



2019-2020 SEASON

Season Program Advertising

It's the voices

Opera Idaho's 47th mainstage season showcases an enthralling mix of Baroque, Romantic and contemporary opera, with three of the four productions making their Idaho debut. The season will open at The Egyptian Theatre with Cecilia Violetta López in the title role of Jules Massenet's romantic opera **Manon**, one of the greatest tales in literature and music.

The season continues as Opera Idaho joins Boise Baroque Chamber Orchestra and its newly appointed artistic advisor and conductor Robert Franz for a semi-staged production of George Frederick Handel's **Acis & Galatea** at The Egyptian Theatre. It is the first Handel opera produced in Opera Idaho's 47-year history.

In 2020 Giacomo Puccini's masterpiece **La bohème**, about Bohemian life in the Latin Quarter of Paris in the 1830s, will be performed at The Morrison Center and stars Irish soprano Celine Byrne as Mimi in her Opera Idaho debut.

The season will close at The Egyptian Theatre with Jake Heggie's first opera **Dead Man Walking**, one of the most performed American operas of all time. It is a heart-wrenching story of grief, grace and redemption.



Over 5,000 patrons are expected to attend our 2019-2020 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:

- **Manon** - September 27 & 29, 2019
- **Acis & Galatea** - November 8 & 10, 2019
- **La bohème** - February 14 & 16, 2020
- **Dead Man Walking** - April 24 & 26, 2020



PREMIUM PAGES

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

* already secured by St. Luke's



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

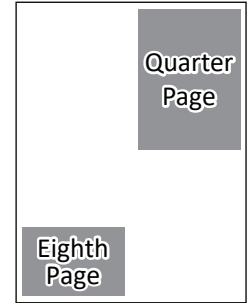
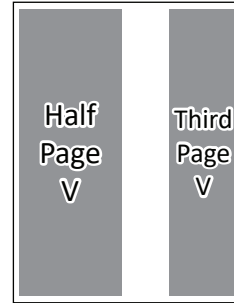
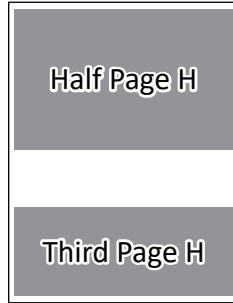
Ad creation is available at an additional cost.



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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 August 1, 2019 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 Stephanie Derentz at Opera Idaho for more exciting media outlets including season and event sponsorships at (208) 345-3531 ext 3.