

Twenty-Fourth Festival Season 2018 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-Fourth Festival Season featuring a traditional take on Gilbert & Sullivan's brilliant comedy *H.M.S. Pinafore*, Verdi's high-stakes, Old Testament drama *Nabucco*, and Kurt Weill's heartbreaking and timely *Lost in the Stars* which explores racial inequality in 1940's Johannesburg, South Africa.

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;
- 13% of UAO's audience attended for the first time in 2017 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.

Union Avenue Opera is a 501(c)(3) nonprofit organization registered in Missouri under the Internal Revenue Service Code. Union Avenue Opera is funded in part by the Missouri Arts Council, a State Agency, the Regional Arts Commission, and through individual and corporate contributions.

2017 Advertisers Included: With Love Catering • Mangrove Redevelopment • Raymond James, Inc. • Opera Theatre of Saint Louis • West End Grill & Pub • Women's Journal • The Social Affair • Cathedral Concerts • Geshar Music Festival • Chamber Music Society of St. Louis • PNC Arts Alive • Metropolitan Orchestra of St. Louis Chamber Project St. Louis • Washington University • St. Louis Public Radio • Musicians' Association of St. Louis • Artist Presentation Society • Bach Society of Saint Louis • Husch Blackwell • Town & Style • The Saint Louis Children's Choirs • Union Avenue Christian Church • Breihan Properties • Dressel's Public House • West End Players Guild • Arts Group of Union Avenue • Campbell House Museum • Winter Opera Saint Louis



Gilbert & Sullivan's
H.M.S. Pinafore
July 6, 7, 13, 14

Verdi's
Nabucco
July 27, 28, August 3, 4

Kurt Weill's
Lost in the Stars
August 17, 18, 24, 25



2018 Program Book Advertisement Purchase Agreement

Reservation Deadline: **May 25, 2018**

Artwork Deadline: **June 15, 2018**

I/We hereby agree to purchase an advertisement in Union Avenue Opera's 2018 Program Book. The book, measuring 5 1/2" by 8 1/2", will be distributed at **twelve** performances of **three** productions from July 6 through August 25, 2018.

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"
*Inside Back Cover Left (b/w)	<input type="checkbox"/> \$950 SOLD	4 1/2" x 7 1/2"
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 2017

- 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 25, 2018 DEADLINE UNLESS PRIOR ARRANGEMENTS HAVE BEEN MADE WITH UNION AVENUE OPERA.

Artwork due: June 15, 2018

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 or UAO can create a simple ad for a nominal fee. Call to find out more.