

IMPORTANT FACTS ABOUT CINCINNATI OPERA

- Cincinnati Opera is internationally considered one of the leading regional opera companies in the United States.
- We are the oldest summer festival and second oldest opera company in the nation.
- Artistic Director Evans Mirageas was recently named one of the top 25 Most Powerful Names in U.S. Opera by *Opera News*.
- The 2011 Summer Festival will feature Verdi's tragic parable of hubris, *Rigoletto*; the latest work from Pulitzer Prize-winning American composer John Adams, *A Flowering Tree*, in a revolutionary new production; Tchaikovsky's *Eugene Onegin*, featuring a marvelous cast of internationally-known talent; and finally, Mozart's beloved and charming fairy tale *The Magic Flute*.
- We served a total audience of almost 42,000 in 2010 (Music Hall and outreach performances combined).
- Cincinnati Opera continues to lead the way in young professional involvement, evidenced by an ever-growing young professional presence at a wide range of events.
- Our performances are regularly reviewed by national and international publications, including *American Record Guide*, *The Cincinnati Enquirer*, *CityBeat*, *Opera News*, *Opera Now*, *Opera Canada* and *Opera* (London).
- Cincinnati Opera continues to attract opera lovers from throughout North America, with attendees traveling from 36 states and Puerto Rico as well as 6 other nations for our 2010 season, and our student attendance remains very strong.
- Music Hall is a registered National Historic Landmark, and is considered one of the most acoustically perfect halls in the world.
- We employ more than 300 gifted artists and craftspeople each year—including singers, dancers, chorus and orchestra members, supers, directors, and conductors, as well as administrative, production, and technical staff.



A scene from our majestic 2010 production of *Die Meistersinger von Nürnberg*.

WHAT THE CRITICS ARE SAYING

"TRULY TRIUMPHANT"

—Cincinnati Enquirer

"A PRODUCTION OF ENORMOUS BEAUTY, MARKED BY RAPTUROUS SINGING"

—Cincinnati Enquirer

"A MASTERPIECE"

—Oakwood Register

"SCENES OF ABSOLUTE PERFECTION"

—Oakwood Register

"A SATISFYING EVENING RICH WITH DRAMA"

—Cincinnati Enquirer

"UNFORGETTABLE"

—Oakwood Register

CINCINNATI OPERA

2011 SEASON



PROGRAM BOOK
RATE CARD

Rigoletto

G. Verdi

June 16 & 18

A Flowering Tree

J. Adams

June 30 & July 2

Eugene Onegin

P. I. Tchaikovsky

July 14 & 16

The Magic Flute

W.A. Mozart

July 27, 29 & 31m

FOR ADDITIONAL INFORMATION CONTACT:

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CINCINNATI OPERA

RESERVE YOUR SPACE TODAY. CALL (513) 768-5526.

AUDIENCE PROFILE

CONNECT WITH THE TRI-STATE'S MOST AFFLUENT CONSUMERS

The Cincinnati Opera Season Program Book reaches the elite of Cincinnati's decision makers, who wield buying power for themselves and the organizations they represent as well as influence in their peer groups. Advertising in our Season Program Book provides you direct access to a wealthy and highly-educated market segment; our audience members are uniquely receptive to your marketing message as they experience the thrill of grand opera in opulent Music Hall.

Cincinnati Opera patrons...

- Live in affluent neighborhoods in the tri-state area, with particularly high concentrations in Hyde Park, Indian Hill, Downtown, Montgomery, and Blue Ash
- Have completed advanced education—over 50% have graduate or post-graduate degrees
- Earn incomes of over \$100,000
- Own luxury cars

Cincinnati Opera patrons are socially active and sophisticated consumers. They frequently enjoy fine dining, are connoisseurs of fashion and quality craftsmanship, and regularly travel for culture and pleasure. They entertain often and experience life at the highest standard. Our young professional audience also continues to grow, ensuring that your message will reach the decision makers of tomorrow.

THE SEASON PROGRAM BOOK

Cincinnati Opera continues its tradition of creating beautiful, souvenir-quality program books given free-of-charge to all Cincinnati Opera patrons at every performance. Our Season Program Book is filled with information about singers and conductors, stories of the operas, essays by nationally-known writers and opera experts, and stunning season artwork. Format and quality are first-rate and create a beautiful and unique showcase for your company. Our Season Program Book is attractive, informative, and the only way to reach the entire Cincinnati Opera audience with your message. With 9 performances in the 2011 season, we anticipate an audience of more than 24,000—and, as our Season Program Book is kept and passed on as a collectible, your ad will be seen long after the festival season has ended.

