OPERA AMERICA

MEDIA KIT 2026–2027



PRINT AND DIGITAL ADVERTISING OPPORTUNITIES

MAGAZINE | E-NEWSLETTERS | E-BLASTS | POSTERS



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BOOK YOUR AD TODAY

Contact Alasdair Payten at
APayten@operaamerica.org
or 646.699.5238.

Photo, front cover: Gabriella Reyes in Lyric Opera of Chicago's *Pagliacci* (photo: Todd Rosenberg)

Photo, above: Opera Theatre of Saint Louis' *A Midsummer Night's Dream*, with Emilie Kealani, Veronica Siebert, Laura Santamaria, Zoe Brooks, and members of the St. Louis Children's Choirs (photo: Eric Woolsey)



OPERA AMERICA

OPERA America, the champion for opera across North America since 1970, leads stakeholders from all sectors of the industry in defining the creative, business, and civic practices needed to ensure the continued vibrancy of the art form.

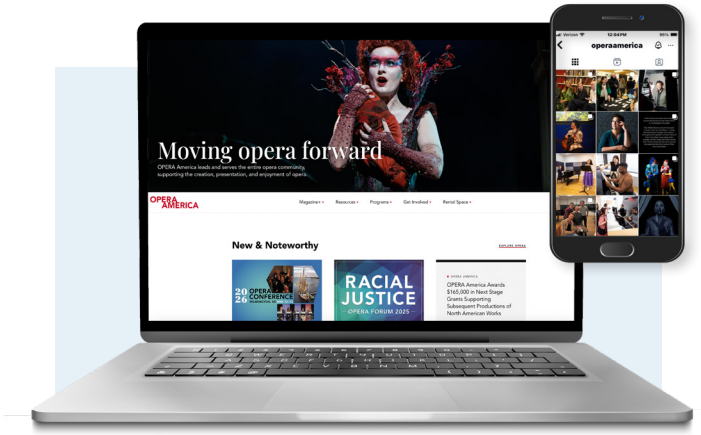
Based in New York City at its National Opera Center, a custom-built rehearsal and performance facility for opera and the performing arts, OPERA America supports new works, audience engagement, artist and leadership development, and a sustainable environment for the future of opera in America.

