

COMMONWEALTH
OPERA
of Western Massachusetts

BUSINESS ADVERTISER ORDER FORM • 2007/2008 performance season



Commonwealth Opera and its many audiences welcome you and your business to center stage!

Your ad in the "Opera Glass" full-season playbill is seen during the fall, winter and spring by thousands of happily "captive" opera- and musical-goers from the Pioneer Valley and beyond. Bring your business to the attention of our communities!

Business name _____ phone _____

Contact name _____ title _____ phone _____

Mailing address _____

I am a NEW advertiser — I will send a camera-ready ad to Commonwealth Opera by July 15

I am a returning advertiser — Use same ad as last season — I will send a camera-ready ad by July 15

We can accept a JPEG, TIFF, or PDF document. Please e-mail new ads to: opera@contactimprov.com

I enclose my payment Please invoice me (I understand that the amount will be 15% more if I am invoiced more than once.)

Signature _____ date _____

- | | | |
|--|-----------|------------------------|
| <input type="checkbox"/> Back cover, exterior | \$750 | 4.5" x 7.5" - one only |
| <input type="checkbox"/> Inside front cover <input type="checkbox"/> inside back cover | \$650 | 4.5" x 7.5" - one only |
| <input type="checkbox"/> Full page: premium placement front | \$580 | 4.5" x 7.5" - one only |
| <input type="checkbox"/> Full page: premium placement centerfold | \$750 | 4.5" x 7.5" - one only |
| <input type="checkbox"/> Full page: interior | \$490 | 4.5" x 7.5" |
| <input type="checkbox"/> Half page: interior | \$350 | 4.5" x 3.75" |
| <input type="checkbox"/> Quarter-page interior (vertical) | \$175 | 2.25" x 3.75" |
| <input type="checkbox"/> Quarter-page interior (horizontal) | \$175 | 4.5" x 2.75" |
| <input type="checkbox"/> Business listing | \$75-125* | 2 or 3 lines of text |

PLEASE NOTE:

We have had to restructure our rates to reflect the rising costs in printing. We hope you will find an advertising option that works for your business. Our ads give the most return for the dollar, as our audiences have ample time to study our playbill throughout our performance season. Please join us!

Order deadline: June 15
Ad receipt deadline: July 15

To request a copy of last season's playbill, please contact us.

AD ORDERING OPTIONS

(1) MAIL THIS FORM with payment to Commonwealth Opera • 140 Pine Street, Suite 12 • Florence MA 01062

(2) CALL IN YOUR ORDER with credit card: Commonwealth Opera office: 413-586-5026 / info@commonwealthopera.org

Questions? For full information please call Mark Zelman, Commonwealth Opera business support representative (413) 268-0146