

OPERA THEATRE **OTSL** *of* SAINT LOUIS

THE 44TH SEASON
MAY 25 – JUNE 30

2019

PROGRAM BOOK
RATE CARD

▪

THE MARRIAGE OF FIGARO

MOZART

RIGOLETTO

VERDI

THE CORONATION OF POPPEA

MONTEVERDI

FIRE SHUT UP IN MY BONES

WORLD PREMIERE

TERENCE BLANCHARD & KASI LEMMONS

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 2018, OTSL has presented 27 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 2018, more than 600 *Young Friends* tickets were sold. During this same season, Opera Theatre welcomed more than 20,700 audience members, and an additional 2,200 attendees at invited dress rehearsals. Patrons came from every zip code in the St. Louis metropolitan region, nearly every state, and 16 countries — some from as far away as Ghana and Hong Kong.

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

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:

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EARLY-BIRD DISCOUNT

15% off if contract is received before January 31, 2019!

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

CONTRACT & AD ARTWORK DEADLINE: FRIDAY, MARCH 20, 2019

COLOR ADS

SIZE	RATE	LIVE AREA	WITH BLEED
Back Cover*	\$ 6,000	8.5" x 11"	8.75" x 11.25"
Inside Front Cover*	\$ 5,000	8.5" x 11"	8.75" x 11.25"
Inside Back Cover*	\$ 4,500	8.5" x 11"	8.75" x 11.25"
Second & Third Pages*	\$ 3,200	8.5" x 11"	8.75" x 11.25"
Full Page, Premium Position	\$ 2,975	8.5" x 11"	8.75" x 11.25"
Full Page	\$ 2,500	8.5" x 11"	8.75" x 11.25"
1/2 Page (horizontal)	\$ 1,500	6.75" x 4.375"	N/A
1/2 Page (vertical)	\$ 1,500	3.25" x 9"	N/A
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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"
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1/2 Page (vertical)	\$ 1,000	3.25" x 9"	N/A
1/4 Page	\$ 575	3.25" x 4.375"	N/A

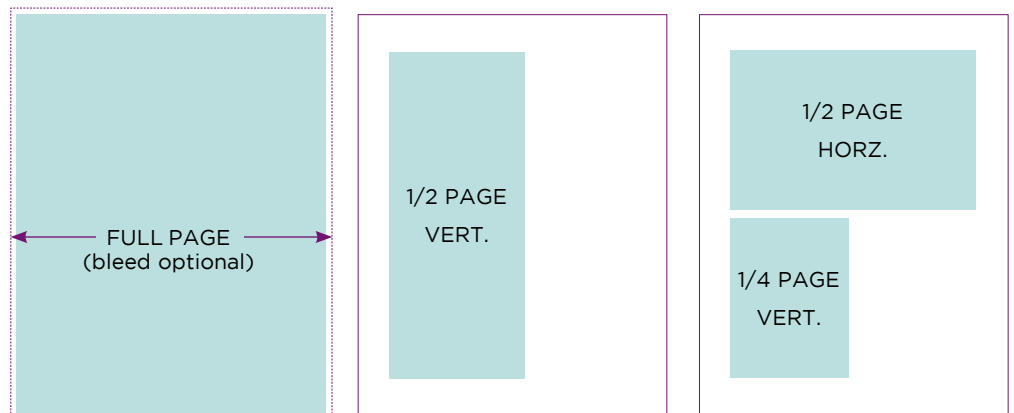
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* Non-discounted - Subject to prior sale

SPECIFICATIONS

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



2019 FESTIVAL SEASON PERFORMANCE CALENDAR

	 THE MARRIAGE OF FIGARO	 RIGOLETTO	 THE CORONATION OF POPPEA	 FIRE SHUT UP IN MY BONES	 CENTER STAGE		
	SUN 7 P.M.	MON	TUES 8 P.M.	WED 1 P.M./8 P.M.	THURS 8 P.M.	FRI 8 P.M.	SAT 1 P.M./8 P.M.
MAY	19	20	21	22	23	24	25 FIGARO
	26	27	28	29	30	31 FIGARO	1 RIGOLETTO
	2	3	4	5 RIGOLETTO	6 FIGARO	7	8 FIGARO
JUNE	9 POPPEA	10	11	12 FIGARO	13 POPPEA	14 RIGOLETTO	15 POPPEA FIRE
	16 FIGARO	17	18	19 FIGARO FIRE	20 RIGOLETTO	21 FIRE	22 RIGOLETTO POPPEA
	23 FIRE	24	25 CENTER STAGE	26 RIGOLETTO POPPEA	27 FIRE	28 POPPEA	29 FIRE ● FIGARO
	30 RIGOLETTO						

● Performance not part of any subscription package

The Critics Rave about 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*

ADVERTISERS ENJOY EXTRA SAVINGS!

To show our appreciation for your support, we are pleased to offer a **15% discount on single tickets** for the 2019 Festival Season to all advertisers! Redeem this offer at any performance, all season long. Please call the Box Office at (314) 961-0644 for more information.