MEMBERSHIP

200
Professional Company Members

300
Associate, Business, Career Service, & Educational Members

2,800
Individuals



BREADTH OF ANNUAL SERVICE

218,000
Unique Website Visitors

75,000
National Opera Center Guests

28,000
Facebook Followers

19,300
Instagram Followers

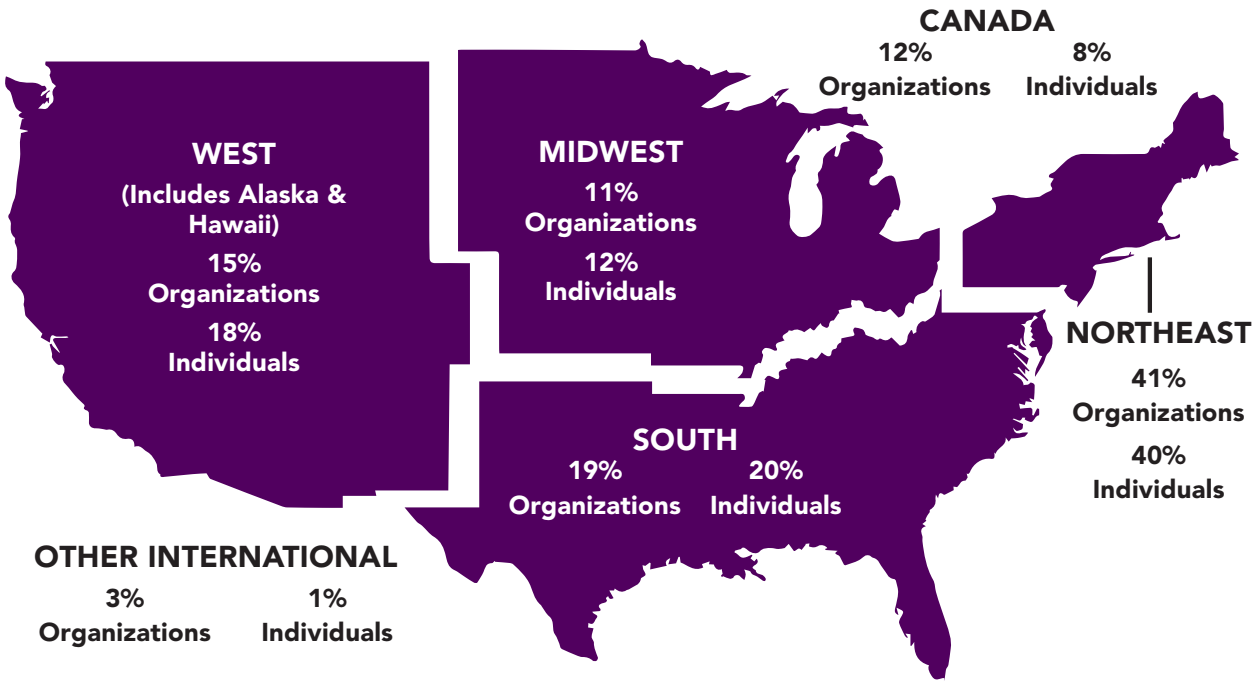
8,400
LinkedIn Followers

500+
Opera Conference Attendees

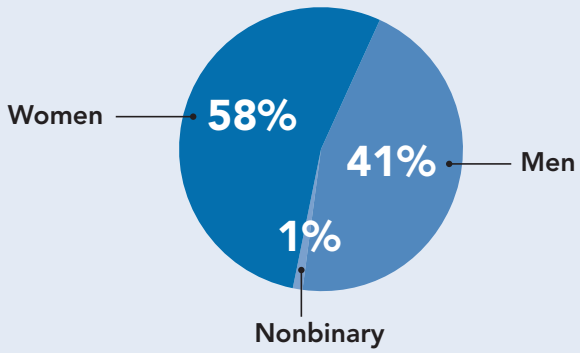
OPERA AMERICA



CONSTITUENCY



INDIVIDUAL MEMBERS BY GENDER



INDIVIDUAL MEMBERS BY PROFESSION

Trustees, Volunteers, and Supporters	35%
Singers	35%
Musicians and Pianists	29%
Voice Teachers, Coaches, and Educators	28%
Composers and Librettists	18%
Administrators and Artistic Staff	18%
Directors, Conductors, and Designers	16%
Teaching Artists	13%



The Santa Fe Opera's *La bohème*, with Efraín Solís, Long Long, Sylvia D'Eramo, Soloman Howard, Szymon Mechliński, and Emma Marhefka (photo: Curtis Brown)

ADVERTISING OPPORTUNITIES

OPERA America offers print and digital opportunities for opera companies, publishers, artist managers, conservatories, and other businesses invested in the American opera field to promote their work, rosters, programs, and products throughout the 2026–2027 season:

PRINT ADVERTISING
OPERA AMERICA MAGAZINE

- Print Circulation: 2,500
- Advertising Opportunities: Full Page, Half Page, Third Page, Inside Cover (front and rear), Outside Cover (rear)

PRINT ADVERTISING
NATIONAL OPERA CENTER POSTERS

- Monthly Visitors: 6,250
- Advertising Opportunities: Elevator Lobby Placement, Artists Lounge Placement

DIGITAL ADVERTISING
E-NEWSLETTERS AND E-BLASTS

- Digital Circulation: 16,500
- Advertising Opportunities: Sponsored E-Newsletter Post (Premium, Economy), Sponsored E-blast

THE PERFECT PLACE TO SHOWCASE...

Opera Premieres
Season Announcements
New Publications
Upcoming Performances
Special Events and Anniversaries
Technical Services
Artist Rosters
Production Rentals
Conservatory Programs
Business Systems
Music Catalogues
Competition Highlights

PRINT ADVERTISING

OPERA AMERICA MAGAZINE

Opera America Magazine is the quarterly publication for the industry's stakeholders: the people who create, produce, perform, and enjoy opera. The magazine enables advertisers to reach influencers and decision-makers across the entire field, including artistic and general directors, trustees and philanthropists, fundraising and marketing leaders, artists, and passionate operagoers.

