



2011/2012 SEASON

Dear Advertiser,

I would like to take this opportunity to offer you the opportunity to advertise in one or more of the 2011/2012 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 2011/2012, Vancouver Opera's 52nd season, will be no exception, as the Vancouver Opera will be presenting a varied repertoire of works from *West Side Story* to *Aida*.

The 2011/2012 Vancouver Opera season will open in October 2011 with one of the treasures of American music *West Side Story* for an unprecedented eight performances. This will be followed by the romantic opera, French style, with Charles Gounod's *Romeo et Juliette* in November 2011. In March 2012, the season will continue with Rossini's ultra-popular classic *Barber of Seville* and in April 2012 the season will end on the grandest scale with Verdi's *Aida*.

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 be "AS", written in a cursive style.

Alan Slater
Publisher



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VANCOUVER OPERA ANNOUNCES 2011-2012 SEASON

Not-to-be-missed season kicks off with a full-out production of *West Side Story*

Vancouver, BC ~ The monumental company première of a masterpiece of music theatre, Met audition-winner Simone Osborne in a role début, an inventive new *Barber of Seville* and the grandest of grand operas are just four highlights of Vancouver Opera's 52nd season.

VO's 2011-2012 season will include Leonard Bernstein's beloved *West Side Story* (October 22 – 29, 2011), Charles Gounod's romantic *Roméo et Juliette* (November 26 – December 3, 2011), Gioachino Rossini's rollicking and effervescent *The Barber of Seville* (March 17 – 25, 2012) and Giuseppe Verdi's triumphant *Aida* (April 21 – May 3, 2012).

"I am very excited about our lineup for the 2011-2012 season," said VO General Director **James W. Wright**. "Each production will showcase the high musical and production standards that our audiences demand, and will convey the heightened emotion that makes opera such a compelling and versatile art form."

Added Wright, "I am especially excited to be bringing *West Side Story* to Vancouver audiences. It has been staged by several opera companies throughout the world but to my knowledge, never by a Canadian opera company. Our production will be big and bold and new, using the original Jerome Robbins choreography that we all love, colourful sets and costumes, and a thirty-piece orchestra, all in service of Bernstein's timeless and riveting music."

WEST SIDE STORY

A masterpiece of music theatre

VO's 2011-2012 Season will open with a treat for Vancouver audiences: *West Side Story* the way it was meant to be seen, in a full-scale, Broadway-style production that takes full advantage of the large Queen Elizabeth Theatre and the highly-skilled VO Orchestra.

The cast of VO's *West Side Story* includes some of Canada's most talented triple threats - young stars who can sing, dance and act to the highest musical and theatrical standards.

28-year-old Italian-Canadian soprano **Lucia Cesaroni** sings Maria. Her voice has been described as "thrilling...replete with a seductive vibrato throughout" (Classical 96.3FM). Tenor **Colin Ainsworth**, last seen on the VO stage in the world première of *Lillian Alling*, sings Tony. Mr. Ainsworth has been praised by the *Toronto Star* for his "magnetic stage presence that [is] the ideal embodiment of a romantic lead".

Ontario native **Cleopatra Williams**, who recently performed in Toronto productions of *We Will Rock You* and *Jersey Boys*, sings Anita. **Dani Jazzar** sings Bernardo, a favourite role of the many he has performed. "Dani Jazzar as the Sharks' fiery, possessive captain Bernardo, hostile recipient of a thousand sneers, is excellent, effortlessly stylish" praised the *Edmonton Journal*. Mr. Jazzar has danced for the Europe MTV Video Music Awards, performed in several stage productions, and acted in several commercials. **Scott Augustine**, last seen on the VO stage in the Canadian première of *Nixon in China*, sings Riff.

Associate Conductor and Chorus Director **Leslie Dala** will conduct the VO Orchestra in this colourful new expanded co-production with Central City Opera.

ROMÉO ET JULIETTE

French opera at its most romantic

Canadian soprano **Simone Osborne** makes her company and role début as Juliette in Gounod's romantic *Roméo et Juliette*. A winner of the Metropolitan

National Council Auditions and the Marilyn Horne Foundation Competition in 2008, she has been praised for her "sweet and clear sound, sensitive phrasing and gleaming sustained high notes" (*New York Times*).

Singing alongside her will be dashing Canadian tenor **Gordon Gietz** as Roméo. "Gordon Gietz has one of the most gorgeous tenor voices heard in some time, as full as it was sweet," raves the *Saint Paul Pioneer Press*.

