

# Aria

## Hawaii Opera Theatre's Grand Opera Magazine ADVERTISING RATES

### Winter 2008 - 3 Issues (Total: 13 performances)

*Don Carlo* • Jan 30\*, Feb 1, 3 & 5

*The Barber of Seville* • Feb. 13\*, 15, 17 & 19

*Romeo and Juliet* • Feb 27\*, Feb 29, Mar. 2 & 4

**Distribution: 27,000**

\*Opera for Everyone performance

AD APPEARS IN ALL 3 MAGAZINE ISSUES

BLACK/WHITE

COLOR

	BLACK/WHITE	COLOR
FULL	\$2,250 (\$173 per performance)	\$2,850 (\$219 per performance)
2/3 PAGE	\$1,950 (\$150 per performance)	\$2,550 (\$173 per performance)
1/2 PAGE	\$1,350 (\$103 per performance)	\$1,950 (\$150 per performance)
1/3 PAGE	\$975 (\$75 per performance)	\$1,650 (\$126 per performance)
1/6 PAGE	\$750 (\$57 per performance)	\$1,350 (\$103 per performance)

### Summer 2008- 1 Issue (Total: 6 performances)

*A Little Night Music* by Stephen Sondheim

August 1 & 3, 9 & 10

**Distribution: 12,000**

BLACK/WHITE

COLOR

	BLACK/WHITE	COLOR
FULL	\$1,300 (\$216/performance)	\$1,715 (\$285 per performance)
2/3 PAGE	\$1,135 (\$189 per performance)	\$1,550 (\$258 per performance)
1/2 PAGE	\$750 (\$125 per performance)	\$1,160 (\$193 per performance)
1/3 PAGE	\$585 (\$97 per performance)	\$980 (\$163 per performance)
1/6 PAGE	\$355 (\$60 per performance)	\$760 (\$126 per performance)

#### PREMIUM COLOR POSITIONS:

Inside Front Cover \$5,000 (\$384 per performance)  
 Inside Back Cover \$3,500 (\$269 per performance)  
 Premium Page Three: \$3,500 (\$269 per performance)  
 Back Cover: \$4,000 (\$307 per performance)

**Winter '08 SPACE DEADLINE: 12/8/07**

**MATERIALS DEADLINE: 1/5/08**

#### PREMIUM COLOR POSITIONS:

Inside Front Cover: \$2,200 (\$367 per performance)  
 Premium Page Three: \$2,600 (\$433 per performance)  
 Premium Page Five: \$2,500 (\$416 per performance)  
 Inside Back Cover \$2,200 (\$367 per performance)

**Summer '08 SPACE DEADLINE: 6/15/08**

**MATERIALS DEADLINE: 6/29/08**

**Frequency Discount: 2008 Winter and Summer Combo buy: 5% off above rates**  
*Must reserve space for '08 Winter and '08 Summer by 12/8/07!*

Send camera-ready materials and payments to:  
 Hawaii Opera Theatre  
 987 Waimanu Street  
 Honolulu, HI 96814

Ad contracts & production inquires:  
 Juliana LaReaux jla@hawaii.rr.com  
 LaReaux Communications, Inc.  
 149 Mahealani Place • Kailua, HI 96734  
 Phone (808) 262-0687 • Fax (808) 262-2076

#### AD SIZES

Full Page (7" x 10")  
 2/3 Page (4-9/16" x 9-3/4")  
 1/2 Page (H: 7" x 4-3/4")  
 (V: 4-9/16" x 7-1/4")  
 1/3 Page (H: 7" x 3-1/4")  
 (V: 2-1/8" x 9-3/4")  
 1/6 Page (H: 4-9/16" x 2-3/8")  
 (V: 2-1/8" x 4-3/4")

#### MATERIAL:

3-column page. Column width: 13 picas.  
 Reproduction by photo-offset on coated stock.  
 Right reading, emulsion side down.  
 Up to 150 line screen. Digital files must be PDF or Mac formatted Quark, Illustrator, or PhotoShop.  
 Please include all fonts.  
 Provide all material on CD or email to jla@hawaii.rr.com  
 FTP site available to upload files over 3 mgs. Please call 808-262-0687 for access.  
 Design/ad revision services: \$150/hour.

TERMS: Net Payment due within 30 days of invoice. Late charge of 1-1/2% per month on balance past due. 15% commission on gross billings to recognized agencies. All rates subject to Hawaii state tax rate in effect at time of billing. Publisher reserves the right to request payment in advance.

It's GOT to be



Aria Reader Profile:

- Affluent – 68% of HOT patrons earn: \$75,000+ annually

Key population segments:

- 80% are 35-55 years of age
- 76% travel 3+ times per year (and travel to see opera!)
- 90% Regularly Dine Out
- Reside around the state, primarily on Oahu with top zip codes comprising the highest concentration of patrons. Areas represent highest income and average home values of \$750,000 including Makiki, Kahala, Waialai Iki, Hawaii Kai, Diamond Head and Kailua
- Well-educated: 87% have college degrees+

For advertising rates and space reservations, contact:

LaReaux Communications, Inc.

149 Mahealani Place, Kailua, HI 96734

Phone: (808) 262-0687

Fax: (808) 262-2076

Email: [jla@hawaii.rr.com](mailto:jla@hawaii.rr.com)

**CALL NOW AND RESERVE YOUR SPACE!**