PUBLICATION FREQUENCY

Quarterly: Fall, Winter, Spring, Summer

PRINT CIRCULATION

2,500

EDITORIAL SECTIONS

New Practices in the Field

Recent Appointments and Awards

Feature Articles

OPERA America News

Artist Profiles

EDITORIAL MISSION STATEMENT

Opera America Magazine addresses the issues most important to industry professionals, from marketing strategies and governance practices to the exciting new repertoire that is redefining opera for the 21st century. It offers an insider's perspective on the industry and its players, with an emphasis on the innovations that are transforming the field.



ADVERTISING OPPORTUNITIES



Full Page/ Inside Cover



Rear Outside Cover



Half Page



Third Page*

See page 12 for dimensions and design specifications.
****Third-page vertical ads subject to limited availability.***

PRINT ADVERTISING

MAGAZINE SPECIAL ISSUE



SPRING: CONFERENCE ISSUE

In addition to its normal print circulation, the conference issue is distributed to all 500+ administrators, trustees, artists, and advocates at OPERA America's annual Opera Conference. This special edition is a prime opportunity for season announcements, new product promotions, and other services to the field.






Opera Conference attendees (photo: Ziggy Mack)

PRINT ADVERTISING

NATIONAL OPERA CENTER POSTERS

Over 75,000 performers, producers, and audience members visit OPERA America's National Opera Center each year for rehearsals, performances, lessons, auditions, recordings, and more. Posters in the Opera Center's elevator lobby and artists lounge bring the halls to life and offer high-traffic opportunities for promoting seasons, productions, events, and services.

PUBLICATION FREQUENCY
Rolling with 2-Month Minimum

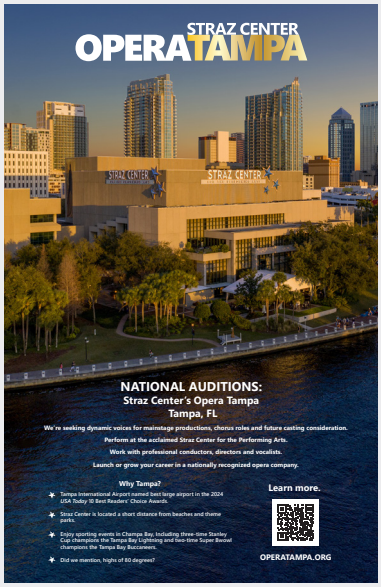
MONTHLY VISITORS
6,250

POSTING LOCATIONS
Elevator Lobby (high traffic)

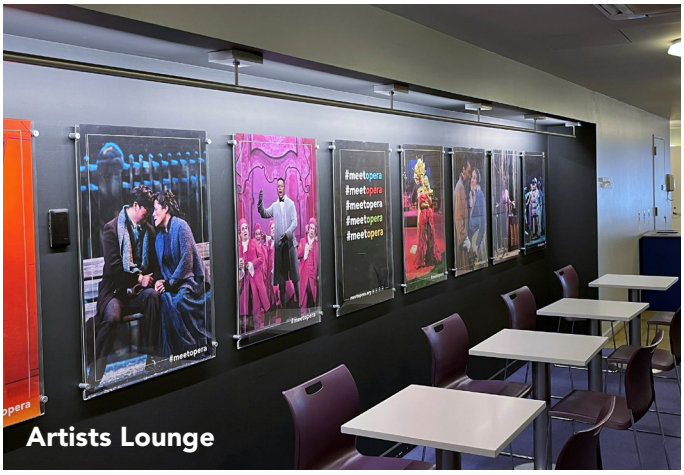
Artists Lounge (medium traffic)

EXAMPLES









Promotional posters at the National Opera Center must use high-resolution imagery and professional graphic design. They must be approved by OPERA America staff and align with OPERA America's values. (See page 12 for full design specifications.)

DIGITAL ADVERTISING

E-NEWSLETTERS

OPERA America keeps the field informed of important news, upcoming programs, and other pertinent information about the sector through regular emails. Sponsored posts offer flexible opportunities for promoting performances, services, programs, and events to a broad constituency of industry stakeholders and opera-going audiences.

