

THE NATIONAL OPERA CENTER AMERICA

2013-2014 Print & Digital Advertising Opportunities

Reach thousands of opera industry professionals and opera lovers with OPERA America's range of digital and print advertising opportunities. As opera's national nonprofit service organization, OPERA America offers unparalleled access to the field's leaders and decision makers. Whether you want to promote productions, introduce products or services, or reinforce your brand, OPERA America's print and digital media are ideal for keeping your company in the spotlight.



OPERA AMERICA MAGAZINE

Opera America is the quarterly magazine for those who produce, create, perform and enjoy opera. Featuring the voices of established and emerging leaders in the field, it examines important trends and explores new approaches.

Opera America Magazine is published in September, December, March and June each year.

NOW IN DIGITAL AND PRINT!

Starting with the Fall 2013 issue, *Opera America* Magazine will be available for iPad and Android tablet devices, as well as in an interactive web format, in addition to the traditional print edition. Subscriptions and single issues of the tablet edition may be purchased through digital newsstands. Magazine advertisers will be featured in both print and digital formats, extending the reach of your advertising dollars to an even larger audience.

CIRCULATION INFORMATION

Print Distribution: 3,000

Frequency: *Opera America* Magazine is published quarterly in both print and digital formats.

Non-members can purchase the digital version of *Opera America* Magazine as a yearly subscription or as individual issues.

EDITORIAL MISSION STATEMENT

Opera America Magazine inspires and informs leaders in the opera field with news and features that examine production, governance and community engagement. Our readership includes artistic and general directors, trustees and philanthropists, fundraising and marketing leaders, performers and passionate operagoers. Our cross-platform print and digital channels deliver content to our readers while enabling advertisers to reach influencers and decision makers in the field.

MAGAZINE AD RATES

Size	Non-Member	Member
Center Spread	\$3,000	\$2,000
Inside Front or Back Cover, Cover 4	\$1,750	\$1,250
Full Page	\$1,250	\$800
1/2 Page (horizontal or vertical)	\$850	\$550
1/3 Page (horizontal or vertical)	\$400	\$300

Design Fee	\$200	\$100
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The rates above include placement in both the digital and print editions of *Opera America* Magazine.

Boost your impact in the digital edition with interactive features, including photo slideshows, videos and more.
Additional fees apply.

E-NEWSLETTERS

Showcase your products, services or events to thousands of administrators, artists, trustees and opera lovers throughout North America with OPERA America e-mail advertising opportunities.



OPERALINK

OperaLink is OPERA America's flagship e-newsletter, distributed every two weeks to 10,000 members, donors and subscribers throughout North America.

Frequency: Every two weeks, on Tuesdays
 Average Open Rate: 20%
 Average Click-Through Rate: 4%

RATES

Size	Non-Member	Member
Banner	\$550	\$400
Box	\$500	\$350

Design Fee	\$200	\$100
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Space is limited; early reservations are encouraged.



TARGETED E-MAILS

Include your announcement in one of OPERA America's regular e-blasts to 600 New York City metropolitan area subscribers.

Frequency: Targeted e-blasts are sent on weekdays throughout the year. Please contact Ben Newman at Advertising@operaamerica.org for a specific schedule.

Average Open Rate: 40%
 Average Click-Through Rate: 2%

RATES

Size	Non-Member	Member
Banner	\$375	\$250

Design Fee	\$200	\$100
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Note: Targeted e-mail advertising is typically available only between August 15 and May 15.

Add featured top placement to your banner advertisement for an additional \$200. Available for both *OperaLink* and targeted e-mail banner-sized ads.

DEDICATED SPONSOR E-MAILS

For more information, including segmenting and pricing options, contact Ben Newman at Advertising@operaamerica.org.

