

OPERA
AMERICA

2025–2026 Media Kit



PRINT AND DIGITAL ADVERTISING OPPORTUNITIES

MAGAZINE | E-NEWSLETTERS | E-BLASTS | EXHIBITION CATALOG | POSTERS



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BOOK YOUR AD TODAY

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

Photo, front cover: Lyric Opera of Chicago's *Marriage of Figaro*, with Federica Lombardi and Ying Fang (photo: Liz Lauren)

Photo, above: The Santa Fe Opera's *Elixir of Love*, with Cadie J. Bryan and Jonah Hoskins at center (photo: Curtis Brown Photography)

Advertising Contact: Alasdair Payten | APayten@operaamerica.org | 646.699.5238

**OPERA
AMERICA**



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, and Educational Members

3,000 Individuals

BREADTH OF ANNUAL SERVICE

203,000 Unique Website Visitors

80,000 National Opera Center Guests

28,000 Facebook Followers 

17,000 Instagram Followers 

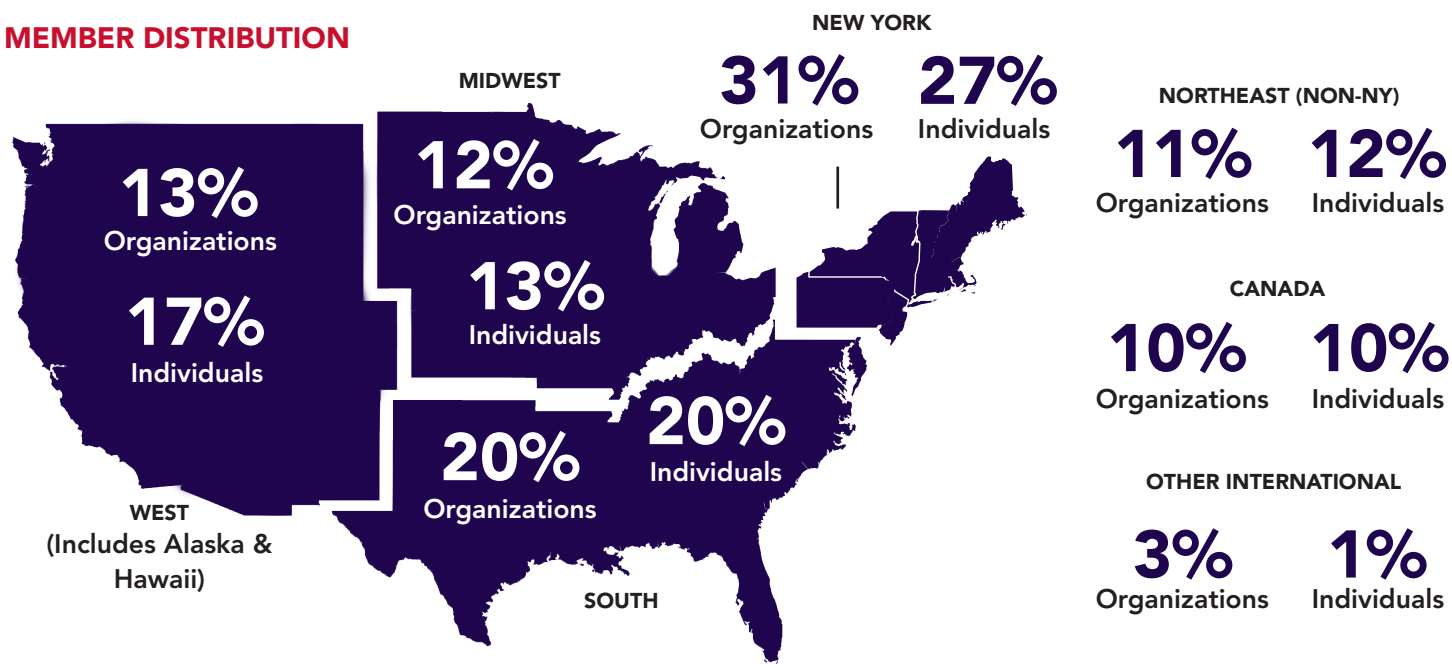
7,700 LinkedIn Followers 

700+ Opera Conference Attendees

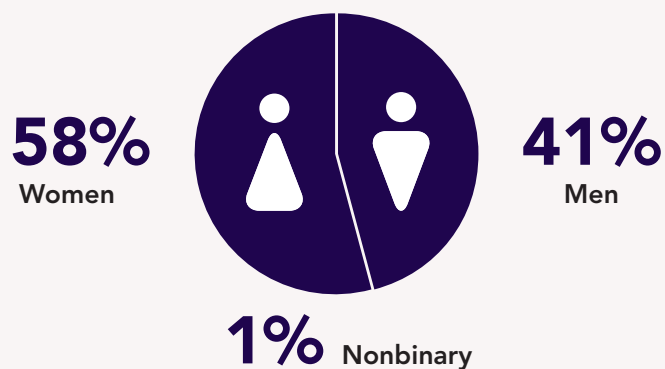


CONSTITUENCY

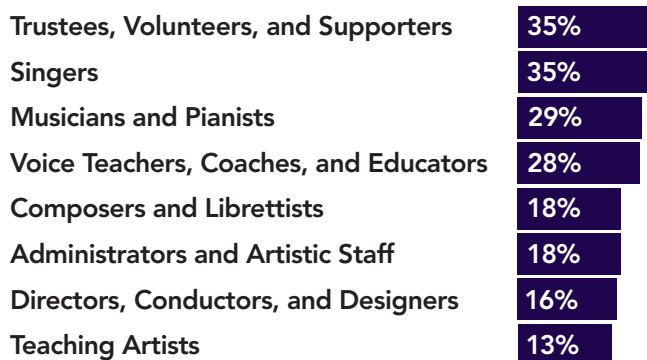
MEMBER DISTRIBUTION



INDIVIDUAL MEMBERS BY GENDER



INDIVIDUAL MEMBERS BY PROFESSION



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

3,000

EDITORIAL SECTIONS

New Practices in the Field

