



THE ATLANTA OPERA

FALL 2007 – SPRING 2008 ADVERTISING CONTRACT

X
 Advertiser _____ Bill to Advertiser:
 Contact _____ Contact for Copy:
 Address _____
 City / State / Zip _____
 Phone & Fax _____
 Email _____

X
 Agency _____ Bill to Agency:
 Contact _____ Contact for Copy:
 Address _____
 City / State / Zip _____
 Phone & Fax _____
 Email _____

ADVERTISING ORDER

| 2007- 2008 DEADLINES | SPACE | MATERIAL | CIRCULATION |
|----------------------|-------|----------|-------------|
|----------------------|-------|----------|-------------|

INDICATE EACH OPERA PROGRAM FOR ADS:

| | | | |
|---|---------------|----------------|----------------------------|
| 1. ___ Turandot '07 Annual Commemorative (8.5" x 11") | August 7, '07 | August 14, '07 | Sept 29 2007 – May 4, 2008 |
| 2. ___ Hansel & Gretel Aria playbill (6" x 9") | Sept 18 '07 | Sept 25, '07 | Nov 10, 13, 16, 18, 2007 |
| 3. ___ Cold Sassy Tree Aria playbill (6" x 9") | Dec 12, '07 | Dec 18, '07 | Feb 2, 5, 8 & 10, 2008 |
| 4. ___ Marriage of Figaro Aria playbill (6" x 9") | March 4, '08 | March 11, '08 | Apr 26, 29, May 2, 4, 2008 |

INDICATE AD SIZE (See Media Kit for Dimensions, Terms & Perks)

| Color Rates: | Annual ARIA / 8.5" x 11" | ARIA playbills / 6" x 9" | * Premium Space * | | | | | | | | |
|-------------------|--------------------------|--------------------------|-------------------|----------|------------------------------|----------|---------|-------|------------------------------|-------------------|-------|
| | 2007 Annual ARIA + | 2 x ARIA | 3 x ARIA | 4 x ARIA | * ARIA / 8.5 x 11 – #4 Cover | \$ 4,800 | _____ | | | | |
| * 2-Page Spread | \$ 5,500 | _____ | \$ 4,800 | _____ | \$4,600 | _____ | \$4,400 | _____ | * ARIA / 8.5 x 11 – #2 Cover | 3,500 | _____ |
| Full Page | 2,990 | _____ | 2,700 | _____ | 2,600 | _____ | 2,500 | _____ | * ARIA / 6 x 9 – #4 Cover | 3,600 | _____ |
| 1/2 Page (V or H) | 1,850 | _____ | 1,600 | _____ | 1,400 | _____ | 1,300 | _____ | * ARIA / 6 x 9 – #2 Cover | 3,000 | _____ |
| Showcase Ad (V) | 640 | _____ | 500 | _____ | 440 | _____ | 350 | _____ | * All # 3 Covers = | Page Rate + \$160 | _____ |

* **Specialty / Custom Ads** (quality inserts, specialty paper, fold-outs, die cuts, spot varnish, etc.) – **Ask For Rates**

TOTAL \$ _____

SPECIAL INSTRUCTIONS FOR ADS:

Send Payment & All Ad Materials To

Lee Armstrong, Director of Advertising
 Luxury Marketing Link / The Atlanta Opera
 PO Box 874, Elon, NC 27244
 Atlanta: (404) 355-1492 Fax: (775) 743-1396
Lee@LuxuryMarketingLink.com

Mechanical Requirements: Digital Files Only

Hi-res .pdf files (300 dpi or higher) required.

Submit art materials on CD (preferred), by email,
 or upload service. Ads must be in CMYK
 color mode. **Color Hard Copy Proof Required**

 Lee Armstrong, Atlanta Opera Advertising Director Date
 Luxury Marketing Link for The Atlanta Opera

Checks Payable To: "Luxury Marketing Link / Atlanta Opera"

Credit Cards Accepted: American Express, MasterCard, Visa
Payment Due: 1st day of the month of Active Circulation, listed above
 After 30 days, unpaid balances incur a 1.5% monthly fee, and discount
 rates may be forfeited. * **Premium Space is Non-Cancelable** *

Notify me about The Atlanta Opera's promotional opportunities!
 Visit www.LuxuryMarketingLink.com/opera & www.AtlantaOpera.org

* _____
 Print Name

X _____
 Authorized Signature Date

* _____
 Company Name (please underline alphabetizing letter)



THE ATLANTA OPERA
SPRING 2007 – SPRING 2008
ADVERTISER AGREEMENT & MEDIA KIT

Thank you for your advertising support of The Atlanta Opera! Our family of Advertisers enjoy a rewarding, extraordinary experience. Attractive art materials are requested of all advertisers to maintain the luxury image and quality brand of The Atlanta Opera and our upscale advertisers. We reserve the right to decline any inappropriate advertising.

