



Guidelines for Program Advertising 2005 Summer Opera Festival

Thank you for your interest in advertising in the Maritime Concert Opera program. Our program for the 2005 Lunenburg Summer Opera Festival will reach over 800 people, both tourists and residents, in three communities: Lunenburg, Liverpool and Shelburne. It will accompany the performances of both of our mainstage productions: *Broadway Our Way* (June 22 and 24) and Rossini's *The Barber of Seville* (June 23 and 25). We will be advertising the festival both in local papers and in the provincial edition of the Halifax Chronicle-Herald. We expect to attract many audience members from Halifax, who will be visiting the South Shore specifically for the Festival, and will be looking for things to do, restaurants at which to eat and places to shop while they're in the area.

All MCO programs are professionally designed and printed, and measure 8.5" x 5.5". **To book your ad** call Don Wilson at 634-9268 and let him know what size ad you want. Please make cheques payable to "Maritime Concert Opera" and send them to the address below. If you have any questions, please contact MCO at 634-9140 or mco@ns.sympatico.ca, and **thank you** for your support of Maritime Concert Opera and the Summer Opera Festival!

Deadlines and formats: Completed digital artwork for display ads should be sent to our designer Christian Heyne no later than **June 12, 2005** at northstar@eastlink.ca. Finished artwork should be in .pdf or EPS format. If you have artwork, but it's not a digital file, please contact Don Wilson at 634-9268 and MCO will arrange to get hard copy of your ad. If you do not have finished artwork, please contact Christian by **June 8, 2005** so that we can format your ad for you.

NB: The following are examples of size only, not print quality. See sample program for other sizes and actual production quality.

Finished ad dimensions (h x w in inches) and costs:

- Back cover (7.875 x 4.875) \$350
- Inside front cover (7.875 x 4.875) \$300
- Inside back cover (7.875 x 4.875) \$300
- Full page (7.875 x 4.875) \$280
- Half page (3.875 x 4.875) \$140
- Quarter page (vertical) (4 x 2.375) \$70
- Quarter page (horizontal) (1.875 x 4.875) \$70
- Eighth of a page (1.875 x 2.375) \$35

Paper Treasures
at
Lincoln House
130 Lincoln St.
Lunenburg

Supplies for
Rubber
Stamping
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Book Binding
Card Making

Call for our
Workshop Schedules 634 7779

quarter page (vertical)

OUT OF HAND
"Unusual Gifts for the Usual Dilemma"
Marja Moed
P.O. Box 433, 135 Montague St.
Lunenburg, N.S., B0J 2G0
902-634-3466 • E-mail: outofhand@ns.sympatico.ca

eighth of a page

THE WARP AND WOOF
GIFTS & GALLERY
Nova Scotia's oldest gift shop - Celebrating its 83rd year.

81 Water Street, PO Box 415, Chester, Nova Scotia, B0J 1J0
(902) 275-1795 MAY-OCT.

quarter page (horizontal)