

1. Please fill out contact information:

BUSINESS _____

CONTACT _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

EMAIL _____

2. Please circle ad size, rate and optional fees:

FORMAT		RATE		OPTIONS	TOTAL								
	Size	Dimensions (WXH)	Early Bird* due by 7/31	Standard	Color	Sum of fees							
A	Back Cover (includes 1 digital placement ₣)	8.5 x 5.5" **	1350*	1500	FREE	\$							
B	Full Page (includes 1 digital placement ₣)	4.75 x 7.75"	1100*	1250	100	\$							
C	Half Page	4.75 x 3.75"	675*	750	75	\$							
D	Quarter Page (Vert.)	2.25 x 3.75"	495*	550	50	\$							
E	Quarter Page (Hori.)	4.75 x 1.75"	495*	550	50	\$							
F	Eighth Page	2.25 x 1.75"	270*	300	25	\$							
Add e-newsletter placement to your print ad. (\$50 each. Max 6.). Check month(s) below.													
Month:	<input type="checkbox"/> Ju	<input type="checkbox"/> Au	<input type="checkbox"/> Se	<input type="checkbox"/> Oc	<input type="checkbox"/> No	<input type="checkbox"/> De	<input type="checkbox"/> Ja	<input type="checkbox"/> Fe	<input type="checkbox"/> Ma	<input type="checkbox"/> Ap	<input type="checkbox"/> Ma	<input type="checkbox"/> Ju	
												+\$	
TOTAL												\$	

3. Payment:

Payment enclosed \$ _____

Check (payable to Tri-Cities Opera Co. Inc.) **OR** Credit Card (check one)

Credit Card Number _____

Expiration Date _____ Security Code _____

Signature _____

4. For Standard rate, please return contract, payment and final artwork to Andréa Gregori by September 1, 2018:

EMAIL: communityengagement@tricitieopera.org

MAIL: Tri-Cities Opera
315 Clinton Street
Binghamton, NY 13905

QUESTIONS? 607.729.3444

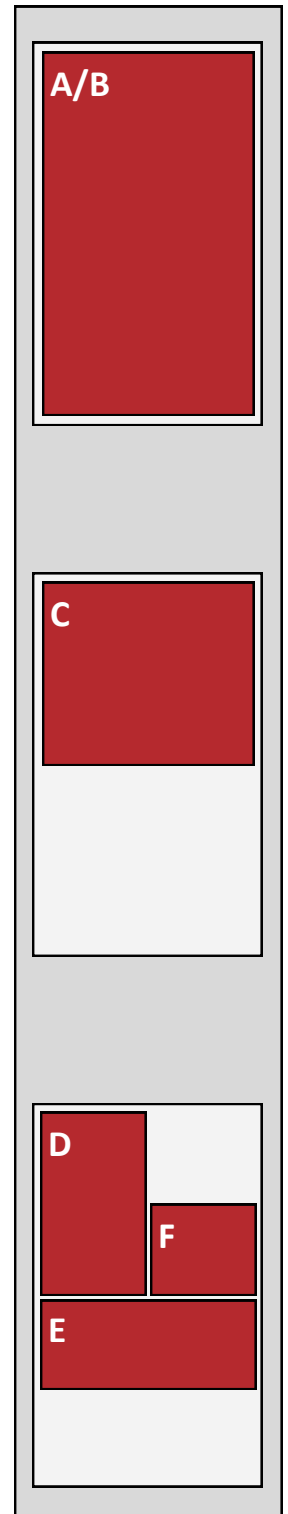
Ad emailed to communityengagement@tricitieopera.org

Ad to be sent at a later date

*Early Bird rate ends **July 31, 2018**. Not available for trade agreements.

₣ Digital placements not available for trade agreements.

** Back cover advertisements must include 1/8" bleed.



QUICK FACTS

- Program Advertisement will appear in the playbill style program book for our 2018-2019 Season Ticket productions which include:
 - MADAMA BUTTERFLY - Giacomo Puccini**
October 14, 2018
 - SUOR ANGELICA - Giacomo Puccini**
November 9-18, 2018
 - THREE DECEMBERS - Jake Heggie**
February 22-March 3, 2019
 - H.M.S. PINAFORE - Gilbert & Sullivan**
April 28, 2019
- All audience members receive a **complimentary program** book at each performance.
- Tri-Cities Opera's popular **Overture Online e-newsletter** is received monthly by over 3500 patrons. The visibility of these E-newsletters extends beyond our local region to national and world-wide locations. If you choose to add digital placement, your business' advertisement will be:
 - ◇ Featured in the selected number of monthly online newsletters (based on availability).
 - ◇ Linked to your business' website and/or desired social media.
- Attendees of our productions represent many **key marketing demographics**; business owners, young professionals, high-profile donors and patrons of the arts, members of the local community and those native to New York City, out-of-state locations and abroad.
- Advertising with Tri-Cities Opera offers your organization the unique opportunity to reach a wide audience while helping us **benefit, enrich and educate our community**.
- **96%** of Tri-Cities Opera's budget is spent **supporting Broome County businesses and artists**.

ADVERTISING POLICY AND SPECIFICATIONS

- Tri-Cities Opera reserves the right to require copy or graphic alterations to meet editorial standards, and to refuse any advertising.
- Artwork must meet size specifications listed on the advertising contract. Alternative sizes cannot be accepted.
- Only high quality digital artwork will be accepted. Please submit your finished ad via email. Digital artwork will be accepted as high-resolution (minimum 300dpi) PDF, JPEG and PNG files.
- The same advertisement placed in the program book will be placed in the e-newsletter. If your program book ad is black and white you may also submit a colorized version of the ad for digital placement.
- Design Services available for an additional fee. Contact Andréa Gregori at communityengagement@tricitieopera.org for details.

TERMS

- Contracts and payment will be accepted through September 1, 2018. Payment is due with your contract. We accept checks, Visa, MasterCard, AmEx and Discover.
- Artwork must be received no later than September 1, 2018, and submitted to communityengagement@tricitieopera.org.

Deadline for Contract and Payment is September 1, 2018
Thank you for advertising with Tri-Cities Opera!