

THE 43RD SEASON
MAY 19 - JUNE 24

2018

PROGRAM BOOK
RATE CARD

▪

LA TRAVIATA

GIUSEPPE VERDI

REGINA

MARC BLITZSTEIN

AN AMERICAN SOLDIER

WORLD PREMIERE OF THE NEW TWO-ACT OPERA
HUANG RUO & DAVID HENRY HWANG

ORFEO AND EURIDICE

CHRISTOPH WILLIBALD GLUCK

CENTER STAGE

A YOUNG ARTIST SHOWCASE

Important Facts about Opera Theatre

For more than 40 years, Opera Theatre of Saint Louis has remained dedicated to young American artists and captivating productions.

The company is internationally regarded as the leading regional opera company in the United States.

As of 2017, OTSL has presented 26 world premieres and 27 American premieres — which is perhaps the highest percentage of new work in the repertory of any US company.

Opera Theatre's education programs reached over 9,000 K-12 students through special performances, and in-school arts-in-education programs.

Performances are regularly reviewed by national and international publications such as:

The New York Times
The Wall Street Journal
Financial Times (London)
The Sunday Times (London)
NPR's "All Things Considered"
Chicago Tribune
Denver Post
Los Angeles Times
Dallas Morning News
The Washington Post

While 70% of Opera Theatre audiences are 55 and older, we've seen rapid growth in our *Young Friends* program which serves audiences 45 and younger. In 2017, more than 600 *Young Friends* tickets were sold. During this same season, Opera Theatre welcomed 22,399 ticket buyers, and an additional 2,280 attendees at invited dress rehearsals. Patrons came from every zip code in the St. Louis metropolitan region, nearly every state, and 5 continents — some from as far away as Thailand and New Zealand.

DEMOGRAPHICS/ AUDIENCE PROFILE

Patrons and subscribers of Opera Theatre:

- Come from nearly every state and a dozen foreign countries
- Are well-educated
- Have incomes of more than \$100,000
- Live in homes valued at more than \$200,000
- Own luxury cars valued at more than \$50,000
- Hold credit and charge cards at premium stores
- Live in affluent St. Louis neighborhoods, with high concentrations in Ladue, Clayton, Chesterfield, Webster Grove, Lafayette Square, and Kirkwood
- Nearly 80% of ticket buyers are from the St. Louis Metropolitan Statistical Area

Opera Theatre subscribers are socially active people with refined tastes — they are frequent restaurant-goers, followers of fashion and fine workmanship, and seasoned travelers who entertain and enjoy quality products. Opera Theatre's program book reaches the core group of St. Louis' dynamic decision-makers, those with real buying power both for themselves and the organizations they represent.

DESCRIPTION AND CIRCULATION

Copies of the program book are distributed free of charge at all Opera Theatre main season performances

Even after the season, programs:

- Have a long shelf life as coffee table/souvenir books
- Placed in office waiting rooms
- Collected for personal and professional libraries
- Are passed along to colleagues, friends and relatives

Opera Theatre's program book has earned a nationwide reputation as the finest publication of its kind, providing:

- Award-winning design quality throughout
- Premium quality paper stock
- Excellent four-color & black/white reproductions

GRAPHIC SERVICES

Opera Theatre’s graphics department charges advertisers for design services at the rate of \$45.00 per hour.

BLACK AND WHITE OR COLOR ADS

If an ad is full-page bleed, the advertiser should allow for normal trimming variations by placing copy no closer than 1/4” (3/8” minimum) to the head, foot, or outside thumb edges. Due to perfect binding, copy should be kept a similar distance from the spine edge. Ads not conforming will be adjusted, if possible, at additional cost or returned to the advertiser for correction and resubmission.

MAC OR PC SUPPLIED FILES

Preferred file types:

PDF, Adobe Illustrator, or packaged InDesign files

Also accepted:

JPG, TIFF, PNG

Please include bleed and crop marks on artwork for any full-page ads.

FOR ADDITIONAL INFORMATION CONTACT:

Anh Le
 Publications & Brand Manager

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 St. Louis, MO 63119
 (314) 963-4294
 e-mail: ale@opera-stl.org
 website: ExperienceOpera.org

EARLY-BIRD DISCOUNT

15% off if contract is received before January 31, 2018!