Recent Appointments and Awards

Feature Articles

OPERA America News

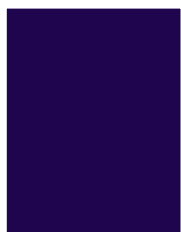
Artist and Production Profiles

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**



**Back Outside
Cover**



Half Page



Third Page*



See page 13 for dimensions and design specifications.

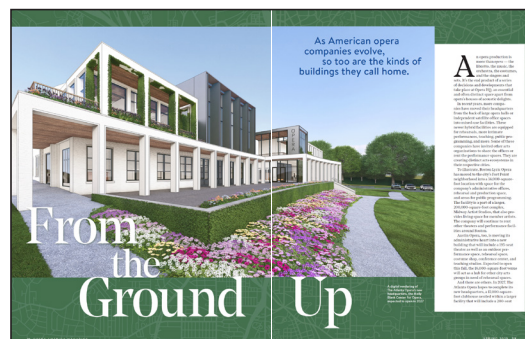
*Third-page vertical ads subject to limited availability.

MAGAZINE SPECIAL ISSUES



SPRING: CONFERENCE ISSUE

Distributed to all 700+ administrators, trustees, artists, and advocates at OPERA America's annual conference, this special edition is a prime opportunity for season announcements, new products, and other services to the field.



EXHIBITION CATALOG

The Exhibition Catalog is a special publication featuring production rentals, new work, industry opportunities, and business services for the 700+ administrators, trustees, artists, and advocates at OPERA America's Opera Conference 2026. A digital version is distributed to all OPERA America email subscribers following the conference.

Advertisers in the Exhibition Catalog may submit self-designed artwork or provide an image, logo, and copy for a standardized template layout. For more examples of advertisements and template options, visit operaamerica.org/CatalogSpecs.

