainstage operas, Opera Idaho will present Laura Kaminsky's chamber opera **As One**, a coming-of-age story about a transgender woman, at The Danny Peterson Theatre, Boise State University.



Over 5,800 patrons are expected to attend our 2018-2019 season. About 60% of our audience is in the 18-65 age range and about 40% are 65 or older. Studies have shown that theatergoers tend to be highly-educated individuals that have completed college or earned a graduate degree, with an annual household income exceeding \$75,000.

The season program will be used and distributed during the following productions:

- **West Side Story in Concert** - September 15 & 16, 2018
- **Don Giovanni** - October 26 & 28, 2018
- **Aida** - February 22 & 24, 2019
- **The Mikado** - April 6 & 7, 2019
- **As One** - May 9 through 11, 2019

More information will be available March 1 at www.operaidaho.org.



PREMIUM PAGES

Inside Front	\$1,950
Inside Back	\$1,700
Back Cover	\$2,325



Full Page	\$1,450
Half Page	\$725
Third Page	\$500
Quarter Page	\$400
Eighth Page	\$225

Ad sales for the Opera Idaho 2018-2019 season program and additional ad opportunities are conducted by sale representative Heather Ballantyne in partnership with Opera Idaho.

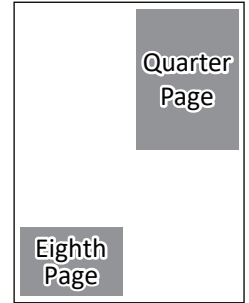
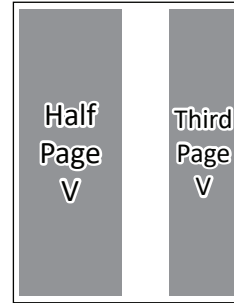
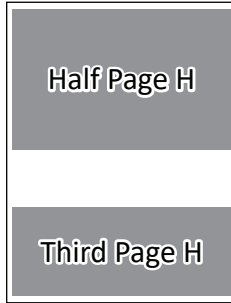
For questions regarding ad submission, call 208-345-3531 and speak with Fernando Menéndez at ext. 3 or Stephanie Derentz at ext. 4. Ad creation is available at an additional cost.



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Season Program Advertising Contract

It's the voices



SIZES AND SPECIFICATIONS

Please send your completed contract, ad and payment to:

Opera Idaho
Attn: Fernando Menéndez
513 South 8th Street
Boise, ID 83702
fernando@operaidaho.org
Tel: (208) 345-3531 ext 3

DEADLINES

All ads are due July 15, 2018 and must be on a CD or sent electronically.

Ads under 5MB can be sent via email to fernando@operaidaho.org. For all other ads you may use TransferBigFiles.com, YouSendIt.com or any other online service.

Opera Idaho does not guarantee placement preference. Ads not accompanied by payment in full will not be placed. Opera Idaho reserves the right to refuse ads and will issue a refund.

AD SPECIFICATION

Trim Size: 8.5" W x 11" H
Printing: Web Offset
Binding: Saddle Stitch
Resolution: 300dpi
Colors: 4/C process; CMYK
Paper: 60# Matte (text);
100# Matte (cover)
Safety: 1/4" in from trim on all sides.
Bleed: 1/8" extra on all four sides.

Unit Size	Non-Bleed	Bleed	Rates
Full Page	8" w x 10.5" h	8.75" w x 11.25" h	\$1,450 Full Color
Limited Full Page Availability: Inside Front \$1,950, Inside Back \$1,700, Back Cover \$2,325			
1/2 Page Horizontal	8" w x 5.125" h	N/A	\$725 Full Color
1/2 Page Vertical	3.875" w x 10.5" h	N/A	\$725 Full Color
1/3 Page Horizontal	8" w x 3.25" h	N/A	\$500 Full Color
1/3 Page Vertical	2.5" w x 10.5" h	N/A	\$500 Full Color
1/4 Page Vertical	3.875" w x 5.125" h	N/A	\$400 Full Color
1/8 Page Horizontal	3.875" w x 2.5" h	N/A	\$225 Full Color

ACCEPTABLE FILE FORMATS

PDF/X-1a is the preferred acceptable file format for ads. PDF files other than PDF/X-1a will only be accepted if they are high resolution. PDF files must be CMYK composite, professionally created with either Acrobat Distiller, QuarkXpress, or in In-design with high resolution images and all fonts embedded. Please do not use RGB, JPG or nested EPS files.

CONTRACT

Opera Idaho agrees to print an advertisement purchased by:

Name of Business/Organization _____

At the indicated rate of \$ _____ for _____ size ad.

CONTACT NAME & BUSINESS

CONTACT SIGNATURE (REQUIRED)

ADDRESS

CITY STATE & ZIP CODE

TELEPHONE & FAX NUMBERS

CONTACT EMAIL ADDRESS (REQUIRED)

Looking for other advertising opportunities?

Contact Fernando Menéndez at Opera Idaho for more exciting media outlets including season and event sponsorships at (208) 345-3531 ext 3.