PUBLICATION FREQUENCY

OperaLink: Tuesdays Biweekly

Grants & Awards: Monthly

National Opera Center: Quarterly

SUBSCRIBERS

16,500

AVERAGE OPEN RATE*

51%

OPERALINK E-NEWSLETTER

OperaLink is OPERA America's free, flagship e-newsletter that summarizes the latest news, upcoming events, and other relevant information for opera's artists, administrators, trustees, and audiences.

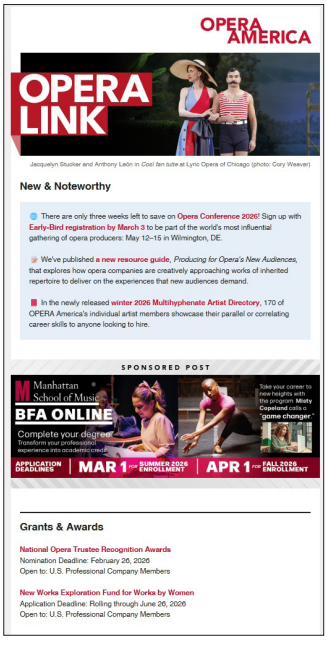
GRANTS & AWARDS E-NEWSLETTER

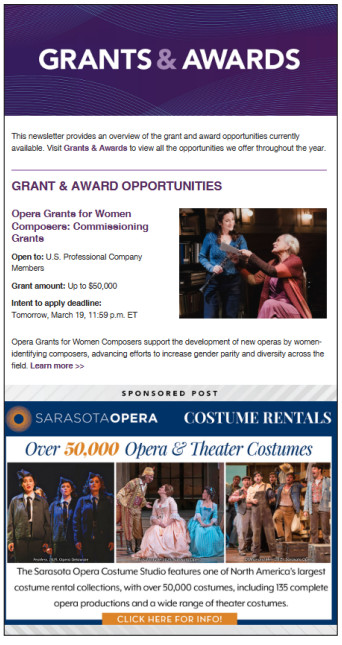
The *Grants and Awards* e-newsletter keeps artists, administrators, and other industry professionals up to date on upcoming OPERA America grant and award opportunities.

NATIONAL OPERA CENTER E-NEWSLETTER

The *National Opera Center* e-newsletter provides quarterly updates for artists, teachers, and administrators on rentals, services, and events at OPERA America's National Opera Center in New York City.

EXAMPLES





ADVERTISING OPPORTUNITIES

Choose between premium and economy sponsored posts. (Guaranteed top placement available for an additional fee.)



Economy Sponsored Post



Premium Sponsored Post

Click-through rates and other performance metrics are available to advertisers upon request.

DIGITAL ADVERTISING

SPONSORED E-BLASTS

Sponsored e-blasts are dedicated promotional messages from OPERA America's organizational members. They are sent to OPERA America's entire email list to advertise productions, opportunities, and related activities of opera companies and institutions.

PUBLICATION FREQUENCY
Up to once per week (pending availability)

