

Advertise with the Sacramento Opera 2009–2010 Season Playbills



From our advertisers

“Boutin Gibson Di Giusto Hodell Inc. welcomes the opportunity to partner with the Sacramento Opera because we believe in supporting the local arts community. Advertising with the Opera affords us the additional benefit of a targeted approach. Your audience is our audience.”

Ken Sockolov, Chief Operating Officer
Boutin Gibson Di Giusto Hodell Inc.

“We support the Sacramento Opera because this solid company contributes to the vibrancy of our city, helping to make it a more liveable community.”

Michael Nelson, President
TLC Tech

Issues

Issue 1

Donizetti's *The Elixir of Love*: 6,000 copies
November 20, 22, 24, 2009
[Artwork Due October 20, 2009]

Issue 2

Verdi's *La Traviata*: 6,000 copies
February 26 and 28, March 2, 2010
[Artwork Due January 26, 2010]

Issue 3

A Russian Affair: Highlights from Tchaikovsky's
Eugene Onegin and *The Queen of Spades*: 4,000 copies
May 7 and 9, 2010
[Artwork Due April 7, 2010]

All performances take place at the
Sacramento Community Center Theater

Note: All playbills are posted on sacopera.org (via issuu.com) approximately one week prior to opening night. The playbill link will remain on the Sacramento Opera web site throughout the Season. The link is also shared with our patrons via emailblasts, facebook, and twitter.

About the Sacramento Opera Audience

- 74% are aged 55 and older
- 69% are female
- 45% have a graduate degree
- 97% have attended some college
- 44% have household incomes of \$100,000 or more.
- 44% belong to a health club or gym.
- 56% dine out at least once a week.
- 57% spend two or more hours a day online.
- 71% take two or more vacations trips a year.
- Regularly reads *The Sacramento Bee*, *Sacramento Magazine*, *Sacramento News & Review*, *The New York Times*, and *The New Yorker*.

From our audience

“The voices and production were superb.”
— Ava Goldman, Sacramento Opera patron

“A high caliber performance close to home.”
— Elaine Fruithof, Sacramento Opera patron

“Radiant and brilliant.”
— Edward Ortiz, *The Sacramento Bee*

PLAYBILL AD RATES & DIMENSIONS

	1 time per season rate	3 times per season rate
Full page no bleed (b&w)	\$675	\$600
Half page (b&w)	\$405	\$360
Quarter page (b&w)	\$315	\$240
Full page bleed (4 color)	\$908	\$780
Half page (4 color)	\$525	\$480
Quarter page (4 color)	\$333	\$300
Back cover (4 color)	n/a	\$960
Inside front cover (4 color)	n/a	\$900
Inside back cover (4 color)	n/a	\$840
	width	height
Full page bleed*	5.5 in	8.5 in
Full page (no bleed)	4.5 in	7.5 in
Half page	4.5 in	3.5 in
Quarter page	2 in	3.5 in

- Note for full page bleed: live area is 4.5 inches wide x 7.5 inches high; bleed 6 inches wide x 9 inches high.
- Finished booklet size is 5.5 inches wide x 8.5 inches high.
- Ads should be supplied in the following formats: pdf, tiff, jpg, eps
- Files must include all fonts where applicable or fonts must be converted to paths or curves.
- Four color ads must be supplied with CMYK images only. We do not accept RGB.
- All images and graphics must be set at a minimum of 300 dpi.
- Type changes or modification of advertisements previously submitted will be charged at \$100/hr.

E-mail artwork to Jennifer Lin, JLin@sacopera.org.

ABOUT THE SACRAMENTO OPERA

The mission of the Sacramento Opera is to produce outstanding opera, to develop and cultivate a wider public interest in opera and its allied arts, and to further music education in the region.

sacopera.org | [facebook](#) | [twitter](#)

