

DES MOINES  METRO OPERA

# 2020 PROGRAM ADVERTISING

## WINTER PROGRAM

January 31 - February 2

LA VOIX HUMAINE *Poulenc*

## SUMMER FESTIVAL PROGRAM

June 26 - July 19

SWEENEY TODD *Sondheim*

PLATÉE *Rameau*

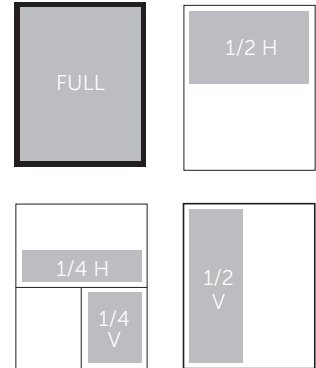
THE QUEEN OF SPADES *Tchaikovsky*

FELLOW TRAVELERS *Spears/Pierce*

# DES MOINES METRO OPERA 48TH SEASON

## ADVERTISING RATES

PAGE SIZE	MEASUREMENTS W x H	(20% Discount)		
		WINTER	SUMMER	BOTH
BC/Inside FC	8 x 10.5 (8.75 x 11.25 w/bleeds)	R E S E R V E D		
Inside BC/Page 2	8 x 10.5 (8.75 x 11.25 w/bleeds)	\$900	\$2,220	\$2,495
Full	8 x 10.5 (8.75 x 11.25 w/bleeds)	\$770	\$1,775	\$2,036
1/2 H	8 x 5.125	\$460	\$1,030	\$1,192
1/2 V	3.875 x 10.5	\$460	\$1,030	\$1,192
1/4 H	8 x 2.4375	\$305	\$605	\$728
1/4 V	3.875 x 5.125	\$305	\$605	\$728



Business Name

Contact

Address

City

State

Zip

Phone

E-mail

### AD SPECS: (Check all that apply)

- I will send new **WINTER** ad materials by DECEMBER 18, 2019.
- I will send new **SUMMER** ad materials by MAY 27, 2020.
- I would like to run the same ad as last year, no changes.
- I would like to run the same ad as last year with limited changes (\$25 fee).
- I would like to have my ad designed by DMMO's Art Director for \$50/hour.

### CHOOSE YOUR METHOD OF PAYMENT: (Check only one)

- Please invoice me in May, 2020 (unless otherwise requested).
- Please contact me about an easy payment plan.

### DEADLINE FOR SPACE + ARTWORK: December 18, 2019 (WINTER) May 27, 2020 (SUMMER)

All artwork must be formatted to size at 300 dpi, CMYK color (no spot colors), ready to place and in one of the following formats: PDF with fonts embedded (preferred) or jpeg. Email all artwork to [tom@aiads.us](mailto:tom@aiads.us)

## CONTACT

**Tom Smull**

[tom@aiads.us](mailto:tom@aiads.us)

515-201-3133

Advertiser Signature (required)

Date

Company Representative Signature

Date



*Blank Performing Arts Center, Indianola*

## AUDIENCE PROFILE

Des Moines Metro Opera boasts an annual audience of 10,000 upscale patrons hailing from approximately 40 U.S. states, 4 countries, 68 Iowa counties and every zip code in the metro. Our patrons are well-educated and have incomes of more than \$75,000. Close to 60% of our patrons come from the Des Moines metro, while the other 40% hail from outside DSM.

## PROGRAM QUALITY

DMMO produces two full size, full color programs of the highest quality, printed on premium paper stock. These magazine-style programs are distributed to every audience member free of charge and are often displayed in patrons' homes long after the season ends as coffee table or souvenir books.

## ALL ABOUT DMMO

Des Moines Metro Opera (DMMO) is a major American summer opera festival and is one of the state's largest performing arts organizations, annually producing over 100 performances in the metro area and around the region. The Company produces an annual winter opera as well as its signature summer festival, which runs from May through July of each year during which four operas are presented in rotating repertory. The summer festival season takes place in the intimate 467-seat Pote Theater at the Blank Center for the Performing Arts in Indianola, Iowa.

DMMO enlarges experiences through a curated series of concerts, lectures, art shows, film screenings and

unique performance collaborations such as those in our 2nd Stages Series. We cultivate the next generation of musicians and music lovers through programs like the Apprentice Artist and OPERA Iowa programs.

DMMO receives annual reviews from industry publications such as *Opera News* and *Opera Today*. The company has also been featured in the pages of the *Kansas City Star*, *The New York Times* and *The Chicago Tribune*, which said in 2017, "Shrewd programming, thoughtful casting and top flight production values have won the company wide acclaim. Those big-city opera snobs who would equate regional opera with provincial opera haven't reckoned on DMMO."

### ADVERTISER TICKET SAVINGS

As a token of our appreciation, we are pleased to offer 10% off single ticket prices to any program advertiser! To redeem this offer or for more information, please give our Box Office a call at 515-961-6221.