



THE OHIO LIGHT OPERA

2012 Advertising Opportunities



The Pirates of Penzance, 2011



Trial by Jury, 2011



The Fortune Teller, 2011

From its humble beginning, The Ohio Light Opera has grown to an internationally recognized lyric theater company for its commitment to operetta as a viable, enjoyable and educational art form. The Ohio Light Opera is a nine-week professional residency company located on The College of Wooster campus in Wooster, Ohio. For more information, see our website, www.ohiolightopera.org

Season Repertoire – 5 Operettas, 2 Musicals:

GUYS AND DOLLS by Frank Loesser

A CONNECTICUT YANKEE by Rodgers and Hart

THE MIKADO by Gilbert & Sullivan

UTOPIA LIMITED by Gilbert & Sullivan

BLOSSOM TIME by Sigmund Romberg

MISS SPRINGTIME by Emmerich Kálmán

THE CHOCOLATE SOLDIER by Oscar Straus

Season Format

Traditional operettas and musicals in a rotating repertory format—the only company offering this format in the entire country! Patrons seek out this venue of multiple performances (59 during 2012 season plus special performances).

Audience Demo

A diverse group of varying ages. The average audience member sees 2-3 shows and stays overnight. OLO hosts thousands of new patrons EACH year.

Cast, Crew and Orchestra Members

There are more than 120 individuals who live in the Wooster area during the summer months who, along with families and visiting friends, patronize restaurants, retailers, professional services and lodging facilities.

Brochure

More than 300,000 people will see the season brochure through direct mail, special destination pick-up sites, and online via The Ohio Light Opera website and email links.

Program

Nearly 20,000 programs are distributed throughout the summer. Every attendee is personally handed this program at each performance. These same programs become a convenient reference guide for their stay and on their return trips to Wooster—and to your business—for the entire year!

Theater Lobby

Limited area to display brochures, available to all 1/4 page or larger advertisers.

Invitation to Patron Special Performance

Up to 4 tickets for an advertiser recognition performance or other available evening, a \$192 Value.

Online Presence

All advertisers will have recognition on the official Ohio Light Opera website and will receive the option to have a weblink.

Additional Exposure

Your business will be recommended to patrons planning their stay in Wooster by The Ohio Light Opera box office.

For additional information, contact:

Gail Kerzner

Live Publishing Company

2026 Murray Hill Road, Suite 103

Cleveland, OH 44106

Telephone: 216-272-1111 or 330-263-2346

Fax: 216-721-2525

gkerzner@livepub.com • www.livepub.com

To see last season's Brochure or Program

Go to www.livepub.com and click the cover in the "PRINTED PUBLICATIONS" section.



THE OHIO LIGHT OPERA

2012 Program & Brochure Advertising Rates

	BROCHURE ONLY	PROGRAM ONLY	PROGRAM & BROCHURE
FULL PAGE	\$3,210	\$1,575	\$4,015
1/2 PAGE	\$1,920	\$950	\$2,400
1/4 PAGE	\$1,145	\$545	\$1,425
1/8 PAGE	\$695	\$350	\$875
1/12 PAGE	\$385	\$325	\$550
COLOR: Add \$300 each (program and/or brochure)			

All rates are based on payment in full on receipt of invoice • Balances over 30 days will be charged interest of 1-1/2% per month

Mechanical Requirements

FULL PAGE (trim) 5-3/8" wide x 8-3/8" high	1/4 PAGE (horizontal) 4-5/8" wide x 1-7/8" high
FULL PAGE (with bleed) 5-5/8" wide x 8-5/8" high	1/4 PAGE (vertical) 2-1/4" wide x 3-3/4" high
FULL PAGE (live area) 4-5/8" wide x 7-3/4" high	1/8 PAGE (horizontal) 4-5/8" wide x 7/8" high
1/2 PAGE (horizontal) 4-5/8" wide x 3-3/4" high	1/8 PAGE (vertical) 2-1/4" wide x 1-7/8" high
1/2 PAGE (vertical) 2-1/4" wide x 7-3/4" high	1/12 PAGE 2-1/4" wide x 1-3/16" high

