

Joseph R. Pucciatti, *Artistic Director*

March 2012

Spring 2012 Advertising Partner: *The Magic Flute* Playbill

Join Boheme Opera NJ in its 23rd season as it completes its season "Into a Forest of Operatic Fantasy" with an English-language production of Mozart's *The Magic Flute*. The opera will be unlike any seen before in the region, with hand-painted, animated sets projected in HD. The visual and musical artistry will make it a spectacle for the eye and the ear – and this is your chance to be a part of the excitement.

Your advertisement in the production playbill – with your logo and a link to your company's website on ours, www.bohemeoperanj.com – will provide you with exceptional exposure to Boheme Opera NJ's audience base. It will also show your customers and/or clients your commitment to supporting the community and the arts. Additionally, full-page advertisers will also receive two complimentary tickets to opening night, Friday April 20.

Please visit our website to learn more about the production or to purchase additional tickets. Should you be interested in being an underwriter of *The Magic Flute*, with even more benefits, again, please visit our website.

PLAYBILL DETAILS

Playbill Size: 5½"w x 8½"h

Color: Full color covers; inside full-page ad (full color); interior pages (B&W)

Available Ad Sizes:

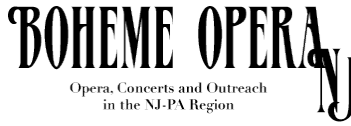
Inside Front Cover (color): \$400 – 4.25"x7.75"

Full-page (B&W): \$250 – 4.25"x7.75"

Half-page: \$150 – 4.25"x3.375"

Business card/¼ page: \$75 – 3.5"x2"

Please see the Playbill Advertiser Form on the following page for submission and payment details. Please note that **all ads are to be submitted by noon on April 6: no exceptions will be made.**



Spring 2012 Playbill Advertiser Form – *The Magic Flute*

Please print:

Firm/Individual _____ Telephone _____

Address _____ City/Zip Code _____

Contact Person _____

Advertiser's Signature _____ Date _____

Email _____ Fax _____

General Information

1. Printed playbill: black & white. Publication trim size: 5-1/2" X 8-12".
2. **Full-page ad:** 4.25 X 7.75 **Half-page ad:** 4.25 X 3.375 **Business Card/¼ page ad:** 3.5 X 2
3. Submission deadline: **Friday, April 6, 2012**
4. Cancellations not accepted after April 9, 2011
5. Please send digitally prepared, camera-ready art to: jstundel@wordstakeflight.com
6. You can have your ad designed for an additional fee of \$75 – send your request to jstundel@wordstakeflight.com
7. 150 line-screens or 300-DPI preferred
8. New ad copy must be submitted for new AND renewing advertisers
9. If you have any questions, please contact Boheme Opera at (609) 581-9551

	<u>Half-page ad</u>	<u>Full-page ad</u>	<u>Inside Cover</u>	<u>Check Amount</u>
<i>The Magic Flute</i>	\$150 <input type="checkbox"/>	\$250 <input type="checkbox"/>	\$400 <input type="checkbox"/>	_____
Also available:	<u>Business card/1/4 page ad for \$75</u> <input type="checkbox"/>			_____

Additionally, Visa/MasterCard/Amex/Discover will be accepted by phone.

This form may be faxed for confirmation of space with payment under separate cover. For your convenience, you may also scan and e-mail the form to jstundel@wordstakeflight.com. Please mail your check and signed form to:

Boheme Opera New Jersey
 PO Box 4157
 Trenton, NJ 08610
 Phone: (609) 581-9551
 Fax: (609) 581-9553