



scandalously present

THREE WAY

Opera. Comedy. Sex.



Advertising Information
June 2017 NYC Premiere

"A bright and magnificent score... expertly structured and paced...
an effortlessly funny, clever and deeply resonant opera" – OPERA NEWS

"An intriguing treatise on power, passion and human connection" – THE TENNESSEAN

THREE WAY – a world premiere opera

This June, Brooklyn's American Opera Projects (AOP) and Nashville Opera, in association with American Modern Ensemble, present the world premiere of a one-of-a-kind opera at the prestigious Brooklyn Academy of Music's Fisher Center.

With music by Robert Paterson (*The Whole Truth*) and a libretto by David Cote (*The Scarlet Ibis*), *Three Way* is a new opera on the present and future of sex and love. In three playful one-acts, a young, attractive cast portray average heroes exploring the worlds of android lovers, BDSM and multiple partners in a search for the emotional connections that are ever-elusive in today's romantic world. Sexy, funny and a little bit shocking, *Three Way* combines complex but melodic music with witty humor and personal drama creating an *Il tritico* for the Tinder generation.

Three Way is the first collaboration between AOP and Nashville Opera, where the work received its world premiere in January 2017 to rave reviews. With a cast of 8, and a chamber ensemble of 11 (performed by American Modern Ensemble (AME) in NY), the work maintains an intimacy that should further aid in welcoming audience members into its subject matter. Directed by John Hoomes, the production is designed to play for both a traditional audience in Nashville as well as an edgier and more jaded New York audience. Reflective of the work itself, the production remains tasteful while exploring its taboo subjects inviting the audience to share in the universal themes of emotional and physical connection.



THREE WAY PERFORMANCE DETAILS

Three Way

American Opera Projects and Nashville Opera

Featuring American Modern Ensemble

Music by Robert Paterson

Libretto by David Cote

Directed by John Hoopes

Conductor: Dean Williamson

Featuring Courtney Ruckman, Samuel Levine, Danielle Pastin, Jordan Rutter, Wes Mason, Melisa Bonetti, Matthew Treviño, Eliza Bonet

4 performances

June 15, 2017 (Thu) – 8 PM

June 16, 2017 (Fri) – 8 PM

June 17, 2017 (Sat) – 8 PM

June 18, 2017 (Sun) – 2 PM

BAM Fisher - Fishman Space

321 Ashland Pl, Brooklyn, NY 11217

Venue capacity: 255 Seats

Sung in English with projected English titles

Three acts, two intermissions (2 hours, 45 minutes total)

Mature audiences. Contains adult language and situations

WHAT THE CRITICS ARE ALREADY SAYING ABOUT “THREE WAY”

“an effortlessly funny, clever and deeply resonant opera... an entertaining and meaningful theatrical experience... Paterson amplifies the humor and heartache of Cote's libretto with a bright and magnificent score, replete with deadpan musical retorts and soaring melodies straight out of Bellini, Puccini or Strauss.” – Opera News

“An intriguing treatise on power, passion and human connection... Cote has an obvious gift for humor, yet there also are moments of genuine tenderness. Paterson’s music is mesmerizing, beautifully supporting the story.” - The Tennessean

“Three Way explores sex without moralizing ... It’s about more than sex, of course— but it does wear its sauciness on its sleeve.” – The East Nashvillian

"a postmodern opera that builds in time for audiences to belly laugh, encapsulates the complexity and depth of evolving identity and sexuality, and is both elegant and accessible... ... Three Way marries wit and poignancy... a lot of people should see this opera." - Schmopera.com

“grippingly entertaining ... held the audience transfixed.” – Seen and Heard International

INCREASE YOUR PROFILE – ADVERTISING in the “THREE WAY” PROGRAM

With a high-profile promotional campaign and extensive media interest in this unique opera, advertising with “Three Way” promises to bring your company to the attention to a young, hip audience that seeks out unusual events that reflect their lifestyle and interests.

“Three Way” will mark the fourth time that Brooklyn’s American Opera Projects has produced a world premiere opera at BAM, following 2015’s “Hagoromo” (which sold out so quickly that a performance was added) and 2014’s “As One” (which, since its premiere, has become the most produced contemporary American opera with ten subsequent productions).

Do not miss the opportunity to be part of this successful, groundbreaking work!

Program ad rates:

Back Page	\$3000*	Page	\$1,000*		
1/2 Page	\$600	1/4 Page	\$300	1/8 Page	\$175

*Full page reservations will also receive banner ad placement throughout the months of May and June on weekly e-mailings from both American Opera Projects and the American Modern Ensemble, with a combined total of over 15,000 subscribers.

To reserve your ad space, contact Anne Troy at atroy@aopopera.org.

Deadline to reserve: May 19, 2017



Audience profile - BAM



Three Way's performance at the BAM Fisher will allow advertisers to connect to the audiences of one of the nation's most prestigious performing arts centers. As the oldest performing arts center in the U.S., BAM has been uniting artists and audiences from around the world and around the block since 1861.

No other institution pairs the variety of high-quality live performances with such a diverse range of coveted audience profiles.

	Next Wave	Spring Season
geography		
<i>Brooklyn</i>	41%	43%
<i>Manhattan</i>	35%	29%
<i>Mean</i>	41	45
<i>Under 35 years</i>	42%	34%
<i>Black or African American</i>	4%	10%
<i>Other non-white</i>	17%	11%
<i>White/Caucasian</i>	79%	79%
<i>Female</i>	61%	61%
<i>Male</i>	39%	39%
<i>College degree or higher</i>	86%	88%
<i>Avg. household income</i>	\$120k	\$138k
<i>Single</i>	45%	39%
<i>Married/life partner</i>	45%	51%
<i>Separated/divorced/widowed</i>	10%	11%

Source: Audience Research & Analysis, in-house audience surveys conducted in 2007–2008.