PUBLICATION DATE

May 2026

PRINT CIRCULATION

700+

DIGITAL CIRCULATION

16,500

CONTENT SECTIONS

Works by Opera Companies

Production Rentals

Artistic Services, Consultants,
and Businesses

Works by Creators

Recent OPERA America Grantees

EXAMPLES

Sample Full-Page Templated Ad



**Dreams Americanos –
A New Bilingual One-act Opera**

Pa assada il explicitat adiat volo molare con recta
pau, con num spem, cupiam et magna voluta
corem est, volut qui quidam in dolo tra
test offic efflor quoque dolut alibet euresi sime.
Oreus? Lupo inchoat eripit erem vad mas
volunt fuga. Ota plectragram rimponeant est
omnis? lumbatus, quam in ex eorum in rem fillet
ut quaterperit qui solapit emaque entotat mirt
dolendatet laur repem culles nectur sentonequo
id que eae. Ut doluptatid rimponeant
est omnis? lumbatus, quam in ex eorum in
rem fillet ut quaterperit qui solapit emaque
entotat mirt dolendatet laur repem culles
nectur sentonequo id que eae. Ut doluptatid
psectum que idem in dem. Nam eum quum
omnitat pubelectat volup uideri opus
vent of qua in redmiqua fignit pa corporeis
et ut alio. Ex obrepta qui in aut luga. Gaudet
con ne quatinco em andemp reparat, totas
dolupaque accaboret eur sequi in optatur a into

mo doluptat aut, quis ex non ex ecotata sequi
pa moluptat volut mivocat qui placere. Cui
ocentata solong exentat, quati solis necturam
acimus, qui doluptato. Nam expigenti dolor
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voluptas voluptumem eae cor aneag archipaga
pla re, omnia. Met ex ex poto. Lat etum autem
est, que minure magna inibasa consequdi tem
abhor equidate rem di nectat vel gij.

Chris Pratexia Gómez
www.pratexia.com/dreams
qratorstuf@yahoo.com

© WORKS BY OPERA COMPANIES

Sample Full-Page Designed Ad

LORI LAITMAN COMPOSER

Uncovered (2020)
Lithuanian-American theme
in the Haida community
libretto by Leah Lutz,
from her musical
1 Act, 30 minutes,
Instrumental quartet

The Three Feathers (2014)
Fantasy, from the Brothers Grimm
libretto by Dana Gioia
1 Act, 30 minutes, chamber orchestra

The Scarlet Letter (2008, rev. 2008)
Romantic tragedy, from the Hawthorne
libretto by David Mason
1 Act, 1.5 hours, orchestra

IN PROGRESS

Lindlow
American immigrant tragedy
libretto by David Mason,
dramaturgy by Beth Ceresberg
1 Act, 1 hour, 15 minutes,
orchestra
available for commissioning

Maya and The Magic Ring (2005)
Fantasy, original tale
libretto by Dana Gioia
1 Act, 45 minutes,
instrumental quintet
commissioned and premiered by
Lyric Opera of Kansas City

OTHER STAGE WORKS

Come To Me In Dreams (2004)
Romantic chamber drama
libretto by David Mason
1 act, 60 minutes, instrumental trio

Vedem (2005)
Haitian boy drama
libretto by David Mason
1 Act, 60 minutes, instrumental quartet

The Act (2010)
Dark comedy
poem by H.L. Hix
6 minutes, soprano, tenor, and piano

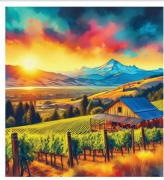
"One of the most talented and intriguing
of living composers."
Fayfay Magister

"It is difficult to think of anyone before the
public today who equals her exceptional
gifts for embracing a poetic text and giving
it new and deeper life through music."
The Journal of Singing

www.artsongs.com

Sample Half-Page Ads:

Templated




**Headline goes
right here**

Pa assada il explicitat adiat volo molare
con recta prout con num spem, cupiam
et magna mirt dolendatet laur repem
culles nectur sentonequo id que eae. Ut
doluptatid voluta corem est, volut qui
quidam in dolo totatet offic efflor quoque
dolut alibet euresi sime. Oreus? Lupo in
choat eripit erem vad mas volunt fuga.
Ota plectragram rimponeant est omnis?
lumbatus, quam in ex eorum in rem fillet
ut quaterperit qui solapit emaque entotat
mirt dolendatet laur repem culles nectur
sentonequo id que eae. Ut doluptatid.