General Conditions

- The Ohio Light Opera reserves the right to approve all advertising
- **Brochure Space reservation deadline: Friday, January 27, 2012**
- **Brochure Electronic file deadline: Wednesday, February 1, 2012**
- **Program Space reservation deadline: Friday, May 4, 2012**
- **Program Electronic file deadline: Friday, May 11, 2012**
- Advertisers must provide electronic files for all ads – call for details

Send Contracts to:

Gail Kerzner • 2026 Murray Hill Road, Suite 103, Cleveland, OH 44106

Fax: 216-721-2525 • Phone: 216-272-1111 or 330-263-2346

Send Materials to:

Live Publishing Company • 2026 Murray Hill Road, Suite 103, Cleveland, OH 44106

Email your ad file to: advertising@livepub.com

Deadline & production information: 216-721-1800 • 216-721-2525 (FAX)

To see last season's Brochure or Program

Go to www.livepub.com and click the cover in the "PRINTED PUBLICATIONS" section.



THE OHIO LIGHT OPERA

2012 Program & Brochure Advertising Contract

FOR ADVERTISING INFORMATION: **GAIL KERZNER • 216-272-1111** or **330-263-2346**

Date _____

Advertiser _____ Salesperson _____

Contact _____ Phone _____

Address _____ Fax _____

City/State _____ Zip _____ E-Mail _____

PLEASE PUBLISH OUR ADVERTISEMENT AS FOLLOWS::

	SIZE	SHAPE/ORIENTATION	COLOR	RATE*
Brochure				
Program				

Additional instructions/charges: _____

_____ I will be sending a press-ready electronic file to **advertising@livepub.com**
(**brochure** files are due Wednesday, February 1, 2012; **program** files are due Friday, May 11, 2012)

_____ Please repeat our ad from last year's *Ohio Light Opera* brochure and/or program.

_____ Please create an ad for me using my supplied materials.
(**brochure** materials are due Friday, January 27, 2012; **program** materials are due Monday, May 7, 2012).

_____ Please include a link to the following web address on the *Ohio Light Opera* website _____

*We agree that this order is subject to the terms and provisions of the 2012 rate card. Rates subject to change on 30 days advance notice from publisher. Payment is due in full upon receipt of invoice. A service charge of 1.5% per month will be added to any account where the balance is unpaid 30 days after invoice. Contracts not fulfilled will be short rated. Delinquent accounts will be referred for collection; the advertiser agrees to pay all costs incurred by the publisher, including attorney's fees. Rates for space do not include production costs, which will be billed separately.

ADVERTISING AUTHORIZED BY:

Name (please print) _____ Title _____

Signature _____ Date _____ PO# _____

BILLING INSTRUCTIONS: PLEASE BILL

Company _____ Attention _____

Address _____ A/P Phone _____

Special Billing Instructions _____

Deadline for space reservation: Brochure: Friday, January 27, 2012 / Program: Friday, May 4, 2012

Deadline for digital ad files: Brochure: Wednesday, February 1, 2012 / Program: Friday, May 11, 2012

Mail or fax signed contract to Live Publishing Company • 216-721-2525 (fax)

