

**2018 PROGRAM BOOK ADVERTISER CONTRACT**

We hereby agree to purchase an advertisement appearing in Opera Theatre's Program Book as indicated below:

COLOR ADS		
SIZE	RATE	EARLY-BIRD RATE <i>if contracted by 1/31/18 (15% off)</i>
<input type="checkbox"/> Back Cover	\$ 6,000	N/A
<input type="checkbox"/> Inside Front Cover	\$ 5,000	N/A
<input type="checkbox"/> Inside Back Cover	\$ 4,500	N/A
<input type="checkbox"/> First Page	\$ 3,800	N/A
<input type="checkbox"/> Second, Third, & Fourth Pages	\$ 3,200	N/A
<input type="checkbox"/> Full Page, Premium Position	\$ 2,975	\$ 2,528
<input type="checkbox"/> Full Page	\$ 2,500	\$ 2,125
<input type="checkbox"/> 1/2 Page (horizontal only)	\$ 1,500	\$ 1,275
<input type="checkbox"/> 1/4 Page	\$ 800	\$ 680

BLACK AND WHITE ADS		
<input type="checkbox"/> Full Page, Premium Position	\$ 1,900	\$ 1,615
<input type="checkbox"/> Full Page	\$ 1,600	\$ 1,360
<input type="checkbox"/> 1/2 Page (horizontal)	\$ 1,000	\$ 850
<input type="checkbox"/> 1/2 Page (vertical)	\$ 1,000	\$ 850
<input type="checkbox"/> 1/4 Page	\$ 575	\$ 488

Prices are net of agency commissions. To guarantee right-hand placement, advertisers must purchase at the premium price.

**AD ARTWORK DEADLINE: FRIDAY, MARCH 23, 2018**

- Artwork furnished by customer       Use same ad as \_\_\_\_\_ year  
 Artwork furnished by Opera Theatre (graphic services billed at \$60/hour)

It is understood that advertising copy is subject to the approval of Opera Theatre of Saint Louis. In the event of a printing error, Opera Theatre of Saint Louis accepts no liability beyond the cost of the insertion.

**ADVERTISER INFORMATION (please print clearly)**

Authorizing Signature \_\_\_\_\_ Date \_\_\_\_\_

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Preferred Web URL \_\_\_\_\_

**New this year!** Our program book will be hosted online during the 2018 season. Advertiser pages can be linked to a web address of your choosing, as listed above.

Return form by email, fax, or mail to:  
 Anh Le, Publications and Brand Manager  
 Opera Theatre of Saint Louis | 210 Hazel Ave | St. Louis, MO 63119  
 Email: ale@opera-stl.org | Direct: (314) 963-4294 | Fax: (314) 961-7463