

Program Book Advertising

TRICITIES
OPERA

Help your business reach key demographics and decision-makers,
while supporting the local arts community!



Options:

- ☐ Back Cover or Centerfold - \$2,000
- ☐ Full page (4.75" x 7.75") - \$1,000
- ☐ Half page (4.75" x 3.75") - \$500
- ☐ Quarter Page (2.25" x 3.75") - \$250
- ☐ Logo Only (2.25" x 1.75") - \$150

All advertisers are also listed (with link) on our website and tagged on social media

Ads will be printed in full color and appear in the Production Program Books for one year's worth of productions.

Our attendees 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 beyond.

Please keep a copy and return this form to: Tri-Cities Opera, 315 Clinton Street, Binghamton NY 13905,
email to: commengmanager@tricityopera.org or call: (607) 729-3444

Please make checks payable to: Tri-Cities Opera

Organization: _____

Contact: _____

Address: _____

Phone: _____

Email: _____

Web URL: _____

Ad Size: _____

☐ Check
Enclosed

Credit Card #: _____

Expiration Date: _____ Security Code: _____



Program Advertising Information

OUR REACH AND IMPACT

- Program Advertisement will appear in all production programs for a minimum of three shows.
- Approximately **6,800** people attend one of our productions, concerts, or special community events every year. All audience members receive a **complimentary program** book at each performance.
- All advertisers are also listed (with link) on our website and tagged on social media.
 - ◊ Our Facebook page has nearly 6,000 followers.
 - ◊ Approximately 69.4% of our audience is female.
- Attendees of our productions represent many **key marketing demographics**:
 - ◊ 74.5% of our audience has a Graduate or Professional Degree. 17.6% of our audience has a 4-year College Degree, and 8.8% have attended some college.
 - ◊ Approximately 69.4% of our audience is female.
 - ◊ Approximately 79.5% of our ticket buyers are over 65 years old.
- Advertising with Tri-Cities Opera offers your organization the unique opportunity to reach a wide audience while helping us **benefit, educate and enrich our community**.
- **99%** 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 300 dpi) JPEG and PNG files.

TERMS

- Payment is due with your contract. We accept checks, Visa, MasterCard, American Express, and Discover.
- Submit artwork to: commengmanager@tricityopera.org.

Thank you for advertising with Tri-Cities Opera!