

### 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							
<b>A</b>	Back Cover (includes 1 digital placement ₣)	8.5 x 5.5" **	1350*	1500	FREE	\$							
<b>B</b>	Full Page (includes 1 digital placement ₣)	4.75 x 7.75"	1100*	1250	100	\$							
<b>C</b>	Half Page	4.75 x 3.75"	675*	750	75	\$							
<b>D</b>	Quarter Page (Vert.)	2.25 x 3.75"	495*	550	50	\$							
<b>E</b>	Quarter Page (Hori.)	4.75 x 1.75"	495*	550	50	\$							
<b>F</b>	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	
												+\$	
<b>TOTAL</b>												<b>\$</b>	

### 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, 2019**:

**EMAIL:** communityengagement@tricitieopera.org

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

**QUESTIONS? 607.729.3444**

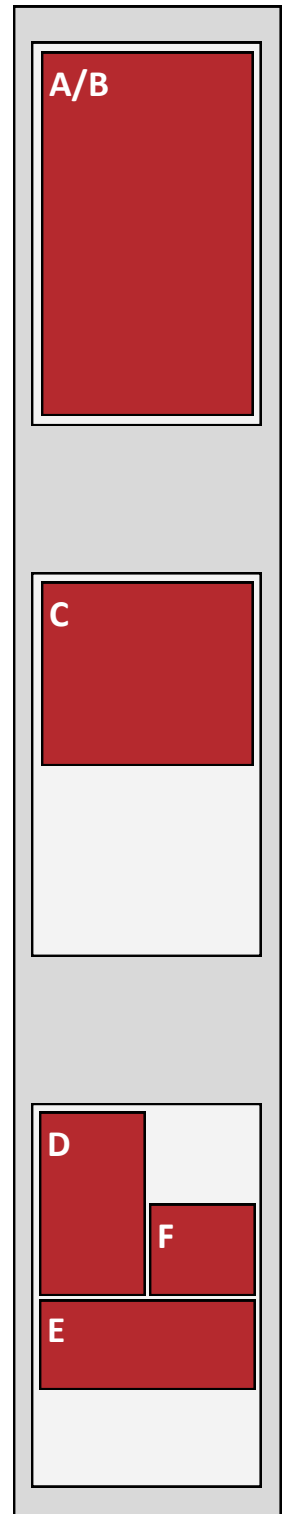
Ad emailed to communityengagement@tricitieopera.org

Ad to be sent at a later date

\*Early Bird rate ends **July 31, 2019**. 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 2019-2020 Season Ticket productions which include:
  - TOSCA - Giacomo Puccini**  
October 20, 2019
  - MARIE BEGINS - Fishman/Curcio (World Premiere!)**  
February 21-March 1, 2020
  - A LITTLE NIGHT MUSIC - Sondheim/Wheeler**  
April 24-May 3, 2020
- 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](mailto:communityengagement@tricitieopera.org) for details.

### TERMS

- Contracts and payment will be accepted through September 1, 2019. Payment is due with your contract. We accept checks, Visa, MasterCard, AmEx and Discover.
- Artwork must be received no later than September 1, 2019, and submitted to [communityengagement@tricitieopera.org](mailto:communityengagement@tricitieopera.org).

**Deadline for Contract and Payment is September 1, 2019**  
**Thank you for advertising with Tri-Cities Opera!**