

# 2022-2023 SEASON

## Season Program Advertising

Opera Idaho's 50th season features an exciting lineup of three mainstage operas and three add-on productions including some familiar favorites and Opera Idaho premieres. The mainstage season will open in October at The Egyptian Theatre with Rossini's *The Barber of Seville*, a charming, uplifting comedy that plays out in a stream of memorable melodies. Enjoy Figaro's mischievous escapades as he assists Count Almaviva in wresting the beautiful Rosina away from her lecherous guardian, Dr. Bartolo.

The season continues in January 2023 with the Opera Idaho premiere of Verdi's *Macbeth* at the Morrison Center. Based on the Shakespeare play of the same name, this classic thriller of power, greed, and the destructive costs of tyrannical ambitions was the first of Verdi's three Shakespearian operas. Soprano Eleni Calenos and baritone Kyu Won Han, two of the stars of *Tosca*, 2017, return to Opera Idaho to portray the ruthless couple that stops at nothing to fulfill their desires. Also returning for this production is conductor Andy Anderson (Opera in the Park, 2021) and director Andrew Nienaber (*Carmen*, 2022).

Closing the season in April 2023 is another Opera Idaho premiere, Dvořák's *Rusalka*. Featuring the much-loved aria 'Song to the Moon,' this opera mirrors Hans Christian Andersen's *The Little Mermaid*. It is a powerful exploration of a woman who grows beyond her world to seek happiness, learning the true meaning of love, understanding and forgiveness. Making her role debut as the water sprite is Artistic Advisor and soprano Cecilia Violetta López.

Over 5,000 patrons are expected to attend our 2022-2023 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:

- *The Barber of Seville* - October 21 & 23, 2022
- *Macbeth* - January 27 & 29, 2023
- *An American Dream* - March 3 & 5, 2023
- *Rusalka* - April 21 & 23, 2023



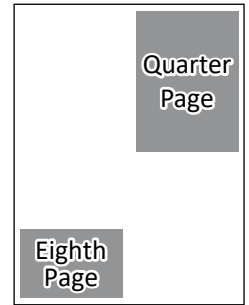
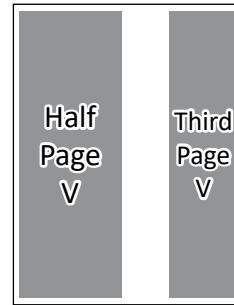
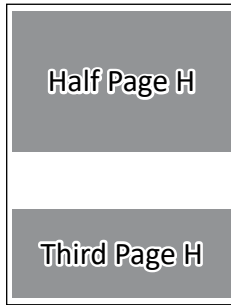
### PREMIUM PAGES

Inside Front	\$1,975*
Inside Back	\$1,725
Back Cover	\$2,350



Full Page	\$1,475
Half Page	\$750
Third Page	\$525
Quarter Page	\$425
Eighth Page	\$250





### 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 31, 2020 and must be on a CD, thumb drive 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: Perfect Bind  
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	\$1,475 Full Color
Limited Full Page Availability: Inside Front \$1,975, Inside Back \$1,725, Back Cover \$2,350			
1/2 Page Horizontal	8" w x 5.125" h	N/A	\$750 Full Color
1/2 Page Vertical	3.875" w x 10.5" h	N/A	\$750 Full Color
1/3 Page Horizontal	8" w x 3.25" h	N/A	\$525 Full Color
1/3 Page Vertical	2.5" w x 10.5" h	N/A	\$525 Full Color
1/4 Page Vertical	3.875" w x 5.125" h	N/A	\$425 Full Color
1/8 Page Horizontal	3.875" w x 2.5" h	N/A	\$250 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:

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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.