



THE OHIO LIGHT OPERA

2010 Advertising Opportunities



Of Thee I Sing, 2009



Mlle. Modiste, 2009



H.M.S. Pinafore, 2009

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

Season Repertoire - 5 Operettas and 2 Musicals:

- *Kismet* by Robert Wright and George Forrest
- *Gypsy*, music by Jule Styne, lyrics by Stephen Sondheim
- *The Gypsy Princess* by Emmerich Kálmán
- *Iolanthe* by Gilbert and Sullivan
- *The Count of Luxembourg* by Franz Lehár
- *El Capitan* by John Philip Sousa
- *Patience* by Gilbert and Sullivan

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 (55 during 2010 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 100 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 and special destination pick-up sites.

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!

Theatre 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 \$180 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

LPC Publishing Company
2026 Murray Hill Road, Suite 103
Cleveland, OH 44106
Telephone: 216-272-1111 • Fax: 216-721-2525
gkerzner@lpcpub.com
www.lpcpublishing.com



THE OHIO LIGHT OPERA

Audience Survey

REASONS TO ADVERTISE 20,000+ Attendees in 2010 Season

Wealth / Annual Income

Annual income of \$72,000+59%

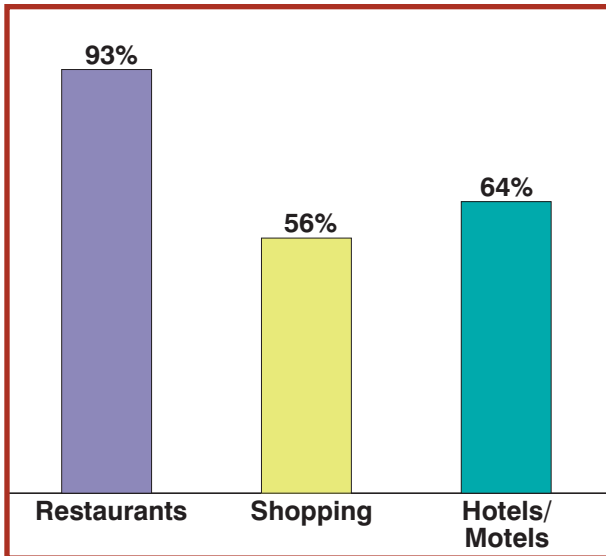
Residency

Out of State / Other36%
 Cleveland area33%
 Wooster / Wayne County12%
 Akron / Canton11%
 Columbus8%

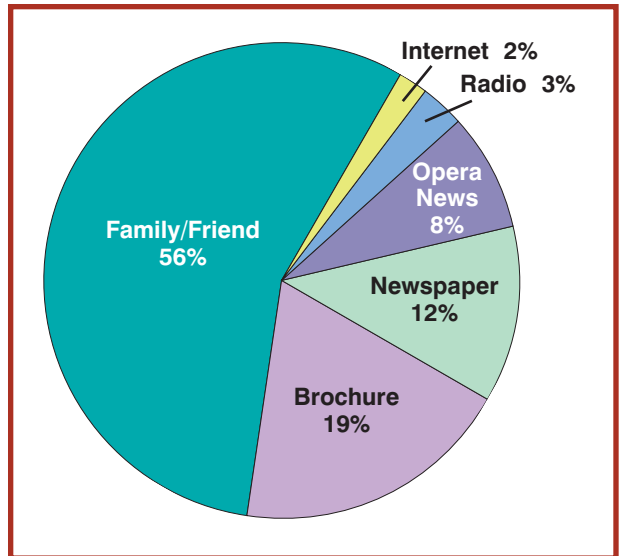
of Performances Attended

Five or more38%
 Two14%
 Attending for the first season14%
 Three12%
 Four11%
 One11%

Will Use a Service in Wooster



How Did You Hear About OLO?



An in-depth study evaluating the economic impact of The Ohio Light Opera on Wooster, Ohio was completed in July of 2008. This study concluded that OLO's existence in the community results in a:

- » \$2,000,000 increase in demand.
- » \$4,000,000 increase in sales and output activity for Wooster businesses.
- » \$1,000,000 increase to Wooster residents' income each summer.

If you are interested in more detailed information about this study, please contact The Ohio Light Opera at 330-263-2329.



THE OHIO LIGHT OPERA

2010 Program & Brochure Advertising Rates

	PROGRAM ONLY	PROGRAM & BROCHURE	PROGRAM AD & 1/12 PAGE BROCHURE AD
FULL PAGE	\$1,490	\$3,860	\$1,785
1/2 PAGE	\$910	\$2,315	\$1,290
1/4 PAGE	\$515	\$1,370	\$770
1/8 PAGE	\$330	\$840	\$610
1/12 PAGE	\$305	\$525	\$525

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
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
1/2 PAGE (horizontal)	4-5/8" wide x 3-3/4" high
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
1/4 PAGE (vertical)	2-1/4" wide x 3-3/4" high
1/8 PAGE (horizontal)	4-5/8" wide x 7/8" high
1/8 PAGE (vertical)	2-1/4" wide x 1-7/8" 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
- Space reservation deadline: January 15, 2010
- Electronic file deadline: January 22, 2010
- 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 • 216-721-2525 (FAX)

Send Materials to:

LPC Publishing Company • 2026 Murray Hill Road, Suite 103
Cleveland, OH 44106 • advertising@LPCpub.com

Deadline & production information: 216-721-1800 x125 • 216-721-2525 (FAX)