



2017–2018 SEASON PROGRAM BOOK ADVERTISING

CONNECTING YOUR BUSINESS WITH OUR AUDIENCE

RESERVE YOUR SPACE NOW!
CONTACT LANA SADOWSKI
757-627-9545 ext. 3323
Lana.Sadowski@vaopera.org
To secure your ad space now!

Affluent and Well-Educated
Business and Community Leaders
Recession Proof
Active Spenders
Homeowners, Avid Readers and World Travelers
Connoisseurs of Wine and Fine Dining
Aficionados of Culture, Art and Music

OUR **43rd** SEASON FEATURES **4** PRODUCTIONS ACROSS **3** MARKETS.
Camille Saint-Saens
Giacomo Puccini

SAMSON and DELILAH

Norfolk • SEPT 29 - OCT 1 & 3, 2017
Fairfax • OCT 7 & 8, 2017
Richmond • OCT 13 & 15, 2017

Benjamin Britten

A Midsummer Night's Dream

Norfolk • FEB 9, 11 & 13, 2018
Fairfax • FEB 17 & 18, 2018
Richmond • FEB 23 & 25, 2017

The Girl of the Golden West

Norfolk • NOV 10, 12 & 14, 2017
Richmond • NOV 17 & 19, 2017
Fairfax • DEC 2 & 3, 2017

Gaetano Donizetti

Lucia Di Lammermoor

Norfolk • MAR 23, 25, & 27, 2018
Fairfax • APR 7 & 8, 2018
Richmond • APR 13 & 15, 2018

ADVERTISE WITH US!
10% NEW ADVERTISER DISCOUNT

For more information, please contact
 Lana Sadowski, Acting Director of Marketing/ Hampton Roads at
lane.sadowski@vaopera.org
 or Ellen Bender, Director of Marketing in Central/Northern Virginia at
ellen.bender@vaopera.org

2017-18 NET ADVERTISING RATES¹

PREMIUM POSITIONS

		4-color ²	B&W
Outside Back Cover	5.5" x 8.5"	\$4,500	N/A
Inside Front Cover	5.5" x 8.5"	\$4,000	N/A
Inside Back Cover	5.5" x 8.5"	\$4,000	N/A
Center Double Truck	10.5" x 7.875"	\$5,500	\$4,785
4.75" x 7.875" live area 5.5938" x 8.6875" bleed size			

DISPLAY ADS

		4-color ²	B&W
Full-Page	4.75" x 7.875"	\$3,100	\$2,700
Half-Page (horizontal)	4.75" x 3.875"	\$1,600	\$1,390
Half-Page (vertical)	2.3125" x 7.875"	\$1,600	\$1,390
Quarter-Page(horizontal)	4.75" x 1.875"	\$ 900	\$ 780
Quarter-Page (vertical)	2.3125" x 3.875"	\$ 900	\$ 780

HighResolutionPDF–PreferredFormat:UseAdobePDFpresetPressQuality. PleasemakesurePDFfilesare Acrobat 9 compatible, 300 DPI, CMYK or gray scale and that fonts are embedded.

1 - Rates are quoted for all four 2017-2018 Season productions.

2 - Four-color advertising availabilities are limited and are offered on a first-come, first-served basis.

Ask about payment plans!

Added Value: Every advertiser with a website receives a free link on the Sponsor/Advertiser section of Virginia Opera's website (www.vaopera.org). And will also be featured during the season on social media platforms including FaceBook, Instagram and Twitter .

VIRGINIA OPERA PERFORMANCE VENUES

Norfolk - Harrison Opera House
 Richmond - Dominion Arts Center
 Fairfax - George Mason University's Center for the Arts