

27th Season Advertising Opportunities



Pensacola Opera
The Big City Opera with Small Town Charm



Dear Business Owner:

Pensacola Opera's 27th Season will be a year to truly remember. We hope you will want you to be a part of it! Pensacola Opera's Mainstage and Special Productions reach over 6,000 patrons each year, so advertising with Pensacola Opera is an easy, cost-effective way of reaching a cultured, elite clientele. Arts patrons enthusiastically support the businesses that share their values and support the arts that make our region a thriving, exciting place to live.

This is why I'm excited to share with you information about advertising in the Opera's three publications, the Mainstage Season Program, *Widow's Lantern* program, and the Opera Subscriber Passport.

Advertising in Pensacola Opera's **Mainstage Season Program** allows you to directly connect with a captive audience of high-income, highly-discerning consumers, in one of the area's most collectible publications.

The program will be used for Pensacola Opera's Mainstage Season at the Saenger Theatre, beginning in January with Jerome Kern's *Show Boat*, a true masterpiece of the American Musical Theatre. Starring Jane Redding and Corey McKern, this production is sure to delight music lovers young and old.

The Mainstage Season continues in March with a double-bill of Mascagni's *Cavalleria Rusticana* and Leoncavallo's *Pagliacci*, both starring tenor Arnold Rawls. These classics of *verismo* Italian opera will continue Pensacola Opera's long history of bringing the nation's finest singers to Pensacola, thrilling audiences to their core.

As part of the celebration of Pensacola's 450th Anniversary, the Opera has commissioned a new work, *The Widow's Lantern*, from area composer David Ott. *The Widow's Lantern* will perform at the University of West Florida in Pensacola, the Ft. Walton Beach Civic Auditorium, and the Marina Civic Center in Panama City. Advertising in **The Widow's Lantern program** is a highly effective way of reaching a truly regional audience at a low cost.

New for this year, Pensacola Opera is offering the "Opera Subscriber Passport" program, an exclusive savings program for its season subscribers. All program advertisers receive complimentary inclusion in the Passport publication. Purchasing an advertisement in the **Passport book** allows businesses to maximize their business within the publication, directly reaching the Opera's most loyal patrons.

Please look over the enclosed materials to see the many benefits that advertising with Pensacola Opera can offer. If you have any questions, please call me at (850) 433-6737 or email erin@pensacolaopera.com. I look forward to hearing from you!

Sincerely,

A handwritten signature in black ink that reads "Erin Sammis".

Erin Sammis

Director of Development and Marketing
Pensacola Opera



Publication Descriptions

Mainstage Season Program

High-quality, large-format program for Pensacola Opera's Mainstage Productions at the Saenger Theatre; *Show Boat* in January and *Cavalleria Rusticana/Pagliacci* in March. The Mainstage Season Program is distributed to over 6,000 opera patrons, and to area businesses, government agencies, other arts organizations and foundations.

Pensacola Opera's Season Program is the highest-quality, largest format program in Northwest Florida, and has traditionally had an 80% advertiser renewal rate. Advertising in the Mainstage program reaches a highly-sought after, affluent demographic. As the only professional opera company in Northwest Florida, Pensacola Opera's Mainstage productions draw an audience all the way from Biloxi, Mississippi, to South Florida. Opera ticketholders have demonstrated their commitment to Pensacola area arts, culture, and local businesses.

The full-color Mainstage Season Program includes information on all of Pensacola Opera's programs, and is a highly-collectible item for opera synopses, photos, profiles of performers, and acknowledgments.

The Widow's Lantern Program

High-quality, black and white "Playbill" sized program for Pensacola Opera's Special Premiere production of *The Widow's Lantern*, a new opera commissioned by the company from area composer David Ott. The production is supported by grants from the National Endowment for the Arts and Opera America, and is part of the Celebrate Pensacola calendar, commemorating the 450th Anniversary of Pensacola's founding.

