

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

THE 45TH SEASON
MAY 23 – JUNE 28

2020

PROGRAM BOOK
RATE CARD

▪

CARMEN

BIZET

DIE FLEDERMAUS

STRAUSS

AWAKENINGS

WORLD PREMIERE

TOBIAS PICKER & ARYEH LEV STOLLMAN

SUSANNAH

FLOYD

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 2019, OTSL has presented 28 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 2019, more than 650 *Young Friends* tickets were sold. During this same season, Opera Theatre welcomed more than 21,000 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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website: ExperienceOpera.org

EARLY-BIRD DISCOUNT

15% off if contract is received before January 31, 2020!

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

CONTRACT & AD ARTWORK DEADLINE: FRIDAY, MARCH 20, 2020

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 |
| 1/4 Page | \$ 800 | 3.25" x 4.375" | N/A |

BLACK AND WHITE ADS

| | | | |
|-----------------------------|----------|----------------|----------------|
| Full Page, Premium Position | \$ 1,900 | 8.5" x 11" | 8.75" x 11.25" |
| Full Page | \$ 1,600 | 8.5" x 11" | 8.75" x 11.25" |
| 1/2 Page (horizontal) | \$ 1,000 | 6.75" x 4.375" | N/A |
| 1/2 Page (vertical) | \$ 1,000 | 3.25" x 9" | N/A |
| 1/4 Page | \$ 575 | 3.25" x 4.375" | N/A |

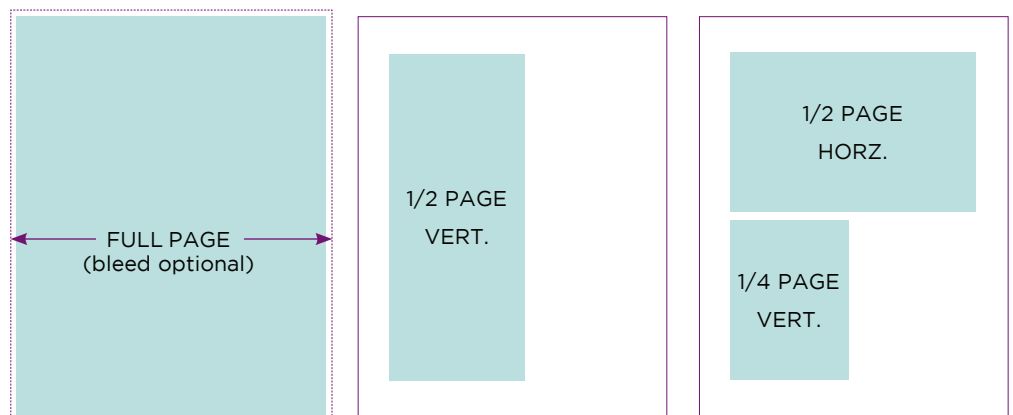
Prices are NET of agency commissions

Premium/preferred position - Subject to prior sale

* Non-discounted - Subject to prior sale

SPECIFICATIONS

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



2020 FESTIVAL SEASON PERFORMANCE CALENDAR

| | SUN 7 P.M. | MON | TUE 8 P.M. | WED 1 P.M./ 8 P.M. | THU 8 P.M. | FRI 8 P.M. | SAT 1 P.M./ 8 P.M. |
|------|------------------|-----|--------------------|----------------------------|------------------|------------------|--------------------------------|
| MAY | 17 | 18 | 19 | 20 | 21 | 22 | 23 CARMEN |
| | 24 | 25 | 26 | 27 | 28 | 29 CARMEN | 30 FLEDERMAUS |
| | 31 | 1 | 2 | 3 FLEDERMAUS | 4 CARMEN | 5 | 6 CARMEN |
| JUNE | 7 AWAKENINGS | 8 | 9 | 10 CARMEN | 11 AWAKENINGS | 12 FLEDERMAUS | 13 AWAKENINGS SUSANNAH |
| | 14 CARMEN | 15 | 16 | 17 CARMEN SUSANNAH | 18 FLEDERMAUS | 19 SUSANNAH | 20 FLEDERMAUS AWAKENINGS |
| | 21 SUSANNAH | 22 | 23 CENTER STAGE | 24 FLEDERMAUS CARMEN | 25 SUSANNAH | 26 AWAKENINGS | 27 SUSANNAH CARMEN |
| | 28 FLEDERMAUS | | | | | | |
| | | | | | | | |
| | | | | | | | |

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 2020 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.