Opera BALTIMORE

Program Ad Rates: 2023-2024 Season

Show your support with a beautifully-produced color ad that will display in the programs of each of our opera productions this season.

Full Season Ad prices are available and offered on a first-come, first served basis. Opera Baltimore's designer is available to create your ad for $50 (includes one hour of design work – most ads can be completed in just one hour). Just let us know if you need this service when you reserve your ad space. For reservations and design needs contact:

Sarah Bruns, Operations Manager
sarah.bruns@operabaltimore.org or 443.445.0226

Rates for Full Season Advertisement

- Exclusive, full-page outside back cover $1250
- Full-page, inside front cover $1150
- Full-page, inside back cover $1150
- Full-page $925
- Half-page $525
- Quarter-page $325

Electronic Media Bonus (Included!)

All ads include space for your ad on the 'Our Supporters' page of our website, directly linked to your company website. Full Page Advertisers receive the added benefit of featured sponsorship in one BCO direct-to- patron email, complete with your company logo, short copy, and direct link to your website. Final full programs will additionally be available digitally.

Ad Sizes (all ads in Full Color)

Full-page Live Area 5.25" W x 8.25" H, no bleeds
Half-page Live Area 5.25" W x 4" H, no bleeds
Quarter-page Live Area 2.5" W x 4" H, no bleeds

DEADLINE for 2023-2024 Season Ads: September 15, 2023

Production Information: Ad materials accepted via email only. Acceptable file formats include high-resolution Adobe Acrobat PDF, JPG, EPS or TIF. Neither Opera Baltimore nor its vendors will be responsible for errors on ads that are not in camera-ready condition when submitted for publication. Pre-publication proofs of ad copy cannot be provided, if not designed by us. It is the responsibility of the advertiser and/or his agency to proofread all copy submitted for publication.

2023-2024 Season
All productions are at the Engineers Club unless otherwise noted.

Verdi's *Rigoletto*
October 20th and 22nd, 2023
fully staged opera with orchestra*

Tchaikovsky's *Eugene Onegin*
February 28th, March 1st and 3rd, 2024
semi-staged concert opera

Mozart's *The Impresario*
April 10th, 12th, and 14th 2024
semi-staged concert opera

Audience Profile

Opera Baltimore is a popular attraction in Baltimore's Cultural District, Mt. Vernon. With a projected physical audience of over 2500 local patrons this season AND electronic audience of more than 7,500, your advertisement reaches a broad demographic of arts supporters in the greater Baltimore area. Opera Baltimore audiences range from curious millennials to seasoned opera-goers, to everyone in between.

About Opera Baltimore

Opera Baltimore creates a thrilling, meaningful shared experience between our artists and audiences. Our vision to Build Community through Opera takes us everywhere from the large opera stage to outdoor venues, and everywhere in between. Founded in 2009 as Baltimore Concert Opera, the company was renamed Opera Baltimore in 2022, establishing a new commitment to expanded offerings which include fully staged opera in addition to our already successful concert operas, audience development and education programs.

*Rigoletto will be performed in full production at Stephens Hall at Towson University. Opera Baltimore reserves the right to alter the location of this production should university protocols be affected by any unexpected changes.

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