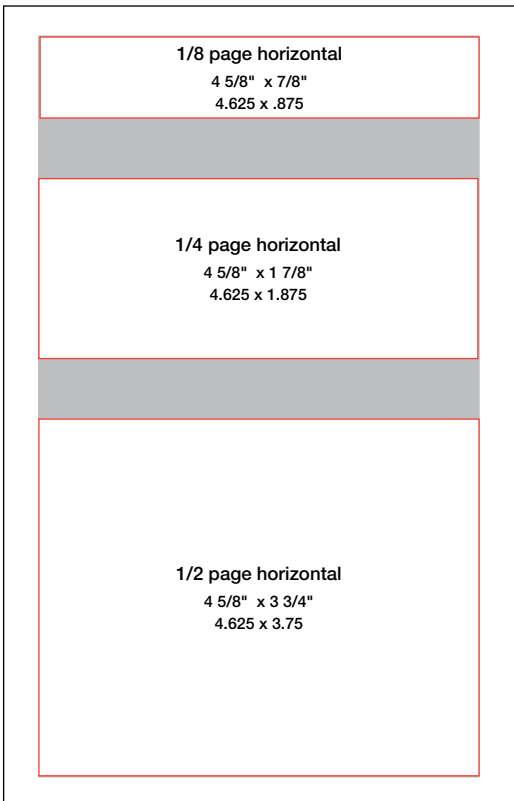
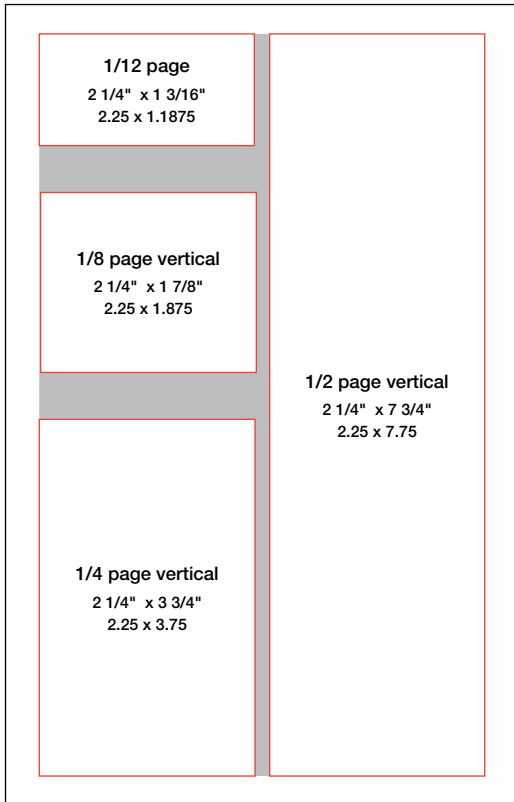
Live Publishing Company 2026 Murray Hill Road, Suite 103, Cleveland, Ohio 44106
E-mail your ad file to: **advertising@livepub.com**

Questions about ad production? Call 216-721-1800



THE OHIO LIGHT OPERA

2012 ADVERTISING INFORMATION



MECHANICAL REQUIREMENTS

FULL PAGE (trim)	5-3/8" wide x 8-3/8" high
FULL PAGE (with bleed)	5-5/8" wide x 8-5/8" high
FULL PAGE (live area)	4-5/8" wide x 7-3/4" high
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1/2 PAGE (vertical)	2-1/4" wide x 7-3/4" high
1/4 PAGE (horizontal)	4-5/8" wide x 1-7/8" high
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GENERAL CONDITIONS

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- **Space reservation deadline:**
brochure — Friday, January 27, 2012
program — Friday, May 4, 2012
- **Electronic file deadline:**
brochure files are due Wednesday, February 1, 2012
program files are due Friday, May 11, 2012
- Advertisers must provide electronic files for all ads — call for details

RATES

	FULL PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE	1/12 PAGE
PROGRAM & BROCHURE	\$4,015	\$2,400	\$1,425	\$875	\$550
BROCHURE ONLY	\$3,210	\$1,920	\$1,145	\$695	\$385
PROGRAM ONLY	\$1,575	\$950	\$545	\$350	\$325

COLOR: Add \$300 each (program and/or brochure)

BROCHURE DISTRIBUTION

Direct mail plus additional distribution throughout Northern Ohio and online via the Ohio Light Opera website and email links — 300,000 readers.

PROGRAM DISTRIBUTION

Every patron at every performance.

Deadline for digital ad files — brochure: February 1, 2012 • program: May 11, 2012

E-mail your ad file to: advertising@livepub.com

Questions about ad production? Call 216-721-1800



THE OHIO LIGHT OPERA

Client-Supplied Material Specifications

Please refer to the following guidelines when submitting ad materials for **The Ohio Light Opera** brochure and program.

File Format

Preferred Format: PDF files are preferred. Please create your pdf using press/high-quality/high-resolution settings. All fonts must be embedded properly, without subsetting. All color images must be CMYK.

Full page bleed ads: Include bleed (at least 1/8 inch on each side) and crop marks on all bleed ads. All crops, registration and slug information must be positioned OUTSIDE the bleed area. It is highly recommend that all vital ad elements are kept a safety margin of 1/4 inch in from page edges on all bleed ads.

Note: Microsoft Word, Publisher, PowerPoint and Excel files cannot be accepted. These files are not print layout files and do not translate to high-end print production.

