

DES MOINES  METRO OPERA

PROGRAM ADVERTISING FOR THE 2023 SEASON

WINTER PROGRAM

January 27-29 at Camp Dodge, Johnston
THE FALLING AND THE RISING Redler/Dye

SUMMER PROGRAM

June 30 - July 23 at the Blank Performing Arts Center

CARMEN Bizet
BLUEBEARD'S CASTLE Bartók
THE LOVE FOR THREE ORANGES Prokofiev

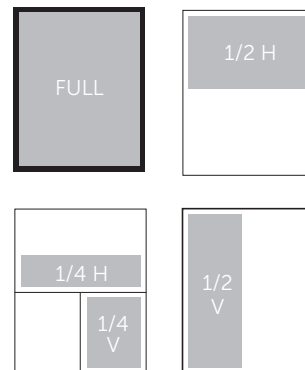
DES MOINES



METRO OPERA 2023 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)	\$1,100	\$2,240	\$2,672
Full	8 x 10.5 (8.75 x 11.25 w/bleeds)	\$850	\$1,795	\$2,116
1/2 H	8 x 5.125	\$515	\$1,200	\$1,372
1/2 V	3.875 x 10.5	\$515	\$1,200	\$1,372
1/4 H	8 x 2.4375	\$350	\$675	\$820
1/4 V	3.875 x 5.125	\$350	\$675	\$820



Business/Organization

Contact Person

Address

City

State

Zip

Phone

E-mail

I'D LIKE TO ADVERTISE IN: ☐ Winter Program only ☐ Summer Program only ☐ Both programs

AD SIZE: ☐ Premium Ad (Inside BC/Page 2) ☐ Full Page ☐ 1/2 H ☐ 1/2 V ☐ 1/4 H ☐ 1/4 V

AD COPY AND ARTWORK:

☐ I would like to run the same ad as last year, no changes.

For new or updated artwork:

☐ Supplied by Advertiser ☐ Supplied by _____ (Ad Agency/Designer)

☐ 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 for \$75/hour

PAYMENT DETAILS:

Advertiser agrees to pay in full by May 31, 2023, unless otherwise agreed upon by DMMO.

☐ My payment is enclosed ☐ Please invoice me ☐ I would like to discuss a payment plan

DEADLINE FOR SPACE + ARTWORK: January 4, 2023 (WINTER) AND May 31, 2023 (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 tsmull@associationsinc.us

CONTACT

Tom Smull

tsmull@associationsinc.us

515-201-3133

Agreed to by Advertiser

Date

Agreed to by DMMO

Date



Blank Performing Arts Center, Indianola

AUDIENCE PROFILE

Des Moines Metro Opera boasts an annual audience of 10,000 upscale patrons hailing from approximately 41 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 70% of our patrons come from the Des Moines metro, while the other 30% hail from outside of Des Moines.

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 organization 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 Performing Arts Center 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 reviews from publications such as The Wall Street Journal, Opera News, Opera Today, the Kansas City Independent, The New York Times and The Chicago Tribune, which said, "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 DISCOUNT

As a token of our appreciation, we are pleased to offer 15% off ticket prices to any program advertiser for our mainstage operas (*Carmen*, *Bluebeard's Castle* or *The Love for Three Oranges*)! To redeem this offer or for more information, please give our Box Office a call at 515-209-3257.