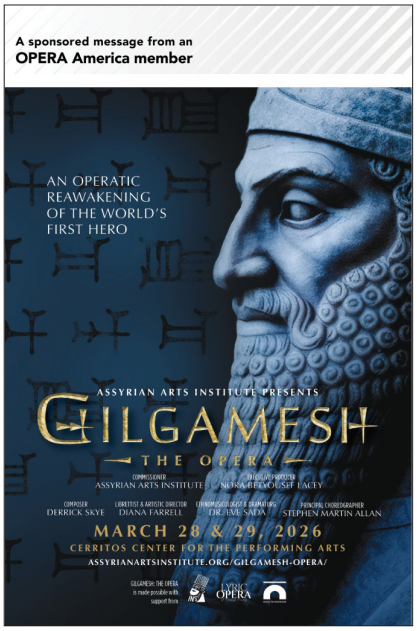
SUBSCRIBERS
16,500

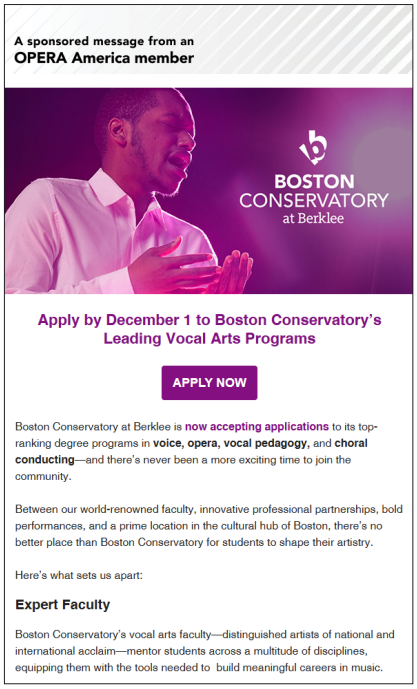
AVERAGE OPEN RATE*
49%

Only available to OPERA America organizational members

EXAMPLES









Click-through rates and other performance metrics are available to advertisers upon request.

ADVERTISING RATES

OPERA America's Organizational and Individual Members save over 20% off non-member pricing. Learn about becoming a member at operaamerica.org/Membership.

MEMBER PRICING

			PICK 1	PICK 2+ *5% off*	PICK 3+ *10% off*	PICK 4+ *20% off*
Opera America Magazine	Cover (Inside or Rear)	Fa/Wi/Su	$ 1,608	$ 1,528	$ 1,447	$ 1,286
		Spring	$ 2,049	$ 1,947	$ 1,844	$ 1,639
	Full Page	Fa/Wi/Su	$ 1,086	$ 1,032	$ 978	$ 869
		Spring	$ 1,385	$ 1,315	$ 1,246	$ 1,108
	Half Page	Fa/Wi/Su	$ 612	$ 581	$ 551	$ 490
		Spring	$ 780	$ 741	$ 702	$ 624
	Third Page	Fa/Wi/Su	$ 407	$ 387	$ 366	$ 325
		Spring	$ 518	$ 492	$ 467	$ 415
Sponsored Post	Premium – Top Placement		$ 909	$ 863	$ 818	$ 727
	Premium		$ 791	$ 751	$ 711	$ 632
	Economy – Top Placement		$ 495	$ 470	$ 445	$ 396
	Economy		$ 430	$ 409	$ 387	$ 344
Sponsored E-Blast			$ 1,669	$ 1,586	$ 1,502	$ 1,335
National Opera Center Poster*	High Traffic		$ 627	$ 596	$ 564	$ 502
	Medium Traffic		$ 477	$ 454	$ 430	$ 381

Two-month minimum; additional months may be booked for $200 per month (medium traffic) and $250 per month (high traffic).

NON-MEMBER PRICING

			PICK 1	PICK 2+ *5% off*	PICK 3+ *10% off*	PICK 4+ *20% off*
Opera America Magazine	Cover (Inside or Rear)	Fa/Wi/Su	$ 2,090	$ 1,986	$ 1,881	$ 1,672
		Spring	$ 2,664	$ 2,531	$ 2,398	$ 2,131
	Full Page	Fa/Wi/Su	$ 1,413	$ 1,341	$ 1,271	$ 1,130
		Spring	$ 1,800	$ 1,710	$ 1,620	$ 1,440
	Half Page	Fa/Wi/Su	$ 796	$ 756	$ 716	$ 636
		Spring	$ 1,014	$ 963	$ 912	$ 811
	Third Page	Fa/Wi/Su	$ 528	$ 502	$ 476	$ 423
		Spring	$ 674	$ 640	$ 606	$ 539
Sponsored Post	Premium – Top Placement		$ 1,181	$ 1,122	$ 1,063	$ 945
	Premium		$ 1,027	$ 976	$ 924	$ 822
	Economy – Top Placement		$ 644	$ 611	$ 579	$ 515
	Economy		$ 560	$ 531	$ 504	$ 448

Rates valid June 1, 2026, through May 31, 2027.

