



# 2017-2018 SEASON

## Season Program Advertising

*It's the voices*

The 2017-2018 Season will be a season about love in its many manifestations. It will encompass playful love, enduring love, selfless love, unbridled love and the loss of love.

The first mainstage production in Opera Idaho's 45th season will be ***L'elisir d'amore***, a whimsical love story and one of Donizetti's most-performed comedic operas, starring Rupert, Idaho native Cecilia Violetta López as Adina. Opening the holiday season will be Gian-Carlo Menotti's tender story of a disabled boy and a miracle born out of kindness, ***Amahl & the Night Visitors***.

2018 will see the return of the ***Winterreise Project***, Schubert's song cycle, in an amalgamation of voice & movement, followed by Giacomo Puccini's masterpiece ***Madama Butterfly***. The season will close with André Previn's ***A Streetcar Named Desire***, a "Made in the USA" opera based on the 1947 Pulitzer Prize-winning play by American playwright Tennessee Williams, starring up and coming soprano Julie Adams as Blanche.



Over 6,500 patrons are expected to attend our 2017-2018 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:

- ***L'elisir d'amore*** - October 6 & 8, 2017
- ***Amahl & the Night Visitors*** - December 1 & 3, 2017
- ***Winterreise Project*** - January 19 & 21, 2018
- ***Madama Butterfly*** - February 16 & 18, 2018
- ***A Streetcar Named Desire*** - April 6 & 8, 2018

For more information visit [www.operaidaho.org](http://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 2017-2018 season program and additional ad opportunities are conducted by sale representative Angela Miller in partnership with Opera Idaho.

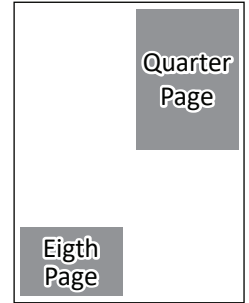
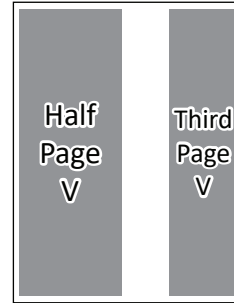
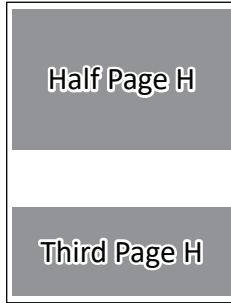
For questions regarding ad submission, call 208-345-3531 and speak with Fernando Menéndez at ext. 3 or Stephanie Derentz at ext. 4. Ad creation is available at additional cost.



# 2017-2018 SEASON

## 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, 2017 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 345-3531 ext 3.