



P. O. Box 1992  
New London, CT 06320

(860) 861-1069  
www.CtLyricOpera.org

## CLO PLAYBILL ADVERTISING

Please support Connecticut Lyric Opera's 2007 Performance Year by advertising in CLO's Playbill, to be used for the following performances in New London:

**April 20** – *Romeo et Juliette* by Ch. Gounod

**November 16 & 18** – *La Boheme* by G. Puccini

Your ad, which will appear in the playbill of these performances, will reach an affluent audience of many of the area's business leaders and decision makers. As an expression of gratitude, those choosing a 1/4 Page Ad will receive a pair of tickets for one show, and those choosing a 1/2 Page or more will receive a pair for both! We thank you in advance for your consideration!

### Advertisement Details:

1/8 Page (Biz Card)	1 3/4" x 2"	\$ 50.00
1/4 Page	3 3/4" x 2"	\$ 80.00
1/2 Page (Vert.)	7 3/4" x 2"	\$ 150.00
1/2 Page (Horz.)	3 3/4" x 4 1/2"	\$ 150.00
Full Page	7 3/4" x 4 1/2"	\$ 250.00
Inside Cover	7 3/4" x 4 1/2"	\$ 300.00
Back Cover	7 3/4" x 4 1/2"	\$ 350.00

Please have all ads in camera-ready format

**According to a recent survey by the National Endowment for the Arts, opera-goers are the most affluent and best educated audience of all of the performing arts. Another study revealed that opera has the fastest growing attendance rate of all performing art forms and more than 6.6 million people attend at least one opera annually!\***

### PLAYBILL ADVERTISER INFORMATION

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Ad Size:     1/8 Page     1/4 Page     1/2 Page (V)     1/2 Page (H)     Full Page     Inside Cover     Back Cover

Payment Method:     Check Enclosed     Credit Card (below)     Bill My Company

Card No: \_\_\_\_\_ Exp:    /    Amount: \$ \_\_\_\_\_ Signature: \_\_\_\_\_

(Please make a copy of this form for your records)

\*Information provided by OperaAmerica, and is available at <http://OperaAmerica.com/quick.htm>

Connecticut Lyric Opera, Inc. is a 501(c)(3) Not-for-Profit art, cultural and educational organization. For information about contributions, tax-deduction information, or any other inquiry, please contact CLO at (860) 861-1069.