PACKAGES

Package rates reward you when you book two or more advertising opportunities in a single order. Create your own custom package by combining advertising placements across all media.*

- Pick any 2 placements and save 5%.
- Pick any 3 placements and save 10%.
- Pick any 4 or more placements and save 20%.

***Advertisements must be booked at the same time to qualify for a package discount; however, advertisements can feature different art.**

EXAMPLE	NORMAL PRICING	"PICK 4+" 20% OFF
Fall Magazine Cover	$ 1,608	$ 1,286
Spring Magazine Half Page	$ 780	$ 624
Sponsored Premium Post	$ 791	$ 632
Sponsored E-Blast	$ 1,669	$ 1,335
	$ 4,848	$ 3,877

TOTAL SAVINGS: $971

Example based on member pricing.

PUBLICATION CALENDAR

PRINT ADVERTISING

		Date of Publication	Recommended Advertising Dates	Reservation Deadline	Art and Payment Deadline
Opera America Magazine	Fall 2026	Oct. 2026	Oct. 21, 2026 or later	Jul. 17, 2026	Jul. 31, 2026
	Winter 2027	Jan. 2027	Jan. 20, 2027 or later	Sep. 18, 2026	Oct. 16, 2026
	Spring 2027	Apr. 2027	May 11, 2027 or later	Jan. 29, 2027	Feb. 12, 2027
	Summer 2027	Jul. 2027	Aug. 11, 2027 or later	Apr. 30, 2027	May 21, 2027
National Opera Center Posters		As Scheduled	—	4 Weeks Prior	3 Weeks Prior

DIGITAL ADVERTISING

		Date of Publication	Reservation Deadline	Art and Payment Deadline
Sponsored Post	Premium	See Publication Schedule Below	2 Weeks Prior	1 Week Prior
	Economy			
Sponsored E-Blast		As Scheduled	2 Weeks Prior	1 Week Prior

Selection of placement date(s) for digital advertising subject to availability and the discretion of OPERA America. Schedules may change.

OperaLink E-Newsletter: Published Tuesdays Biweekly

2026: Jul. 14, 28; Aug. 11, 25; Sep. 8, 22; Oct. 6, 20; Nov. 3, 17; Dec. 1, 15, 29
2027: Jan. 12, 26; Feb. 9, 23; Mar. 9, 23; Apr. 6, 20; May 4, 18; Jun. 1, 15, 29

Grants & Awards E-Newsletter: Published Monthly

2026: Jul. 22, Aug. 19, Sep. 16, Oct. 14, Nov. 19, Dec. 17
2027: Jan. 20, Feb. 17, Mar. 17, Apr. 14, May 26, Jun. 23

National Opera Center E-Newsletter: Published Quarterly

2026: Sep. 25, Dec. 21
2027: Mar. 26, Jun. 25

DESIGN SPECIFICATIONS

OPERA AMERICA MAGAZINE

Deliverable: Artwork File

		Dimensions *(Width x Height)*	File Type
Cover	Inside	8.5” x 11” (plus 0.125” bleed)	CMYK Mode (no RGB accepted) PDF, JPEG, TIFF, PNG (min. 300 dpi)
	Rear	8.5” x 6.75” (plus 0.125” bleed)	
Full Page		8.5” x 11” (plus 0.125” bleed)	
Half Page	Vertical	3.5” x 10” (no bleed)	
	Horizontal	7.25” x 4.75” (no bleed)	
Third Page	Vertical	2.375” x 10” (no bleed)	
	Horizontal	7.25” x 3.125” (no bleed)	

Caution: Avoid putting text or design elements crucial to the message of your advertisement within 0.25” of the edges.

NATIONAL OPERA CENTER POSTER

Deliverable: Artwork File

	Dimensions *(Width x Height)*	File Type
Poster Advertisement	20” x 31” (no bleed)	PDF, JPEG, TIFF, PNG (min. 300 dpi)

Promotional posters at the Opera Center must use high resolution imagery and professional graphic design. They must be approved by OPERA America staff and align with OPERA America’s values.