Advertisers signify their agreement to the terms and conditions described in the advertising contract and this media kit by submitting their signed advertising contract, insertion order, and / or art materials. Submitting art materials acknowledges a binding agreement to pay for advertising. Payment is due the first day of the month in which the ad runs.

HOURS & INFORMATION

- **Extended - Office Hours To 10 PM (EST) Monday Friday**
- Visit www.LuxuryMarketingLink.com to download Contract and Media Kit. View program covers, recent ads, photos and video clip of glamorous opera experience & patrons
- Opera Season details: www.AtlantaOpera.org

SEND PAYMENT, CONTRACT, & ART TO:

Lee Armstrong, Director of Advertising
Luxury Marketing Link / Atlanta Opera
 PO Box 874, Elon, NC 27244
 Atlanta: 404-355-1492 Fax: 775-743-1396
Lee@LuxuryMarketingLink.com

ADVERTISING SPECIFICATIONS

- ♦ **Required: Hi-Res Digital Files Only – .PDF Files at 300 dpi or Higher**
 - Although fonts are embedded when making the .PDF, it is always a good precaution to send the fonts.
 - Full page bleed ads in .PDF must include crop marks and bleed allowance
- ♦ **Submitting Art Materials** options: **(1.)** on CD is preferable **(2.)** Upload **(3.)** Email only if the file is under 7 MB
- ♦ **Hard Copy Proof is Required** to verify your font, color, images, and display expectations
- ♦ **All ads must be in CMYK color mode.** No spot, Pantone or RGB colors

AD DIMENSIONS

| AD SIZE | COMMEMORATIVE ARIA | ARIA PLAYBILLS |
|----------------------------------|---|-----------------------|
| | 2007 Annual Coffee Table Edition (8.5 X 11) | Playbills (6 X 9) |
| ♦ Trim Size | 8 1/2" x 11" | 6" x 9" |
| ♦ Full Page Bleed | 8 3/4" x 11 1/4" (includes 1/8" bleed allowance) | 6.125" x 9.25" |
| ♦ Full Page | 7 1/2" x 10" | 5" x 8" |
| ♦ 2 Page Spread | 17 1/4" x 11 1/4" (includes 1/8" bleed allowance) | 12.25" x 9.25" |
| ♦ 1/2 Page- Horizontal | 7 1/2" x 4 7/8" | 5" x 3.95" |
| ♦ 1/2 Page-Vertical | 3 5/8" x 10" | 2.45" x 8" |
| ♦ Showcase Ads – Vertical | (Quick & Easy Ads: Submit Hi-Res, Vertical Photo + Very Brief Copy) | |

Payment

- ♦ **Checks Payable** to "**Luxury Marketing Link / Atlanta Opera**" *Credit Cards Are Accepted*
- ♦ **Payment Due:** 1st Day of the Month of Circulation of Each Ad's Issue (Circulation Dates are below)
 - Copies of the Programs With Ads Are Mailed After Performances
- ♦ **Late Payment Penalty:** Unpaid Balance Incurs a 1.5% Monthly Fee, Effective the 30th Day After Due Date and Discounts, Agency Fees, and Special Rates May Be Forfeited on Past Due Accounts
- ♦ **Special Payment Arrangements:** For consideration, advance request is required prior to submitting ad contract.

Advertiser Discounts & Optional Service Fees

- ♦ 5% *Prompt Payment* - on gross amount
- ♦ 10% *Repeat Advertiser* - on gross amount
- ♦ 15% Non-Profit – for Valid non-profit orgs
- ♦ 18% **Maximum Combined Discounts**
- ♦ 15% *Agency* - Valid ad agency initiating contact, & making payment
- ♦ 15% *Donor* - Annual Fund Contributions of \$1,250 and above
- ♦ **Fee:** 10% - Ad Position Guarantee
- ♦ Extremely Reasonable Rates to Design, Complete, Resize Ads

DEADLINES & CIRCULATION

| Deadlines 2007-2008 | Space Reservation | Art Materials | Active Circulation | # Copies Estimated |
|---|----------------------|------------------|-----------------------------------|-----------------------|
| 1. Turandot 8.5 x 11 Annual Program | Aug 7, '07 | Aug 14, '07 | Sept 29 2007 – May 4, 2008 | 17,000 |
| 2. Hansel & Gretel <u>6 x 9 playbill</u> | Sept 18 '07 | Sept 25, '07 | Nov 10, 13, 16, 18, 2007 | 10,000 |
| 3. Cold Sassy Tree <u>6 x 9 playbill</u> | Dec 12, '07 | Dec 18, '07 | Feb 2, 5, 8 & 10, 2008 | 10,000 |
| 4. Marriage of Figaro <u>6 x 9 playbill</u> | March 4, '08 | March 11, '08 | Apr 26, 29, May 2, 4, 2008 | 10,000 |