TECHNICAL SPECIFICATIONS

GRAPHIC DESIGN SERVICES

Cincinnati Opera's Graphic Design Department charges advertisers \$70 per hour for design services.

DESIGNING YOUR AD

If an ad is full page with bleed, the designer should allow an additional 1/8 inch all the way around for proper trimming purposes. Due to perfect binding, copy should be kept at least 1/2 inch from the edges of the ad. Ads not conforming will be adjusted, if possible, at additional cost or returned to the advertiser for correction and resubmission.

SUBMITTING FILES

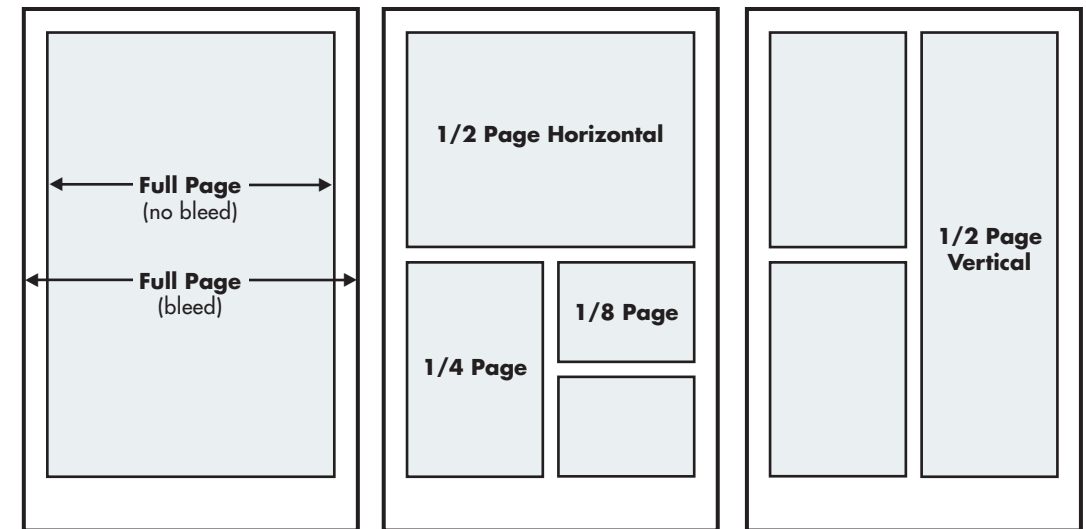
We accept ads as Acrobat .pdf (high resolution, printer quality) or Photoshop .eps files. All files must be CMYK or grayscale; no Pantone colors, please. All fonts must be included (both printer and screen). All images and graphics must be included (300 dpi). All files may be provided on CD or, if smaller than 6 MB, emailed to programbook@cincinnatiopera.org.

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SPECIFICATIONS

Final trim size of program book: 7w x 10.875h



COLOR ADS

SIZE	RATE	MECHANICALS (width x height in inches)
Double-Page Spread (bleed)	\$5,600	14w x 10.875h (add 1/8 inch bleed all around)
Back Cover (bleed)	\$4,500	7w x 10.875h (add 1/8 inch bleed all around)
Inside Cover (bleed, 2 available)	\$3,200	7w x 10.875h (add 1/8 inch bleed all around)
Full Page, Premium Position (bleed)	\$2,950	7w x 10.875h (add 1/8 inch bleed all around)
Full Page (bleed)	\$2,800	7w x 10.875h (add 1/8 inch bleed all around)
Full Page (no bleed)	\$2,800	6w x 9.25h
1/2 Page (horizontal)	\$1,600	6w x 4.5h
1/2 Page (vertical)	\$1,600	2.875w x 9.25h
1/4 Page (vertical)	\$1,015	2.875w x 4.5h
1/8 Page (horizontal)	\$700	2.875w x 2.125h

BLACK-AND-WHITE ADS

Full Page (bleed)	\$2,100	7w x 10.875h (add 1/8 inch bleed all around)
Full Page (no bleed)	\$2,100	6w x 9.25h
1/2 Page (horizontal)	\$1,400	6w x 4.5h
1/2 Page (vertical)	\$1,400	2.875w x 9.25h
1/4 Page (vertical)	\$790	2.875w x 4.5h
1/8 Page (horizontal)	\$500	2.875w x 2.125h

Note: All prices are net of agency commissions.

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