SPONSORED POST

Deliverables: Artwork File, URL, Image Alt-Text

		Dimensions *(Width x Height)*	File Type
Sponsored Post	Premium	1200 px x 800 px	PNG, JPEG
	Economy	1200 px x 400 px	PNG, JPEG

Please note that your ad will display at approximately half the size of your submitted artwork when viewed on a desktop computer. Display size will vary on mobile devices. GIFs cannot be accommodated in sponsored posts.

SPONSORED E-BLAST

Deliverables: Artwork File, URL, Image Alt-Text

	Dimensions *(Width x Height)*	File Type
Sponsored E-Blast	1200 px x variable	PNG, JPEG, GIF

Please note that your ad will display at approximately half the size of your submitted artwork when viewed on a desktop computer. Display size will vary on mobile devices.



Central City Opera's *The Barber of Seville*, with Ashraf Sewailam, Stefan Egerstrom, Lisa Marie Rogali, Andrew Morstein, and Laura Corina Sanders (photo: Amanda Tipton Photography)

BOOKING INFORMATION

SUBMISSION INSTRUCTIONS

1. Contact Alasdair Payten, organizational membership manager, at APayten@operaamerica.org or 646.699.5238.
2. Complete and return the OPERA America advertising contract.
3. Complete payment by check or credit card according to the timeline outlined on the previous page.
4. Submit advertisement art and details through the online form provided to you according to the timeline and specifications outlined on the previous pages.

CONTRACT REGULATIONS

Payment

- For all bookings, a 50% down payment is due at the time of contract. The balance on single bookings is due by the specified art deadline. For packages, the balance on each booking is due at its corresponding art deadline. For ads booked less than two weeks before the reservation deadline, the full balance is due at the time of booking.
- Advertisers are responsible for any debts incurred by agencies in the advertiser's name.
- OPERA America reserves the right to apply a 10% surcharge for delinquent payment after 60 days.

Cancellation

- If one or more bookings in a package are canceled prior to the associated reservation deadline, a refund will be issued for the prorated portion of the package down payment; package pricing for future bookings may be adjusted to reflect the reduced number of bookings.
- Cancellations of *Opera America Magazine* advertisements must be made in writing. Cancellations may be made prior to the reservation deadline at no penalty. Advertisers who cancel after the reservation deadline but before the art deadline will incur a fee equal to 50% of the reservation total. Cancellations following the art deadline will incur a fee equal to 100% of the reservation total.
- Cancellations of banner ads, sponsored posts, and sponsored e-blasts following submission of art files will incur a fee equal to 50% of the reservation total.
- Cancellations of National Opera Center posters following submission of design materials and information will incur a fee equal to 50% of the reservation total.

General

- OPERA America will adhere as closely as possible to the published print dates for *Opera America Magazine*. Magazine advertisers are solely responsible for ensuring their featured productions or events fall within the recommended advertising dates for each issue.
- Magazine advertisers will receive a digital copy of the issue at the time of publication.
- Advertisers are solely responsible for the accuracy and quality of their materials and for securing necessary permissions for media used in their ads.
- OPERA America reserves the right to reject or cancel ads deemed unsuitable for publication.

2025–2026 ADVERTISERS

PROFESSIONAL COMPANY MEMBERS

Amarillo Opera
American Lyric Theater
The Atlanta Opera
Beth Morrison Projects
Boston Lyric Opera
Buffalo Opera Unlimited
Chautauqua Opera
Cincinnati Opera
The Dallas Opera
Des Moines Metro Opera
Eugene Opera
The Glimmerglass Festival
Hawai'i Opera Theatre
HERE Arts Center
Hogfish
IN Series
Lyric Opera of Kansas City
Lyric Opera of Orange County
Madison Opera
Manitoba Opera
Opera Columbus
Opera Ebony
Opera for the Young
Opera Montana
Opera Omaha
Opera Orlando
Opera Parallèle
Opera San José
Opera Tampa
Opera Theatre of Saint Louis
OperaDelaware
Pacific Opera Victoria
Pensacola Opera
Pittsburgh Festival Opera
Portland Opera
PROJECT [BLANK]
Renegade Opera
San Diego Opera
San Francisco Opera
The Santa Fe Opera
Sarasota Opera
Seattle Opera
Teatro Grattacielo
Tri-Cities Opera
Utah Symphony | Utah Opera
VisionIntoArt
Volcano Non-Profit Productions
Washington National Opera
Wilmington Concert Opera
Wolf Trap Opera