Ad guidelines

all artwork at a resolution of 300dpi.

- Convert all color ads from RGB to CMYK.
- Convert all text to outlines.
- All text smaller than 12 pt should be a true black or 100% K.

ad submission

- Ad material may be emailed to ads@thelmagazine.com or uploaded on our FTP server (copy your sales contact). Please contact us for FTP instructions.

acceptable media include:

- E-mail (This is preferred, but only for files less than 4 MB in size)
- Dropbox or Hightail (for large files)
- CD-R disc

pre-designed ads are acceptable in the following format:

- .pdf preferred format, zip compressed
- .tif uncompressed or zip compressed

Please provide contact information with every submission and include your company name and date created in the filename of the ad.

(i.e. YourCompany_01_15_04.pdf)

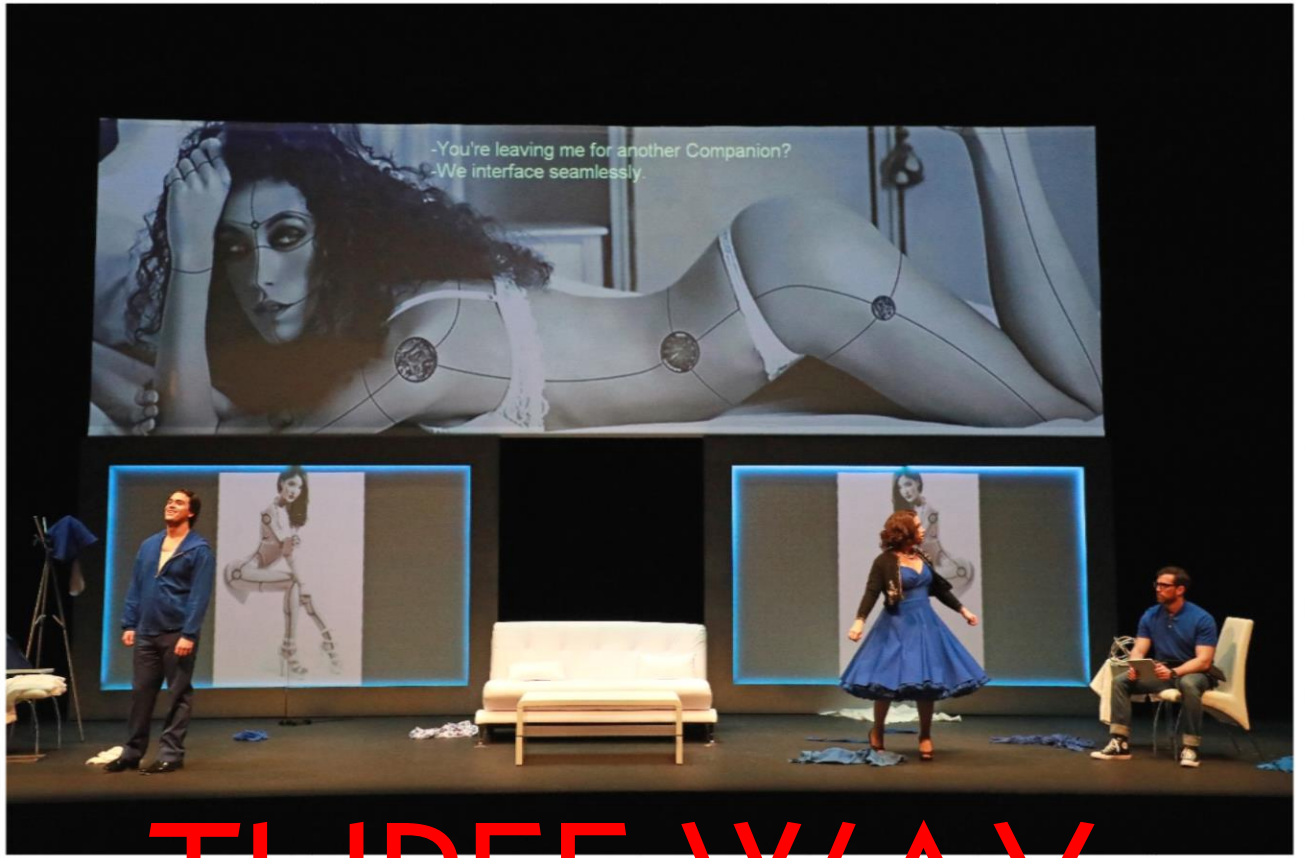
Dropbox or Hightail (for large files) instructions

- Please share or email file folder to info@operaprojects.org

MECHANICAL REQUIREMENTS (Playbill/BAMbill size program)

	FINAL TRIM	LIVE AREA & AD SIZE NONBLEED	AD SIZE WITH BLEED
Full Page	5.375" x 8.5"	4.625" x 7.75"	5.625" x 8.75"
Half Page Vertical	2.25" x 7.75"		
Half Page Horizontal	4.625" x 3.75"		
Quarter Page Vertical	2.25" x 3.75"		
Quarter Page Horizontal	4.625" x 1.85"		
Eighth Page Horizontal	2.25" x 1.85"		

- **BLEED ON FULL SIZE PAGES ONLY:** Add .125", extended past final trim marks, indicated above
- Copy Safety: .25" from trim on all edges



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