

# Twenty-Third Festival Season 2017 Program Book Advertisement Rates



## Why advertise with Union Avenue Opera?

When businesses and companies show their support for Union Avenue Opera they gain the loyal patronage of our audience (400+ nightly) and show the community they are dedicated supporters of the arts in St. Louis.

Union Avenue Opera is excited to present its Twenty-Third Festival Season, featuring the return of world renown soprano Christine Brewer as Lady Billows in Benjamin Britten's *Albert Herring*, Rodgers and Hammerstein's beloved *Carousel*, and Engelbert Humperdinck's cautionary tale, *Hänsel und Gretel*.

## About Union Avenue Opera:

The mission of Union Avenue Opera is to provide professional opportunities for gifted, emerging artists and to offer vibrant and affordable opera experiences in original languages to audiences that reflect the breadth and diversity of the St. Louis region. Believing that the arts are vital to the health and reputation of a community, Union Avenue Opera is committed to its urban setting, educational outreach and artistic integrity.

- UAO is the oldest professional opera company in the region offering productions solely in original languages;
- UAO has earned a reputation of artistic excellence in the St. Louis community and beyond;
- 24% of UAO's audience attended for the first time in 2016 and 23% have been attending for 10+ years;
- 89% of UAO's audience holds a college degree or higher;
- UAO is a publicly supported 501(c)(3) nonprofit organization.

## Consider the Value of:

- **Branding** with loyal and diverse audiences;
- **On-site visibility** at performances;
- **Recognition** in UAO publications;
- **Online presence** at [unionavenueopera.org](http://unionavenueopera.org).



Britten's  
**Albert Herring**  
starring Christine Brewer as Lady Billows  
July 7, 8, 14, 15

Rodgers & Hammerstein's  
**Carousel**  
directed by Ken Page  
July 28, 29, August 4, 5

Humperdinck's  
**Hänsel und Gretel**  
August 18, 19, 25, 26

**2016 Advertisers Included:** Mangrove Redevelopment • Cathedral Concerts • St. Louis Public Radio • Gersher Music Festival • Chamber Music Society of St. Louis • Boo Cat Club • PNC Arts Alive • CWE Real Estate • Ces & Judy's Catering • Metropolitan Orchestra of St. Louis • Chamber Project St. Louis • Washington University • Musicians' Association of St. Louis • Bach Society of Saint Louis • Husch Blackwell • Delmar Gardens • The Saint Louis Chamber Chorus • Missouri Women's Chorus • Union Avenue Christian Church • Breihan Properties • Dressel's Public House • West End Players Guild • Arts Group of Union Avenue • Atlas Restaurant • Campbell House Museum • Midwest BankCentre • Winter Opera Saint Louis • Opera Theatre of Saint Louis



# 2017 Program Book Advertisement Purchase Agreement

Reservation Deadline: **May 15, 2017**

Artwork Deadline: **May 24, 2017**

I/We hereby agree to purchase an advertisement in Union Avenue Opera's 2017 Program Book. The book, measuring 5 1/2" by 8 1/2", will be distributed at **twelve** performances of **three** productions from July 7 through August 26, 2017.

BUSINESS/NAME: \_\_\_\_\_

PRIMARY CONTACT: \_\_\_\_\_

CONTACT ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ CONTACT PHONE: \_\_\_\_\_

CONTACT EMAIL: \_\_\_\_\_

Indicate ad size below:

Placement	Rate	Size (w x h)
*Inside Front Left (color)	<input type="checkbox"/> \$1250	4 1/2" x 7 1/2"
*Inside Front Right (b/w)	<input type="checkbox"/> \$1150	4 1/2" x 7 1/2"
*Inside Back Right (color)	<input type="checkbox"/> \$1150	4 1/2" x 7 1/2"
<del>*Inside Back Cover Left (b/w)</del>	<del><input type="checkbox"/> \$950</del> <b>SOLD</b>	<del>4 1/2" x 7 1/2"</del>
Full Page Ad (b/w)	<input type="checkbox"/> \$500	4 1/2" x 7 1/2"
Half Page Ad (b/w)	<input type="checkbox"/> \$300	4 1/2" x 3 3/4"
Quarter Page Ad (b/w)	<input type="checkbox"/> \$175	4 1/2" x 2"

### Camera ready copy will be:

- Emailed     Is Included
- Same as 2016

- I would like UAO to produce an ad (additional fees apply at a rate of \$30/hour)

\*Premium ad space subject to prior sale. Contact Emily for availability

It is understood that advertising copy is subject to approval by Union Avenue Opera. In the event of a printing error Union Avenue Opera accepts no liability beyond the cost of an insertion. It is the advertiser's responsibility to meet the deadlines stated above. Should the advertiser fail to provide copy, Union Avenue Opera will print out only the name, address and telephone number of the advertiser and/or its product.

**PAYMENT IS DUE AT TIME OF SUBMISSION. NO ADVERTISEMENT WILL BE PUBLISHED IF PAYMENT IS NOT RECEIVED BY THE MAY 15, 2017 DEADLINE UNLESS PRIOR ARRANGEMENTS HAVE BEEN MADE WITH UNION AVENUE OPERA.**

**Artwork due: May 24, 2017**

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please complete this advertising agreement and mail or email to:

Emily DePauw  
 Administrative Director  
 314-361-2881  
 emily@unionavenueopera.org

Union Avenue Opera  
 733 N. Union Blvd  
 St. Louis, MO 63108

Native Illustrator, Photoshop, or PDFs (with embedded fonts and links rendered) can be emailed to [emily@unionavenueopera.org](mailto:emily@unionavenueopera.org) or UAO can create a simple ad for a nominal fee. Call to find out more.