Montreal mezzo-soprano **Julie Boulianne**, who charmed VO audiences as Cherubino in 2010's *The Marriage of Figaro* will sing Stéphano. "Her voice has both sweetness and bite, with hints of darker and deeper notes to come, all boding well for meatier roles down the line," praises the *Globe and Mail*.

Jacques Lacombe returns to VO to conduct this emotional and exquisite production.

THE BARBER OF SEVILLE

The greatest comic opera of them all

Rossini's irresistible masterpiece of comedy returns to VO in a brand-new incarnation. In a 1940s Seville movie backlot, starlet Rosina must fend off slimy agent and studio owner Bartolo and find a way to hook up with star-struck nobleman Almaviva. With the help of studio hairstylist Figaro, this delightful production injects new sparkle into a beloved classic.

Boston-native mezzo-soprano **Sandra Piques Eddy** sings Rosina. Ms. Eddy was highly praised in VO's acclaimed *The Italian Girl in Algiers*: "Blessed with physical beauty and a luxurious voice...[Ms. Eddy] was completely believable as a woman who could tame a mob of testosterone-rich men with a single glance," raved *The Georgia Straight*. *The New York Times* has also praised this "... swan-necked mezzo with fine technique, a range of colors from honeyed to bright and charm to burn."

Baritone **Joshua Hopkins** sings Figaro, a role that has won him acclaim as "an authoritative barber who sang with robust sounds and had both vocal and stage tricks up his sleeve." (*Opera Today*)

Robert Tweten conducts the VO Orchestra, returning for the first time since 2007's *Tosca*.

AIDA

The grandest of grand operas

Verdi's masterpiece returns to the VO stage after 10 years. Visually stunning and musically magnificent, this exciting production exudes the grandeur that characterizes Verdi's monumental work.

Mlada Khudoley returns to the VO stage to sing Aida. Ms. Khudoley sang the title role in 2009's *Salome* to great acclaim: "Russian soprano Mlada Khudoley's voice is big and compelling, her performance style all-or-nothing intensity," raved the *Vancouver Sun*.

Amneris will be sung by mezzo-soprano **Daveda Karanas**, a winner of the 2008 Metropolitan Opera National Council Auditions. Ms. Karanas has been praised for her "capacious power" and "a voice lustrous and exciting" (*San Francisco Chronicle*). Bass **Burak Bitgili** returns to VO to sing Ramfis, following his impressive performances as Raimondo in 2010's *Lucia di Lammermoor*; Bass **Ilya Bannick** sings the King of Egypt.

VO Music Director **Jonathan Darlington** conducts the VO Orchestra.



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.

2011/2012 Season Advertising Rates

QUEEN ELIZABETH THEATRE

WEST SIDE STORY
ROMEO ET JULIETTE
BARBER OF SEVILLE
AIDA

October 22 – 29, 2011 (8 Performances)
November 26 - December 3, 2011 (4 Performances)
March 17 - 25, 2012 (5 Performances)
April 21 – May 3, 2012 (6 Performances)

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

Seating capacity of Theatre: 2,700

SPECIAL POSITIONS:

	Romeo et Juliette	Barber of Seville	Aida	West Side Story
Outside Back Cover	\$ 2,600.00	\$ 2,800.00	\$ 3,100.00	\$ 4,000.00
Inside Front Cover	\$ 2,400.00	\$ 2,600.00	\$ 2,900.00	\$ 3,600.00
Inside Back Cover	\$ 2,200.00	\$ 2,400.00	\$ 2,700.00	\$ 3,300.00
Double Page Spread	\$ 3,000.00	\$ 3,200.00	\$ 3,600.00	\$ 4,200.00

COLOUR PAGE:

Full Page	\$ 2,000.00	\$ 2,200.00	\$ 2,400.00	\$ 2,800.00
2/3 Vertical	\$ 1,600.00	\$ 1,750.00	\$ 1,900.00	\$ 2,300.00
1/2 Horizontal	\$ 1,400.00	\$ 1,550.00	\$ 1,700.00	\$ 2,000.00
1/3 Vertical or Square	\$ 1,200.00	\$ 1,300.00	\$ 1,450.00	\$ 1,750.00
1/6 Vertical or Horizontal	\$ 900.00	\$ 1,000.00	\$ 1,100.00	\$ 1,300.00

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1/2 Horizontal	\$ 1,100.00	\$ 1,200.00	\$ 1,300.00	\$ 1,500.00
1/3 Vertical or Square	\$ 800.00	\$ 875.00	\$ 950.00	\$ 1,150.00
1/6 Vertical or Horizontal	\$ 600.00	\$ 675.00	\$ 725.00	\$ 900.00

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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