



2009/2010 SEASON

Dear Advertiser,

I would like to take this opportunity to offer you the opportunity to advertise in one or more of the 2009/2010 in house Vancouver Opera magazines.

Vancouver Opera is the second largest performing arts organization in British Columbia and the third largest Opera Company in Canada. The Vancouver Opera is committed to presenting diverse repertoire and introducing its audiences to 20th Century opera. Within each season the Vancouver Opera plans for diversity and balance in musical styles, composers, language and production methods. The 2009/2010, Vancouver Opera's 50th season, will be no exception, as the Vancouver Opera will be presenting a varied repertoire of composers from Bellini to Adams.

The 2009/2010 Vancouver Opera season will open in November 2009 with Bellini's *Norma* a great bel canto masterpiece. This will be followed by in March 2010 with the Canadian premiere of John Adams *Nixon in China*. In April 2010, the season will continue with Mozart's *The Marriage of Figaro* and in May 2010 the season will close with the ever popular *Madame Butterfly* by Puccini.

The house publication of the Vancouver Opera aims to inform and entertain patrons, regardless of their level of opera knowledge. Artist biographies, interesting articles, community activity reports and suggestions for learning more add up to an attractive, well-designed package to enhance patrons' theatre experiences.

The Vancouver Opera magazines are handed to each patron as they enter the Queen Elizabeth Theatre and so advertising in any or all of the Vancouver Opera magazines will help you reach everyone that attends a performance of the opera. The patrons that attend these operas are usually a highly affluent and sophisticated theatre audience.

If you require any further information about the publications, rate card, closing dates, etc please call 778.294.5881.

Thanking you in advance,

A handwritten signature in black ink, appearing to read "Alan Slater".

Alan Slater
Publisher



Suite 4 – 15255 36 Avenue, South Surrey, B.C. V3S 0Y4 Tel: 778.294.5881 Fax: 778-294-5882
Email: theatre@shawbiz.ca Website: www.playboardmag.com

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TARGETED MARKET FOR THE VANCOUVER OPERA

Male – Female Ratio:

40% Male 60% Female

Average Age:

45 – 54 years (50%)

Even spread above and below that age range

House Hold Income:

\$60,000 plus 50%

\$100,000 plus 35%

Areas of Residence:

Most likely to be residents of the high income areas of the Lower Mainland

70% live in the areas of Downtown, Kitsilano, Vancouver West, North and West Vancouver.

The rest are split between the rest of the Lower Mainland (20%) and from outside the region (10%)

Readers per copy:

One - Magazine is handed to each person that attends the opera and they are generally taken home to be read again at a later stage.

QUEEN ELIZABETH THEATRE

NORMA
NIXON IN CHINA
THE MARRIAGE OF FIGARO
MADAME BUTTERFLY

November 28, December 1, 3, 5, 2009 (4 Performances)

March 13, 16, 18, 20, 2010 (4 Performances)

April 24, 27, 29, May 1, 4, 2010 (5 Performances)

May 29, June 1, 3, 5, 8, 10, 2010 (6 Performances)

Deadlines: Space Close: 1 Month prior to publication date
 Material close: 3 Weeks before publication date

Seating capacity of Theatre: 2,929

	Norma	Nixon in China	The Marriage of Figaro	Madame Butterfly
SPECIAL POSITIONS:				
Outside Back Cover	\$ 2,600.00	\$ 2,800.00	\$ 2,800.00	\$ 3,100.00
Inside Front Cover	\$ 2,400.00	\$ 2,600.00	\$ 2,600.00	\$ 2,900.00
Inside Back Cover	\$ 2,200.00	\$ 2,400.00	\$ 2,400.00	\$ 2,600.00
Double Page Spread	\$ 3,000.00	\$ 3,200.00	\$ 3,200.00	\$ 3,600.00
 COLOUR PAGE:				
Full Page	\$ 2,000.00	\$ 2,200.00	\$ 2,200.00	\$ 2,400.00
2/3 Vertical	\$ 1,600.00	\$ 1,750.00	\$ 1,750.00	\$ 1,900.00
1/2 Horizontal	\$ 1,400.00	\$ 1,550.00	\$ 1,550.00	\$ 1,700.00
1/3 Vertical or Square	\$ 1,200.00	\$ 1,300.00	\$ 1,300.00	\$ 1,450.00
1/6 Vertical or Horizontal	\$ 900.00	\$ 1,000.00	\$ 1,000.00	\$ 1,100.00
 BLACK AND WHITE:				
Full Page	\$ 1,800.00	\$ 2,000.00	\$ 2,000.00	\$ 2,150.00
2/3 Vertical	\$ 1,350.00	\$ 1,500.00	\$ 1,500.00	\$ 1,600.00
1/2 Horizontal	\$ 1,100.00	\$ 1,200.00	\$ 1,200.00	\$ 1,300.00
1/3 Vertical or Square	\$ 800.00	\$ 875.00	\$ 875.00	\$ 950.00
1/6 Vertical or Horizontal	\$ 600.00	\$ 675.00	\$ 675.00	\$ 725.00

Display Ad Sizes and Specifications

SIZES (In Inches)	WIDE	HEIGHT	SIZES	WIDE	HEIGHT
Type Page	7-1/8	10-	1/6 Horizontal	4-5/8	2-1/4
2/3 Vertical	4-5/8	10-	1/6 Vertical	2-1/4	4-15/16
1/2 Horizontal	7-1/8	4-15/16	Trim size	8-1/8	10-3/4
1/3 Square	4-5/8	4-15/16	Bleed Size	8-1/2	11-1/8
1/3 Vertical	2-1/4	10-			

Printed Heatset Web Offset, CTP.

Ad files can be supplied electronically (Max. 10 meg. file) or on disc in Indesign, QuarkXpress or Adobe Illustrator format with all high-resolution images & fonts. Ad files can also be supplied as a high-resolution PDF file.

Rates quoted do not include applicable taxes and are per show and for the insertion of the advertisement only.

Rates are subject to change without notification.

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