Fonts

Use only PostScript and Open Type fonts, if you are providing native files and fonts. If TrueType fonts are supplied with your ad we may need to substitute fonts. We support Adobe and Bitstream type libraries.

Ads submitted using Illustrator and Freehand must have fonts converted to outlines or paths to eliminate the need for supplying or substituting fonts.

Images & Scans

All images should be compatible with Photoshop 10. Black-and-white photos should be scanned at 300 dpi grayscale. 4-color images should be scanned at 300 dpi as CMYK. RGB, Pantone (spot), and Lab color images will be converted to CMYK, and some color shift may occur.

Images pulled from websites are usually low resolution, and tend to result in a fuzzier and lower quality image in your final printed ad.

Photographs, digital images and copy in Word format may be submitted for studio work. Final reproduction quality is contingent on sharpness of artwork furnished. Images scanned from preprinted pieces, such as catalogs, brochures or newspapers may tend to print more distorted and of lower quality than scans of original photographs, transparencies or slides.

Color

We do not support Pantone (spot color) printing. Two-color and three-color ads must be produced in CMYK. Ads containing RGB, Pantone (spot), or Lab colors will be converted to CMYK, and some color shift may occur.

Matching 4-color process proofs: Because of differences in equipment, paper and inks, imposition color conflicts and other conditions between proofing and production pressroom operations, a reasonable variation in color between color proofs and the completed job may occur and will constitute acceptable delivery.

Hard copy proof must be supplied on all four-color advertising. Publisher assumes no liability if proof is not provided.

Client Approvals

Ads requiring alterations will be submitted for client approval. Clients will be asked to confirm no communication or technical errors have occurred in the processing of their ad.

Deadlines

BROCHURE files are due Friday, January 13, 2012.

PROGRAM files are due Friday, May 11, 2012.

General Information

Preferred Position: Contract rate plus 10% when available.

Multipage ROP: Rates quoted on request.

The Ohio Light Opera reserves the right to approve all advertising.

Sending Materials

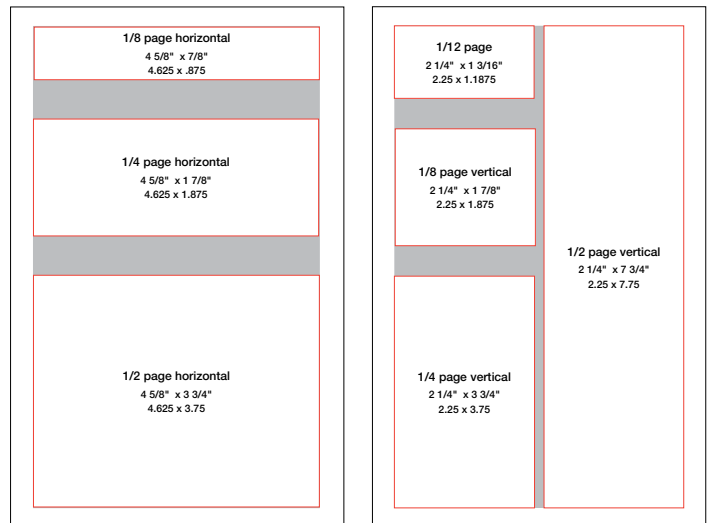
E-mail: advertising@livepub.com

Mail: Live Publishing Company
Ohio Light Opera Advertising
2026 Murray Hill Road, Suite 103
Cleveland, Ohio 44106

FTP: Visit www.livepub.com
and click on UPLOADS.

Mechanical Requirements (in inches)

Size	Width		Height
Full page (trim)	5-3/8	x	8-3/8
Full page (with bleed)	5-5/8	x	8-5/8
Full page non-bleed ad	4-5/8	x	7-3/4
1/2 horizontal	4-5/8	x	3-3/4
1/2 vertical	2-1/4	x	7-3/4
1/4 horizontal	4-5/8	x	1-7/8
1/4 vertical	2-1/4	x	3-3/4
1/8 horizontal	4-5/8	x	7/8
1/8 vertical	2-1/4	x	1-7/8
1/12 page	2-1/4	x	1-3/16



E-mail your ad file to: advertising@livepub.com

Deadline for digital ad files — brochure: January 13, 2012 • program: May 11, 2012

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