

# Rate Card

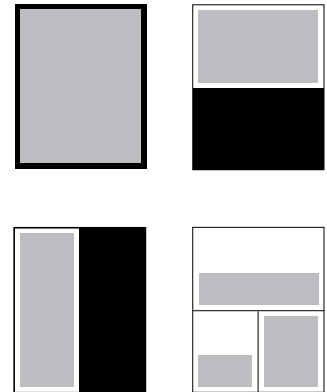
## DES MOINES METRO OPERA 38th Summer Festival Program Advertising

■ Place your ad in a high-quality, full-size program that gives you the option of adding a second color to your black and white ad for free or having your ad printed in full, attention-grabbing color. These magazine-style programs are distributed free to every audience member and are often displayed in patrons' homes and businesses.

■ Reach over 7,800 opera-goers at DMMO's 38th Summer Festival, June 25-July 18, 2010, at Blank Performing Arts Center in Indianola, featuring 16 performances of three full-scale, grand operas.

■ Target an affluent market. Opera audiences have higher-than-average income and education. The largest portion of the U.S. opera audience is between the ages of 25 and 55. (Source: National Endowment for the Arts)

SIZE	MEASUREMENTS	WIDTH x HEIGHT	COLOR	B&W
Back Cover	8 x 10.5 (8.75 x 11.25 w/full bleeds)		reserved	N/A
Inside Front	8 x 10.5 (8.75 x 11.25 w/full bleeds)		reserved	N/A
Inside Back	8 x 10.5 (8.75 x 11.25 w/full bleeds)		reserved	N/A
Full Page	8 x 10.5 (8.75 x 11.25 w/full bleeds)		\$1515	\$1275
1/2 Page Hor.	8 x 5.125 (8.75 x 5.625 w/full bleeds)		\$895	\$735
1/2 Page Vert.	3.875 x 10.5 (4.375 x 11.25 w/full bleeds)		\$895	\$735
1/4 Page Hor.	8 x 2.4375		\$495	\$435
1/4 Page Vert.	3.875 x 5.125		\$495	\$435
1/8 Page	3.875 x 2.4375		\$325	\$300
Merchant	Business name, address, phone & website		N/A	\$95



**PLACE YOUR AD BEFORE JANUARY 29, 2010, TO RECEIVE 5% OFF THE PRICE OF YOUR AD AND 2 FREE TICKETS TO A FINAL DRESS REHEARSAL DURING THE 38TH SUMMER FESTIVAL!**

**CAMERA-READY ART:** To avoid fees, all artwork must be formatted to size at 300 dpi, ready to place and in one of the following formats: PDF with fonts embedded (preferred), InDesign, Quark XPress or Illustrator (fonts changed to outlines).

By e-mail (preferred): send to kudrovich@dmmo.org. If e-mailing an InDesign or Quark file; please include document, all fonts and graphic files (EPS or TIFF) in one folder and compress before sending.

By mail: send to McB McManus, Marketing Director, 106 West Boston Avenue, Indianola, IA 50125. Include all fonts and graphic files (EPS or TIFF) on Mac-formatted CD.

**ALL OTHER ART:** Any materials received other than camera-ready will be assessed a \$25 fee. DMMO's Art Director can design your ad for \$50/hour.

**PROOF:** If requested, a final proof will be emailed to you prior to publication.

**DEADLINE FOR SPACE + ARTWORK:** April 30, 2010

McB McManus  
Marketing Director  
106 West Boston Av  
Indianola, IA 50125  
P: 515 961-6221  
F: 515 961-8175  
mmcmanus@dmmo.org

# Contract

## DES MOINES METRO OPERA 38th Summer Festival Program Advertising

Business Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Signature required on all contracts \_\_\_\_\_ Date \_\_\_\_\_

### CHOOSE YOUR AD SIZE:

SIZE	FULL COLOR	BLACK & WHITE
Back Cover	reserved	N/A
Inside Front	reserved	N/A
Inside Back	reserved	N/A
Full Page	\$1515	\$1275
1/2 Page Hor.	\$895	\$735
1/2 Page Vert.	\$895	\$735
1/4 Page Hor.	\$495	\$435
1/4 Page Vert.	\$495	\$435
1/8 Page	\$325	\$300
Merchant	N/A	\$95

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■ Invoices for ads placed in the 38th Summer Festival program will be mailed in July, 2010, unless otherwise requested.

■ Please follow ad specifications on your Rate Card. Anything else will be assessed a \$25 fee.

■ If you have questions regarding acceptable ad materials, contact Marketing Director McB McManus at [mmcmanus@dmmo.org](mailto:mmcmanus@dmmo.org) or Art Director Kimberly Udrovich at [kudrovich@dmmo.org](mailto:kudrovich@dmmo.org).

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

- I will send new ad materials by APRIL 30, 2010.
- I would like to run the same ad as the 2009 Summer program, no changes.
- I would like to run the same ad as the 2009 Summer program with limited changes (\$25 FEE).
- I would like my ad printed in full color.
- Please contact me. 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 July, 2010.
- Please contact me about an easy payment plan.
- Check enclosed made payable to Des Moines Metro Opera
- Charge my credit card (Visa, Mastercard or American Express)

# \_\_\_\_\_ Exp. date \_\_\_\_\_

OFFICE USE

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Marketing Director  
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Indianola, IA 50125  
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F: 515 961-8175  
[mmcmanus@dmmo.org](mailto:mmcmanus@dmmo.org)