ASSOCIATE MEMBERS

Azrieli Foundation
Boston Early Music Festival
Carnegie Hall
Catapult Opera Company
The Denyce Graves Foundation
Erling Wold's Fabrications
Gulfshore Opera
Lyrica Classic Entertainment, Inc.
The Olga Forrai Foundation, Inc.
One Ounce Opera
Opera Festival of Chicago
Opera Laguna
Oratorio Society of New York
Queens Opera Theatre, Inc.
Schmidt Vocal Arts
Vashon Opera
Voice Afire Opera-Cabaret
Works & Process

BUSINESS MEMBERS

Bloomsbury Publishing Inc
CLA
Creative Evolutions
ECS Publishing
Fisher Dachs Associates Inc. (FDA)
G. Schirmer, Inc./Associated Music Publishers/Wise Music Classical
Genovese Vanderhoof & Associates
IPA Source LLC
Marquee TV
Maxim Productions
Opera Titles by Sonya Friedman
PatronManager
Peermusic Classical
Schott Music Group
Schuler Shook
Schwalbe & Partners
Soundmirror Inc.
Stivanello Costume Company, Inc.
Tessitura Network
Threshold Acoustics
Vatic

EDUCATIONAL PRODUCING ASSOCIATES

Aspen Music Festival and School
Carnegie Mellon University | School of Music
Indiana University Bloomington | Opera and Ballet Theater
Manhattan School of Music
Master in International Arts Management (MMIAM)
Montclair State University | Dept. of Arts and Cultural Prog.
Music Academy of the West
New England Conservatory
New School | College of Performing Arts | Mannes Opera at the New School
Oberlin College | Conservatory of Music
Opera in the Ozarks
The Boston Conservatory at Berklee
University of Alabama | School of Music
University of Michigan | School of Music, Theatre & Dance
University of Minnesota

INDIVIDUALS

A.C. Lovett
Alex Wakim
Alphonso Horne
Alyssa Weinberg
Amir El Saffar
Andrew Terstein
Anna Laura Miszerak
Annie Gosfield
Arnold Saltzman
Bahar Royaee
Beth Ratay
Brian Grundstrom
Chía Patino
Daniel Crafts
David Gonzalez
Don Dinicola
Edmund Cionek
Elizabeth Askren
Emily Wells
Evan Mack
Geoffrey Kidde
Gillian Perry
Glen Cortese
Golda Berkman
Gregory Hall
Gregory Jafari Van Acker
Jamey Guzman
Jasmine Barnes
Joan Ross Sorkin
Joel Feigin
Kaneza Schaal
Lance Hulme
Lori Laitman
Meira Warshauer
Michael Ching
Michael Dellaira
Mimi Wakim
Neil Weisensel
Peter Zuspan
Philip Morehead
Randall Shinn
Rebecca Gray
Richard Chiarappa
Robert Feng
Robert Nassif
Ronald Kaehler
Sahar Anouri
Sandra Seaton
Scott Lord
Sivan Eldar
Sultana Isham
Tanya Orellana
Tara Wilson North
Thomas Cipullo
Timothy Miller
Whitney George
William Susman
William Zeffiro

NON-MEMBERS

Ann and Gordon Getty Foundation
Bolero
CueBox
Hal Goldberg
Management Consultants for the Arts
PROTOTYPE Festival
RADAR Nonprofit Solutions
Ray Leslee
Skeleton Key Strategies
UpStage Technologies

Advertised between March 2025 and March 2026.

Listing reflects membership status at the time of booking.



Sun-Ly Pierce in *The Cunning Little Vixen* at Des Moines Metro Opera (photo: Cory Weaver)

ADVERTISING CONTACT

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Membership Manager
APayten@operaamerica.org
646.699.5238

EDITORIAL STAFF

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Editor, *Opera America Magazine*

NICK WISE
Associate Editor, *Opera America Magazine*
Senior Manager, Marketing and Publications

SARAH K. IVINS
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