ADVERTISING SPECIFICATIONS

OPERA AMERICA MAGAZINE

SIZES AND MECHANICAL REQUIREMENTS

Size	Print Dimensions	Digital Dimensions
Full Page (with bleed)	8 3/4" x 11 1/4"	1536px x 2048px AND 2048px x 1536px*
1/2 Page (horizontal)	7 1/2" x 4 3/4"	1536px x 1024
1/2 Page (vertical)	3 5/8" x 9 3/4"	768px x 2048px
1/3 Page (horizontal)	7 1/2" x 3 1/8"	1536px x 682px
1/3 Page (vertical)	2 3/8" x 9 3/4"	512px x 2048px
Center Spread	17 1/4" x 11 1/4"	1536px x 2048px**
Cover 4 (outside back cover with bleed)	8 3/4" x 7 1/8"	1536px x 1364px

*Both dimensions are needed for ideal digital viewing.

**Please submit Center Spread digital edition ads in two panels.

PRINT EDITION:

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.

Print 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.

DIGITAL EDITION:

Please provide the following metadata with your digital ad:

- Company name: 50 characters maximum
- Ad title: 60 characters maximum
- Ad description: 120 characters maximum
- Tags (which render the ad searchable; optional): maximum of five tags (separated by comma) totaling no more than 75 characters

Digital ads must be submitted in RGB mode as 300 dpi jpeg or high-resolution PDF files.

E-NEWSLETTER

SIZES AND MECHANICAL REQUIREMENTS

Ad	Dimensions
Banner (Standard and Top Placement)	600px wide x 100px high
Box	300px wide x 150px high

PNG files in RGB mode are preferred. PSD and EPS files are also acceptable.

RESERVATION AND ARTWORK DEADLINES

Magazine Issue	Reservation Deadline	Artwork Deadline
Fall 2013	August 1, 2013	August 15, 2013
Winter 2013	November 1, 2013	November 15, 2013
Spring 2014	February 3, 2014	February 14, 2014
Summer 2014	May 2, 2014	May 16, 2014

E-newsletters	Reservation Deadline	Artwork Deadline
<i>OperaLink</i> and Targeted e-blasts	Two weeks before publication	One week before publication

All artwork may be e-mailed to Ben Newman at Advertising@operaamerica.org.

PAYMENT AND CONTRACT REGULATIONS

Magazine advertisements may be paid when placing an ad or upon publication. E-newsletter advertisements must be paid in full prior to distribution.

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 magazine billings that are over 30 days past due.

Advertisers will receive a complimentary print and digital copy of the magazine and e-newsletter, as applicable. 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.

Advertisers are solely responsible for the accuracy and quality of their materials. Advertisers are also responsible for securing all necessary permissions for any media (photos, video or audio) used in the advertisement.

ADVERTISING CONTRACT OPERA AMERICA MAGAZINE

Date: _____

Advertiser (contact name, company, address):

Phone: _____ Fax: _____ E-mail: _____

Issue(s): Fall 2013 Winter 2013 Spring 2014 Summer 2014

Ad size:

- | | |
|---|--|
| <input type="checkbox"/> Center Spread | <input type="checkbox"/> 1/2 Page Horizontal |
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> 1/2 Page Vertical |
| <input type="checkbox"/> Inside Back Cover | <input type="checkbox"/> 1/3 Page Horizontal |
| <input type="checkbox"/> Full Page | <input type="checkbox"/> 1/3 Page Vertical |

Rate: \$ _____

Additional fee (if applicable): \$ _____

Total: \$ _____

URL to which digital ads should link: _____

Metadata information for digital edition:

Company name (50 character limit): _____

Ad title (60 character limit): _____

Ad description: (120 character limit): _____

Tags (75 character limit): _____

Special request: _____

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).

Send completed advertising contracts and materials to:

Ben Newman, Membership and Development Manager
OPERA America
330 Seventh Avenue
New York, NY 10001
Fax: 212.796.8621
E-mail: Advertising@operaamerica.org

ADVERTISING CONTRACT E-NEWSLETTER

Date: _____

Advertiser (contact name, company, address):

Phone: _____ Fax: _____ E-mail: _____

Advertisement type/size:

- OperaLink*: Banner
- OperaLink*: Box
- Targeted E-mail: Banner
- Dedicated Sponsor E-mail

Add top placement to my banner advertisement: \$200.

Run date(s): _____

Rate: \$ _____

Ad design fee (if applicable): \$ _____

Total: \$ _____

URL to which your ad should link: _____

Special request: _____

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).

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