

OPERA America

2012 Advertising Rates and Specs

OPERA AMERICA MAGAZINE

CIRCULATION INFORMATION

Total Circulation: 3,000

Frequency: *Opera America* magazine is published quarterly.

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

Spring: New Works

Summer: *Opera Conference 2012*

(The Summer issue will be distributed to all *Opera Conference 2012* attendees.)

RATES:*

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/Content/Membership/index.aspx>.

CLOSING DATES

All advertisements (artwork and contract) must be received by the following dates for the following issues:

Spring deadline: Friday, January 30, 2012

Summer deadline: Friday, April 27, 2012

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:

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".

Bleeds: Plus 1/8" on all sides. Keep all live material 1/4" on all sides away from trim.

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"

OPERA AMERICA MAGAZINE ONLINE

Each quarterly issue of *Opera America* magazine is available online for OPERA America members. If a print ad is purchased, it will be included in the online version of the magazine. However, you may upgrade your online ad by including a hyperlink that would instantly direct online readers to your website. Advertisers who purchase a full page ad, center spread or cover 4 receive this upgrade automatically. For 1/2 page or 1/3 page ads, you may include a hyperlink in your online ad for an additional \$150.00.

BANNER ADVERTISING ON OPERA AMERICA'S WEBSITE

Each month, OPERA America's website is visited by thousands of arts administrators, opera companies, singers, conductors, composers, directors, educators, volunteers, patrons and others from around the world. OPERA America will now offer banner advertising on the job listings page on our website. This page receives the highest traffic and averages 9,000 monthly page views.

Display Ad Size (in pixels)	Price for One Month	Price for Two Months (10% off total)	Price for Three Months (20% off total)
Large (700 wide x 100 high)	\$500.00	\$900.00	\$1200.00
Small (250 wide x 250 high)	\$300.00	\$540.00	\$720.00

CLOSING DATES

All banner advertisements (artwork and contract) must be received by the 15th in order to run the following month. All materials and a signed contract must be submitted by that date to guarantee placement on the website on the first. The first month that banner advertising will run is March 2012. All advertising requests for March must be received by February 15.

ARTWORK AND MATERIALS

Ads must be to size and submitted as digital files to the following specifications: jpeg, gif or png only. No greater than 97 dpi in resolution. (Note: We do not offer flash-based or animated .gif ads.) Please also submit the URL for your click-through link.

ADVERTISING PACKAGES

Advertisers who purchase a print ad and a banner ad simultaneously will receive 20% off the total.

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 \$50.00 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

OPERA America Advertising Contract

Date: _____

Advertiser (contact name, company, address):

Phone: _____ Fax: _____ E-mail: _____

OPERA AMERICA MAGAZINE

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

Ad Size: _____

Rate: _____

Less 10% multiple issue discount (if applicable): _____

Hyperlink option for online version (included with full-page ads): _____

URL: _____

BANNER ADVERTISING

Size: _____ Month(s): _____ Rate: _____

Less 20% Print/Banner Ad Package 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 sent to:

Cara Consilvio, External Affairs Coordinator
OPERA America
330 Seventh Avenue
New York, NY 10001
Fax: 212-796-8631
E-mail: CConsilvio@operaamerica.org