The Widow's Lantern will be presented in Pensacola at the University of West Florida, in Ft. Walton Beach at the Civic Auditorium, and in Panama City at the Marina Civic Center. An estimated 3,000 copies of the program will be distributed throughout the Emerald Coast. Advertising in *The Widow's Lantern* program is a cost-effective way to support this milestone in the area's artistic community and reach a wide, deeply-committed audience.

Opera Subscriber Passport

New for this year, the Opera Subscriber Passport program is a benefit to Pensacola Opera Season subscribers, providing discounts to area businesses on products and services. A text-only listing in the Opera Passport Program Booklet is available to any area business willing to offer a discount or other special offer to Pensacola Opera season subscribers when they present their Subscriber Passport Card.

The Opera Passport Book will be mailed to 600 households in early November with their Opera season tickets. Advertising space in the Passport Book highlighting your business and the Opera Passport offer is a way to directly solicit a highly-sought after demographic that has shown their loyalty and commitment to local arts and businesses. Providing a discount or special offer to Pensacola Opera Season subscribers is an exciting way to create customers out of this exclusive clientele.



Advertising Advantages and Benefits

Northwest Florida's most sought-after demographics

- Pensacola Opera patrons represent an affluent, culturally-savvy consumer sector
- Over 25% of Opera patrons report incomes of over \$100,000 annually
- 82% of Opera patrons are over 35
- Arts patrons are well-educated, with high levels of disposable income
- Arts patrons show a commitment to local culture and businesses

Pensacola Opera Program Distinguished from Other Publications

- Prominent Advertising Presence
- Superior paper, printing, graphic design and layout
- Exclusivity with no ad clutter – smallest ratio of advertising to content in major Pensacola Area programs
- Professional ad production available
- Reasonable Rates
- Longevity – Opera programs are avidly collected by Opera patrons
- Prestige image – show of support for the arts, arts education, and a prominent local company

Program Advertisers Receive Special Discounts

- 20% discount on additional ad buys with a Mainstage Season advertisement
- Free listing in the Pensacola Opera Passport
- 20% discount on Opera tickets



2009-2010 Advertising Contract

Advertiser _____ Bill to Advertiser:

Contact _____ Contact for copy:

Address _____

City/State/Zip _____

Phone & Fax _____

Email _____

Agency _____ Bill to Agency:

Contact _____ Contact for copy:

Address _____

City/State/Zip _____

Phone & Fax _____

Email _____

| Mainstage Season Program Advertising | | | | | |
|--|---------------------------------|-------------------------------------|--|--------------------------|---------|
| Space Deadline: Nov. 1, 2009 | Material Deadline: Dec. 4, 2009 | Circulation: Jan. 22– Mar. 14, 2010 | | | |
| <u>General</u> | | | | <u>Spotlight</u> | |
| _____ Full Page | \$800 | 5.5" X 10.5" | | <u>sold</u> Inside Front | \$1,250 |
| _____ Half Page (V) | \$550 | 2.65" X 10.5" | | _____ Back Cover | \$1,250 |
| _____ Half Page (H) | \$550 | 5.5" x 5.15" | | _____ Inside Back | \$1,000 |
| _____ Quarter Page | \$400 | 2.65" x 5.15" | | _____ Page 1 | \$900 |
| <small>*all Mainstage advertisers receive 20% off additional ad buys and 20% off production tickets, and a complimentary listing in Opera Passport **Spotlight advertisers receive a free Business Card advertisement in the Opera Passport Publication</small> | | | | | |

| <i>The Widow's Lantern</i> Program Advertising | | | |
|---|------------|--------------|--|
| Space Deadline: Sep. 1, 2009 Material Deadline: Sept. 11, 2009 Circulation: Sept 25 – Oct 2, 2009 | | | |
| _____ Full Page | \$400/320* | 4.75" x 8" | |
| _____ Half Page (H) | \$300/250* | 4.75" x 3.5" | |
| _____ Quarter Page | \$150/120* | 2.35" x 3.5" | |
| <small>*20% discount with Mainstage Program Ad</small> | | | |

| Opera Subscriber Passport Advertising | | | |
|---|--------------------|-----------|--|
| Space Deadline: Sep 15, 2009 Material Deadline: Oct. 5, 2009 Circulation: Nov. 2009 – Oct. 2010 | | | |
| _____ Listing | Free with Other Ad | | |
| _____ Full Page | \$350/280* | 3.5" x 8" | |
| _____ Half-Page | \$200/160* | 3.5" x 4" | |
| _____ Business Card | \$100/80* | 3.5" x 2" | |
| <small>*20% discount with Mainstage Program Ad</small> | | | |

