

opera america

advertising rates and specs

(for volume 4: september 2010 - june 2011)

CIRCULATION INFORMATION:

Total Circulation: 3,000

Frequency: *Opera America magazine is published quarterly, with issues published in September, December, March and June.*

Subscription Rate: *Opera America magazine is a benefit of OPERA America membership at the \$75 level or higher. Opera America magazine is not sold on a subscription basis.*

EDITORIAL FOCUS:

Fall (September): Audience Development

Winter (December): Production

Spring (March): *Opera Conference 2011*

(This issue will be distributed to all Opera Conference 2011 attendees.)

Summer (June): New Works

THE RATES FOR THE 4TH VOLUME OF OPERA AMERICA MAGAZINE (SEPTEMBER 2010 - JUNE 2011) ARE AS FOLLOWS:*

Ad Size	Non-Member	Member**
1/3 Page:	\$425.00	\$300.00
1/2 Page:	\$850.00	\$550.00
Full Page:	\$1250.00	\$800.00
Inside Front or Back Cover, Cover 4:	\$1,750.00	\$1,250.00
Center Spread:	\$4,000.00	\$2,500.00

Ad Design Fee: \$200.00 \$100.00

* Purchase a package of advertisements in multiple issues and receive a 10% discount off the total.

** Members of OPERA America enjoy a significant discount on advertising. For information about membership, visit <http://www.operaamerica.org/membership>.

CLOSING DATES:

All advertisements submitted must be received 30 days preceding issue date:

Fall (September) deadline: Friday, August 13, 2010

Winter (December) deadline: Friday, October 29, 2010

Spring (March) deadline: Friday, January 28, 2011

Summer (June) deadline: Friday, April 29, 2011

All materials and a signed contract must be submitted by that date to guarantee placement in *Opera America* magazine.

ARTWORK AND MATERIALS:

Ads must be to size and submitted as digital files (we are unable to accept camera-ready art) to the following specifications:

All color images must be in CMYK mode, no RGB images will be accepted. Digital files are accepted on cd or via e-mail as high-resolution PDFs or 300 dpi (minimum) jpeg or tiff files. All placed images, fonts, file specifications and a hard copy of the ad must be included. Advertiser is responsible for quality of ads submitted as PDFs. Advertiser is responsible for design fees incurred adjusting ads to fit specifications.

AD SIZES AND MECHANICAL REQUIREMENTS:

Magazine trim size is 8 1/2" x 11".

Ad Size	Width	Height
Full Page (with bleed)	8 3/4"	11 1/4"
1/2 Page (horizontal)	7"	4 3/8"
1/2 Page (vertical)	3 3/8"	9"
1/3 Page (horizontal)	7"	2 7/8"
1/3 Page (vertical)	2 1/4"	9"
Center Spread	17 1/4"	11 1/4"
Cover 4 (outside back cover with bleed)	8 3/4"	7 1/8"

PAYMENT AND CONTRACT REGULATIONS:

Advertisers may pay when placing an ad or upon publication. All charges are due and payable upon receipt of our invoice unless special terms have been previously arranged and are indicated on the face of the invoice. A charge of 1.5% per month (equivalent to 18% per Annum) will be added to all billings that are over 30 days past due. Advertisers will receive a complimentary copy of the magazine. If an ad is cancelled after the closing date, a cancellation fee of \$50 will be applied. Advertisers are responsible for any debts incurred by agencies in the advertiser's name. The publisher reserves the right to reject ads deemed unsuitable for publication.



OPERA America Advertising Contract

Date:

Advertiser (contact name, company, address):

Phone:

Fax:

E-mail:

Insertion Order: *Opera America magazine* month(s) of insertion:

Ad Size:

Rate:

Less 10% multiple issue discount (if applicable):

Total:

Authorization: (I agree to the terms of the contract, and hereby authorize the insertion of the ad as described above.)

Advertiser signature/date

OPERA America signature/date

OPERA America accepts the following payment options: check, money order, credit card (Visa, MasterCard or American Express), and wire transfer (for international orders).

Completed advertising contracts and materials should be e-mailed to:

Cara Consilvio, Advertising Coordinator

E-mail: CConsilvio@operaamerica.org