



P.O. Box 238, St. Petersburg, FL 33731  
727-823-2040

[www.stpeteopera.org](http://www.stpeteopera.org)  
[marketing@stpeteopera.org](mailto:marketing@stpeteopera.org)

## PROGRAM ADVERTISING SPECIFICATIONS

### Full Page Ads

8.5" tall x 5.5" wide - full-bleed (to paper edge)  
Please leave 1/4 inch copy-free margin in case of paper trim.  
8" tall x 5" wide - no bleed, finished ad size

### 1/2 Page Ads

3.875" tall x 5.5" wide full bleed finished ad size  
Please leave 1/4 inch copy-free margin in case of paper trim. If no bleed, finished ad size 3.625" tall x 5" wide

### 1/4 Page Ads

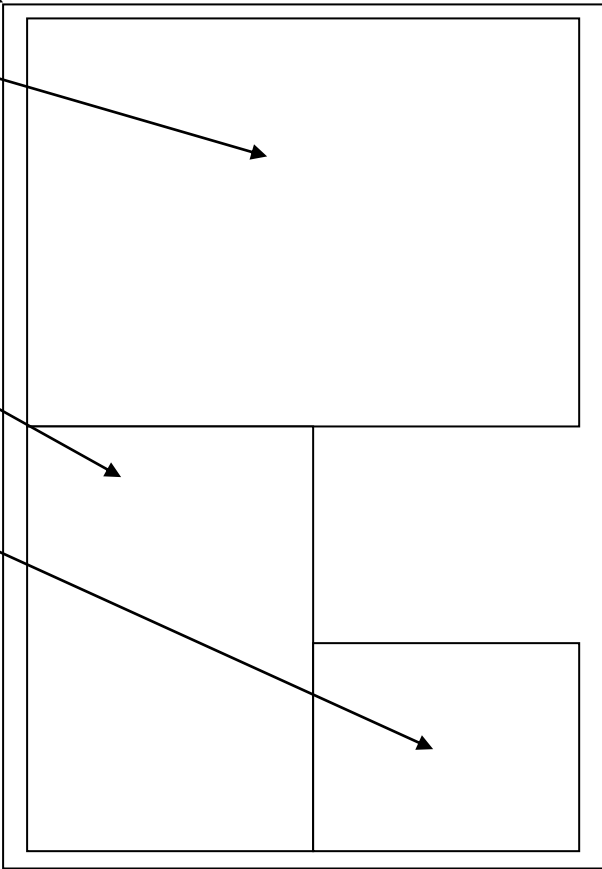
3.875" tall x 2.375" wide full bleed finished ad size  
3.625" tall x 2.125" wide no bleed

### Business Card Ads

2.125 " wide x 1.8125" tall.  
Not available as full bleed; Space subject to availability

### Requirements:

- 300 dpi or higher resolution
- in full-color
- pdf, tif, or jpg
- include and embed all fonts used
- **submit via email to** [marketing@stpeteopera.org](mailto:marketing@stpeteopera.org)



## **PRICING**

### **Full Page Ad**

<b>5 Programs, full year on website</b>	<b>\$1200</b>
<b>1 Program, 3 months on website</b>	<b>\$300</b>

### **Half Page Ad**

<b>5 Programs, full year on website</b>	<b>\$650</b>
<b>1 Program, 3 months on website</b>	<b>\$150</b>

### **Quarter Page Ad**

<b>5 Programs, full year on website</b>	<b>\$450</b>
<b>1 Program, 3 months on website</b>	<b>\$100</b>

<b>Business Card Ad: per Program</b>	<b>\$ 50</b>
--------------------------------------	--------------

### **Need help with your ad?**

Let our expert designers help: \$25 per black and white ad, \$40 per color ad

## **DEADLINES FOR SUBMISSION**

**Fall Opera Program: September 20**

**Seasonal Sparkle: December 1**

**Winter Opera Program: January 15**

**Spring Opera Program: May 15**

**Summer Opera Festival: June 12**

**PLEASE NOTE: Programs may include multiple events prior to the mainstage opera production.**