Ad Production Available for an additional fee of \$75

Send Payment and Ad Materials to:
Erin Sammis, Director of Marketing
Pensacola Opera
PO Box 1790, Pensacola, FL 32591
(850) 433-6737
(850) 433-1082 (fax)
erin@pensacolaopera.com
See attached for mechanical requirements

Make checks payable to Pensacola Opera
Visa, Mastercard, American Express, and Discover accepted
Card Number: _____
Exp. Date: _____ Security Code: _____

Print Name

X _____
Authorized signature



Subscriber Passport listing form

Thank you for supporting Pensacola Opera by participating in the Subscriber Passport Program! We are excited to offer this opportunity to directly connect with our most loyal patrons to our advertisers and business partners. If you have any question about the Passport program, please call Erin Sammis at (850) 433-6737.

Business Name _____

Contact Name _____

Business Address _____

City, State, Zip _____

Business Phone _____

Website or Email _____

Please describe the discount, benefit, or special offer available to Opera Subscriber Passport cardholders below, AS YOU WOULD LIKE IT TO APPEAR IN THE PUBLICATION. Include all applicable restrictions. The Pensacola Opera Subscriber Passport is published annually; please keep this in mind when selecting the benefit you choose to offer.

| |
|--|
| DESCRIPTION: _____ _____ _____ _____ _____ _____ _____ _____ _____ |
|--|

Passport benefit is: one time only on-going

Please return to:
Erin Sammis, Director of Development and Marketing
Pensacola Opera
PO Box 1790, Pensacola, FL 32591
(850) 433-6737
(850) 433-1082 (fax)
erin@pensacolaopera.com

Print Name _____

Authorized Signature _____

Date _____



Advertising Specifications

Hi-Res Digital Files Only:

- PDF files preferred. Please include any non-standard fonts.
- EPS. Make certain to include all fonts and images included in the ad as well as the EPS file.
- Adobe Illustrator file.
- Adobe InDesign file.

Ads will not be accepted in the following formats:

- Microsoft Word or WordPerfect
- PowerPoint
- Microsoft Publisher

Make sure all images are at no less than 300 DPI in CMYK color format.

Email files *under* 7 MB to erin@pensacolaopera.com. Files larger than 7MB must be submitted on CD.

Please include a hard copy proof to verify your font, color, images, and display expectations.

For Opera-Produced ads, please submit a logo, images (300 DPI or higher) and ad copy at least *two weeks* prior to published materials deadline.

Ad Dimensions

Mainstage Opera Season Program (6" x 11")

| <u>Ad Size</u> | <u>Dimensions (Trim Size)</u> |
|----------------|-------------------------------|
| Full Page: | 5.5" x 10.5" |
| Half Page (V): | 2.65" x 10.5" |
| Half Page (H): | 5.5" x 5.15" |
| Quarter Page: | 2.65" x 5.15" |

***The Widow's Lantern Program* (5.5" x 8.5")**

| <u>Ad Size</u> | <u>Dimensions (Trim Size)</u> |
|----------------|-------------------------------|
| Full Page: | 4.75" x 8" |
| Half Page (H): | 4.75" x 3.5" |
| Quarter Page: | 2.35" x 3.5" |

Opera Subscriber Passport

| <u>Ad Size</u> | <u>Dimensions (Trim Size)</u> |
|----------------|-------------------------------|
| Listing | Text Only– 200 chars. |
| Full Page | 3.5" x 8" |
| Half Page: | 3.5" x 4" |
| Business Card: | 3.5" x 2" |

Send Payment, Contract, and Art to:

Erin Sammis

Director of Development and Marketing
Pensacola Opera

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(850) 433-6737

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erin@pensacolaopera.com