

MN OPERA

THE 2019 - 2020 SEASON

About Minnesota Opera

In 2000, Artistic Director Dale Johnson articulated his artistic philosophy, inspired by the early 19th-century Italian Bel Canto era and its ideals. Bel Canto, literally "beautiful singing," emphasizes intense emotional expression supported by exquisite technique.

As one manifestation of its philosophy, Minnesota Opera committed to producing one work from the early 19th-century Bel Canto period each season from 2000 through 2012, attracting luminary singers like Bruce Ford, Vivica Genaux, Brenda Harris and Sumi Jo to its stage. Minnesota Opera quickly became a destination for audiences and artists interested in Bel Canto-period operas.

Today, regardless of what opera is on Minnesota Opera's stage, these Bel Canto values inform every aspect of the company's programs, from repertoire selection and visual design to casting and artist training.

Elektra

Oct 5-13, 2019

Circulation: 8,000

Ads due: 9/17

The Barber of Seville

Nov 9-16, 2019

Circulation: 12,000

Ads due: 10/22

Flight

Jan 25-Feb 2, 2020

Circulation: 6,000

Ads due: 1/7

Edward Tulane

Mar 21-28, 2020

Circulation: 8,000

Ads due: 3/3

Don Giovanni

May 2-12, 2020

Circulation: 14,000

Ads due: 4/14

All performances are held at
Ordway Center for the Performing Arts.

Final circulation numbers
determined at press time.

All rates are net, agencies add 15%

Advertising Rates* + Mechanical Requirements

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Back Cover	\$1,675
Inside Cover (front or back) or Pg. 3	\$1,425
Full Page	\$1,250
2/3 Page	\$1,075
Junior or 1/2 Page	\$900
1/3 Page (vertical or square)	\$725
1/6 Page (vertical or horizontal)	\$550

*Discounted pricing available for multiple program insertions in this and in combination with our other programs. See below.

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2/3 4.625" x 10"	1/3 v 2.25" x 10"
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1/3 sq 4.625" x 4.875"
1/2 7" x 4.875"

Audience Demographics

Marital Status

66% married

Household Income

41% earn over \$100,000 annually

Education

46% have post-graduate degrees

Employment

54% employed in professional fields

You might be interested to know...

98% own their own home

86% read the program in the theater and take it home to read

71% dine in restaurants at least 5 times per month



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