



Program Book Advertising Rates & Information

*2010 Summer Season
Spa Little Theater
Saratoga Springs*

July 1, 2010 — July 18, 2010

Carmen
by Bizet

Viva La Mamma
by Donizetti

Also
***The 8th Annual Saratoga
Opera Ball***

Lake George Opera at Saratoga

In 2010, Lake George Opera at Saratoga celebrates its 49th year of excellence. This company is one of the major tourist attractions in the region, attracting patrons from throughout New York State, New England, and the entire country to a varied season of opera and special events. The 2009 Opera season in Saratoga was a tremendous one. The productions were critical and popular successes. This summer we return to the lovely Spa Little Theater in Saratoga Springs for the thirteenth season with two great performances featuring some of the country's most outstanding talent, with credits at such companies as the Metropolitan Opera, New York City Opera, Cleveland Opera & San Francisco Opera among others.

Special events will also take place in June and July throughout the region. Our program book is printed on top quality stock, measures 5 1/2 x 8 1/2 ", and is approximately 44 pages in length. A variety of information about our season and the operas are included in one volume and approximately 6000 copies will be printed. The 2010 program book will be seen by season subscribers who live in this region year round, summer residents and visitors, as well as local companies, state & federal governments, local and national press and the national opera community.

Patrons attending performances of Lake George Opera at Saratoga are a select group of individuals who patronize local restaurants, hotels, banks, and merchants. Visitors and summer residents make use of the Program Book to locate numerous businesses in the area. Further demographic specifications are available upon request.

For Materials to be Camera Ready, they must be:

- High Resolution Acrobat PDF files, all fonts must be embedded (preferred).
- Illustrator or Photoshop tiff & JPG files accepted.

Deadlines

**Camera ready materials due
April 25, 2010.**

Advertising Policy and Specifications

- LGOpera at Saratoga reserves the right to require copy or graphic alterations to meet editorial standards
- Artwork must meet size specifications. Alternate sizes cannot be accepted

**Companies requiring design services,
please contact Coppola Design at
518-598-9157.**

**PLEASE SEND ELECTRONIC AD FILE
DIRECTLY TO OUR DESIGNER,
CHRISTY ANN COPPOLA
CAC@COPPOLADESIGN.COM**

**Important: Include your name
and telephone number**

Send or Fax Contract to:

**Elizabeth Giblin
Director of Development
and Marketing
Lake George Opera at Saratoga
480 Broadway, Suite 336
Saratoga Springs, NY 12866
518-584-6018
Fax: 518-584-6775
Lgiblin@lakegeorgeopera.org**

**Format requirements and
prices are on the reverse side
of this brochure.**

