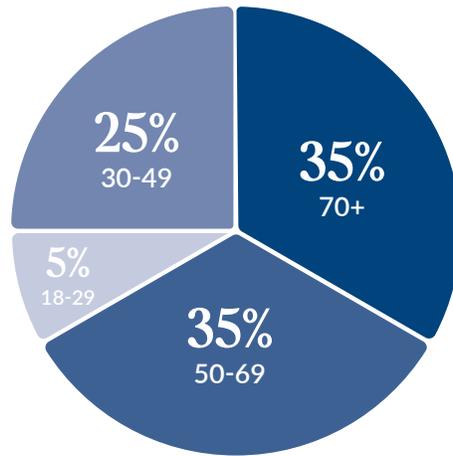
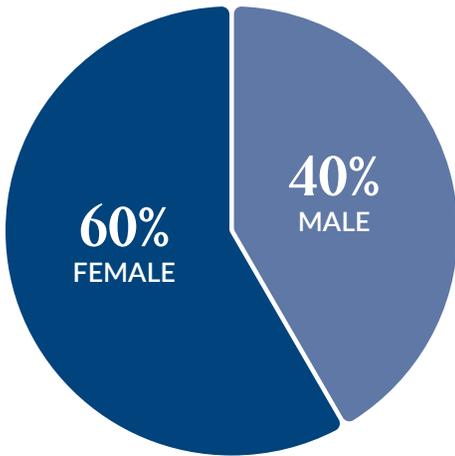




MEDIA KIT
AFFLUENT. MATURE. LOCAL.
REACH OPERA OMAHA'S AUDIENCE

THE OPERA OMAHA AUDIENCE



58%

have a Graduate Degree

29%

percent have an undergraduate degree

45%

work full time

44%

are retired

19%

own a business

70%

own a home

43%

earn \$100K+ annually

55%

are married

A PRINT PIECE THAT ACTUALLY GETS ATTENTION?

It's rare to have a print piece that is actually read. But when you come to the opera, you see thousands of people, not sitting on their phones, but looking through program books as they wait in their seats for the show to start.

Opera Omaha prints over 7,800 programs each season, distributed to every member of the audience.

Because of the size (8.375"X10.875"), design, and quality of Opera Omaha's program books, most are not thrown away or stuffed in purses as audiences head home.



SPECIFICS

AD SIZES AND RATES*					
SIZE	4X	3X	2X	1X	FAMILY OPERA SERIES ONLY
Back Cover	\$6,300	-	-	-	-
Inside Front Cover	\$4,450	-	-	-	-
Inside Back Cover	\$4,050	-	-	-	-
Full Page	\$3,780	\$3,240	\$2,430	\$1,350	\$900
Half Page Horizontal	\$1,890	\$1,620	\$1,215	\$675	\$500
Half Page Vertical	\$1,890	\$1,620	\$1,215	\$675	\$500
Quarter Page	\$980	\$840	\$630	\$350	\$250

*cost per season, not each book.

Every placement also receives 4 complimentary tickets to share with your organization.

OPERA	PERFORMANCE	ARTWORK DUE
La boheme	November 13 & 15, 2026	9/25/2026
The Pigeon Keeper (Family Opera Series)	January 28-30, 2027	12/11/2027
Ariadne auf Naxos	March 19 & 21, 2027	2/5/2027
Alessandro	Friday, April 30, 2027	3/12/2027

NOTE: Artwork will automatically be repeated unless new artwork is submitted.

SUBMISSION GUIDELINES

Covers and Full Page | 8.375" x 10.875" + Bleed .125" = 8.625" x 11.125" (overall size)

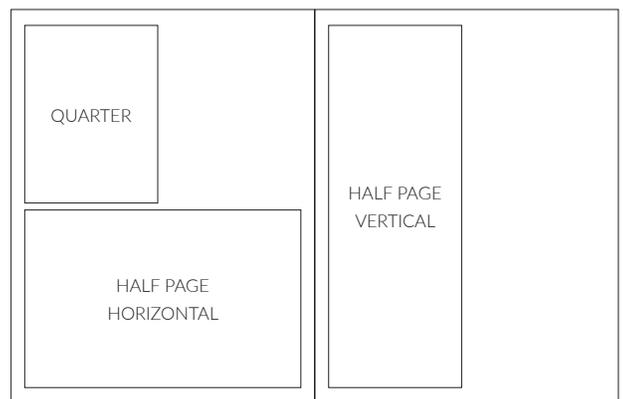
Half Page Horizontal | 7.625" X 4.917"

Half Page Vertical | 3.687" X 10"

Quarter | 3.687" X 4.917"

To ensure the highest quality ad, we prefer you provide artwork in pdf, png, or jpg format, 300dpi or greater, and in CMYK. Please inset text or any "must have" elements a minimum of .375" from the edge of ad.

NOTE: Artwork will automatically be repeated unless new artwork is submitted.



LOOKING FOR EVEN MORE VISIBILITY?

CONSIDER BECOMING A CORPORATE SPONSOR.

Opera Omaha's corporate sponsors provide their companies with brand recognition and visibility through their commitment to the cultural fabric of our city. By sponsoring mainstage productions, specific artists and roles, engagement programs, and more, corporate partners empower Opera Omaha to bolster our community artistically, culturally, and economically.

We will customize sponsorship benefits that align with your company's priorities to curate the Opera Omaha experience that is most meaningful for you. Examples of sponsorship benefits may include but are not limited to:

- Name and/or logo recognition in performance venues, on supertitle screens, and/or in season program books distributed at all mainstage performances
- Name and/or logo recognition on Opera Omaha's website and in promotional media for relevant performances and programs
- Access to private events with artists from season productions
- Complimentary tickets to performances with additional performance day perks, including premium parking and donor lounge access
- Invitations to behind-the-curtain experiences like dress rehearsals and backstage tours



For questions on placing ads, or exploring trade options, please contact:

Kyle Thomas

DIRECTOR OF MARKETING & COMMUNICATIONS

kthomas@operaomaha.org | 402.346.7372 X300

