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**

<table>
<thead>
<tr>
<th>Size</th>
<th>Non-Member</th>
<th>Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Center Spread</td>
<td>$3,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>Inside Front or Back Cover, Cover 4</td>
<td>$1,750</td>
<td>$1,250</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,250</td>
<td>$800</td>
</tr>
<tr>
<td>1/2 Page (horizontal or vertical)</td>
<td>$850</td>
<td>$550</td>
</tr>
<tr>
<td>1/3 Page (horizontal or vertical)</td>
<td>$400</td>
<td>$300</td>
</tr>
<tr>
<td>Design Fee</td>
<td>$200</td>
<td>$100</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Size</th>
<th>Non-Member</th>
<th>Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>$550</td>
<td>$400</td>
</tr>
<tr>
<td>Box</td>
<td>$500</td>
<td>$350</td>
</tr>
<tr>
<td>Design Fee</td>
<td>$200</td>
<td>$100</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Size</th>
<th>Non-Member</th>
<th>Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>$375</td>
<td>$250</td>
</tr>
<tr>
<td>Design Fee</td>
<td>$200</td>
<td>$100</td>
</tr>
</tbody>
</table>

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

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

*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

<table>
<thead>
<tr>
<th>Ad</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner (Standard and Top Placement)</td>
<td>600px wide x 100px high</td>
</tr>
<tr>
<td>Box</td>
<td>300px wide x 150px high</td>
</tr>
</tbody>
</table>

PNG files in RGB mode are preferred. PSD and EPS files are also acceptable.
RESERVATION AND ARTWORK DEADLINES

<table>
<thead>
<tr>
<th>Magazine Issue</th>
<th>Reservation Deadline</th>
<th>Artwork Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2013</td>
<td>August 1, 2013</td>
<td>August 15, 2013</td>
</tr>
<tr>
<td>Winter 2013</td>
<td>November 1, 2013</td>
<td>November 15, 2013</td>
</tr>
<tr>
<td>Spring 2014</td>
<td>February 3, 2014</td>
<td>February 14, 2014</td>
</tr>
<tr>
<td>Summer 2014</td>
<td>May 2, 2014</td>
<td>May 16, 2014</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E-newsletters</th>
<th>Reservation Deadline</th>
<th>Artwork Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>OperaLink and Targeted e-blasts</td>
<td>Two weeks before publication</td>
<td>One week before publication</td>
</tr>
</tbody>
</table>

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.

For more information or to discuss ad package options, contact Ben Newman at 646.699.5237 or Advertising@operaamerica.org. Members of OPERA America enjoy significant discounts on advertising. For information about membership, visit operaamerica.org/Membership.
Date: __________________________________________________________________________________________________________________

Advertiser (contact name, company, address):
________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________

Phone: __________________ Fax: __________________ E-mail: __________________

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

Ad size:
☐ Center Spread ☐ 1/2 Page Horizontal
☐ Inside Front Cover ☐ 1/2 Page Vertical
☐ Inside Back Cover ☐ 1/3 Page Horizontal
☐ Full Page ☐ 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 __________________________________________________________________________________________

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