Advertising Sponsorships & Promotional Exposure

Advertisers Are Easily Elevated to Prestigious Sponsor Levels

- Big Impact for Budget + Marvelous Prestige and Benefits
- Full Season Honors & Benefits for Approximate Cost of 2 Full Pages of Advertising per Season
- Invitations to Private Pre-Performance & Intermezzo Affairs.
- Meet or Entertain Key Clientele with Flair
- ♦ **Conductor's Circle Sponsor Honors for \$5,000 (net) Season Advertising**
 - Honored in all programs and publications at \$5,000 - \$9,999 Corporate Sponsor Level
 - Four complimentary tickets to The Atlanta Opera
 - Invitation for four patrons to the private *Intermezzo Receptions* & complimentary beverages during the intermissions
 - Eligible to purchase pre-opera dinners for two on the private *Grand Tier Balcony*
 - Invitation for four patrons to attend one Final Dress Rehearsal (available upon request)
- ♦ **Supporting Sponsor Honors for \$10,000 (net) Season Advertising**
 - Honored in all programs and publications at \$10,000 - \$24,999 Corporate Sponsor Level
 - Ten complimentary tickets to The Atlanta Opera during the fall & spring season of sponsorship
 - Invitation for ten patrons to the private *Intermezzo Reception* on the Grand Tier balcony for complimentary beverages during the intermissions
 - Complimentary dinner for two to the *Grand Tier* pre-opera dinner
 - Opportunity to be recognized as Artist, Stage Director or Guest Conductor Sponsor for one performance
 - Invitation for ten patrons to attend one Final Dress Rehearsal prior to the Opening Night Production (available upon request)
- ♦ **Rewards Program** - FREE Option for Advertiser Participation. Your Incentives Extensively Promoted to Patrons & Donors
- ♦ **Event Sponsors & Opera Supporters** – Enjoy Exposure, Acknowledgment on Invitations, PR, & Marketing
 - Options Are Not Limited to: Financial Underwriting, Upscale Donations, or Service Contributions
- ♦ **Preview Season CD Sponsor** - 20,000 Distribution
 - Launch the Opera Season with Your Logo on annual *Collectable Preview CDs* Mailed to Patrons & Supporters
- ♦ **Performance or Season Sponsor** – Impressive Marketing Campaigns. Please request information.

Advertising Advantages

Exclusive Privileges and Connections for Advertisers

Atlanta's Most Sought-after Demographics

- Impact with the Southeast's largest audience with assets of \$1,000,000 and up.
- The most coveted clientele exposed to your message in a glamorous atmosphere
- **Advertisers are Elevated to Sponsors** – season honors & privileges for ad buys of \$5,000 & up
 - Tickets to attend performances & private receptions, invitations to opera events
- **FREE Participation in Annual Rewards Program**
 - Direct Options to **enhance your advertising results** with opera donors and supporters
- **Avidly Collected Programs** - by patrons who loyally support our family of advertisers
 - Programs collected for *opera synopsis* (collectible "Cliff Notes"), social photos, acknowledgements, profiles of favorite performers, and memorabilia
- **Rare Opportunities to Meet and Connect with Elusive, Elite Clientele**
- **Impressive Service** – We strive to make your advertising experience exceptional

Distinguishing Factors From Other Publications

Prominent Advertising Presence

- **Full Page Ads** - 95%
- **No Ad Clutter**
- **Quality** - paper, printing, superior graphic design and layout
- **Distinctive** - largest ad space in generous-size arts programs in Metro Atlanta
- **Reasonable Rates** – incentive discounts, no bleed charges
- **105-year Legacy of Elegance and Prestige** for Upscale Advertisers

Two Publications for Four Advertising Options

- **Commemorative ARIA** annual program (8.5" x 11" magazine).
 - Elegant, high-end, perfect-bound, coffee table edition
 - Unbeatable shelf-life as Atlanta's most collectible publication for 105 years
- **Aria playbills** (6" x 9") Upscale quality playbills printed for each opera production

Unbeatable Luxury Market Advertising Forum in Metro Atlanta

Our publications are the "Swiss Army Knife" for Luxury Brand Advertisers

- Advertising Results for Upscale Brands
 - Prestige Image
 - Confidence of Impressive Ad Presence
 - Elite Demographics
 - Longest Shelf Life
 - Unique Partnership & Sponsorship Opportunities
 - Show of Support for a Prominent Performing Arts Company
 - Chic *Young Professional* Audience Growth
 - Extensive Southeast Marketing Exposure
 - Inclusive Opportunities to Make Influential & Affluent Connections
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