** Excludes inside front cover, opening pages, inside back cover, and back cover.*

CONTRACT & AD ARTWORK DEADLINE: FRIDAY, MARCH 23, 2018

COLOR ADS

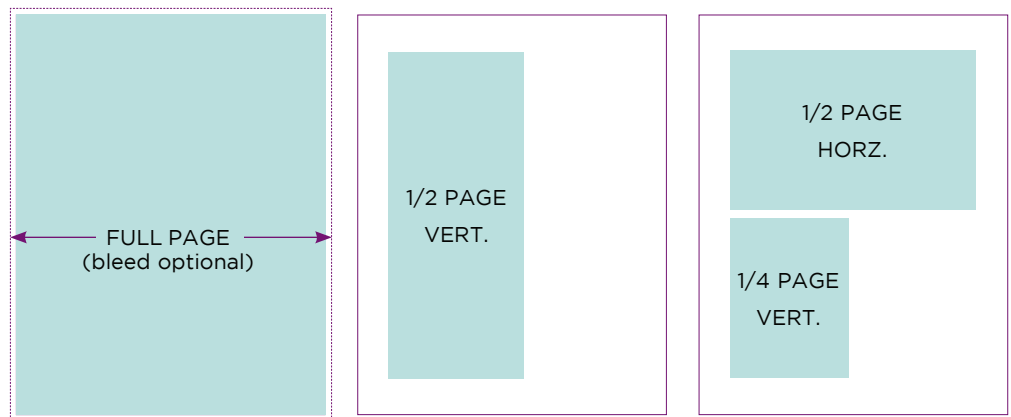
SIZE	RATE	MECHANICALS (width x height)
Back Cover*	\$ 6,000	8.5” x 11” (8.75” x 11.25” w/ bleed)
Inside Front Cover*	\$ 5,000	8.5” x 11” (8.75” x 11.25” w/ bleed)
Inside Back Cover*	\$ 4,500	8.5” x 11” (8.75” x 11.25” w/ bleed)
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Second, Third, & Fourth Pages*	\$ 3,200	8.5” x 11” (8.75” x 11.25” w/ bleed)
Full Page, Premium Position	\$ 2,975	8.5” x 11” (8.75” x 11.25” w/ bleed)
Full Page	\$ 2,500	8.5” x 11” (8.75” x 11.25” w/ bleed)
1/2 Page (horizontal only)	\$ 1,500	6.75” x 4.375” (no bleed)
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BLACK AND WHITE ADS

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Full Page	\$ 1,600	8.5” x 11” (8.75” x 11.25” w/ bleed)
1/2 Page (horizontal)	\$ 1,000	6.75” x 4.375” (no bleed)
1/2 Page (vertical)	\$ 1,000	3.25” x 9” (no bleed)
1/4 Page	\$ 575	3.25” x 4.375” (no bleed)

SPECIFICATIONS

Trim size of program book: 8 1/2” x 11”



Prices are NET of agency commissions
 Premium/preferred position - Subject to prior sale
 * Non-discounted - Subject to prior sale

The Critics Rave For OPERA Theatre!

"...intelligent, beguiling...a
bravura performance..."

- *The New York Times*

"Frequently electrifying, and
anything but elitist..."

- *St. Louis Post-Dispatch*

"...the go-to summer festival for
audience members seeking
interesting, varied repertory..."

- *Chicago Tribune*

TWO SPECIAL OFFERS!

■ To show our appreciation for your support, we are pleased to offer a **15% discount on single tickets** for the 2018 Festival Season to all advertisers!

■ **Corporate subscriptions** are also available exclusively to program advertisers. Available in packages of 6 subscriptions or greater, corporate subscriptions guarantee you seats all season long for uses such as client development or employee rewards. With a corporate subscription, you save 20% off the cost of a subscription, which is **up to 40% off single ticket price!**

MAY 2018 OTSL PERFORMANCE DATES

SUN	MON	TUES	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19 Traviata
20	21	22	23	24	25 Traviata	26 Regina
27	28	29	30 Traviata	31 Regina		

JUNE 2018 OTSL PERFORMANCE DATES

SUN	MON	TUES	WED	THU	FRI	SAT
					1	2 Traviata*
3 Soldier	4	5	6 Regina* Soldier	7 Traviata	8 Regina	9 Soldier* Orfeo
10 Traviata	11	12	13 Orfeo	14 Soldier	15 Orfeo	16 Regina* Soldier
17 Orfeo	18	19 Center Stage	20 Traviata* Regina	21 Orfeo	22 Soldier	23 Orfeo* Traviata
24 Regina	25	26	27	28	29	30

Sunday evening performances begin at 7 p.m.

Wednesday through Saturday evening performances begin at 8 p.m.

*Matinee performances begin at 1 p.m.

All performances are at the Loretto-Hilton Center,
130 Edgar Road (at Big Bend), on the campus of Webster University.