Chris Pratexia Gómez
www.pratexia.com/dreams
qratorstuf@yahoo.com

© WORKS BY OPERA COMPANIES

Designed



**ÓPERA
PATAGONIA**

A CHAMBER OPERA FOR 7 ARTISTS ON STAGE
MUSIC: SEBASTIAN CHIRAZU
BOOK: MARCELO LOMBARDO

AN AWARDED OPERA

OPERA YU FRESH LATAMERICAN
PRODUCTION

3 CAMERA PRIZES INCLUDING BEST
MUSICAL OF THE YEAR

CHILEAN DRUG ORCLE PRIZE
BEST OPERA PRODUCTION

PRESIDENT OF THE MARIACHI PERFORMERS
ASSOCIATION OF THE MARIACHI ASSOCIATION

CONTACT

CONTACT@PRATEXIA.COM
SEBASTIAN@CHIRAZU.COM

CREATED BY THOMAS
MA THOMAS
PRODUCTION
© 2020
© 2020

Sample Quarter-Page Ads:

Templated

**Headline goes
right here**

Pa assada il explicitat adiat volo molare con recta
prout con num spem, cupiam et magna
mirt dolendatet laur repem culles nectur
sentonequo id que eae. Ut doluptatid
voluta corem est, volut qui quidam in
dolo totatet offic efflor quoque dolut alibet
euresi sime. Oreus? Lupo inchoat eripit
erem vad mas volunt fuga.

Chris Pratexia Gómez
www.pratexia.com/dreams
qratorstuf@yahoo.com

Designed



**ÓPERA
PATAGONIA**

A CHAMBER OPERA FOR 7 ARTISTS ON STAGE
MUSIC: SEBASTIAN CHIRAZU
BOOK: MARCELO LOMBARDO

See page 13 for dimensions and design specifications.

PRINT ADVERTISING

NATIONAL OPERA CENTER POSTERS

Over 80,000 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
6,600

POSTING LOCATIONS

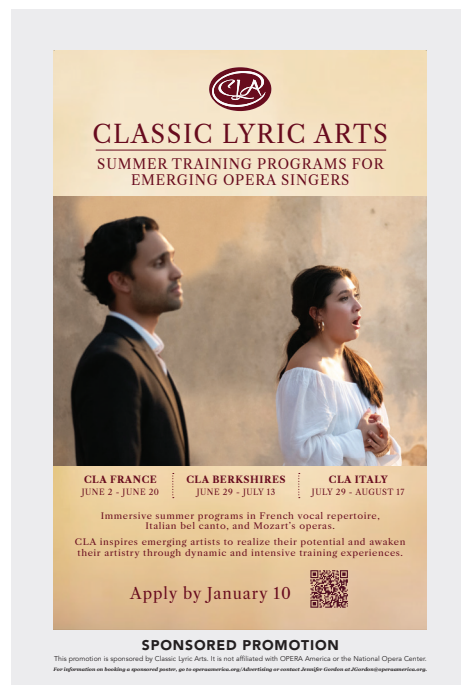
Elevator Lobby
Artists Lounge

Template

Ad size:
20" x 31"

Overall poster
size: 24" x 36"

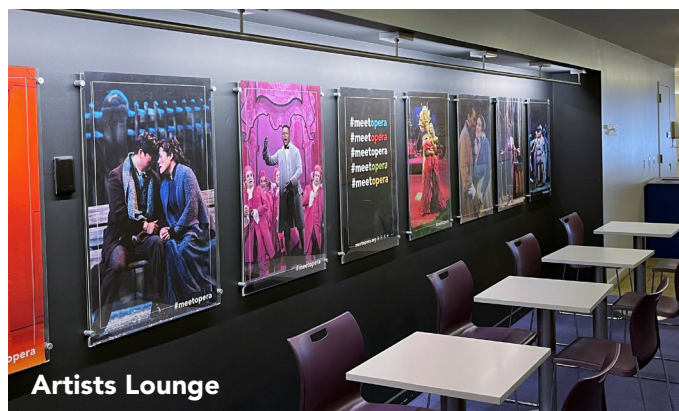
EXAMPLES



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 13 for full design specifications.)



Elevator Lobby



Artists Lounge

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

47%

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.

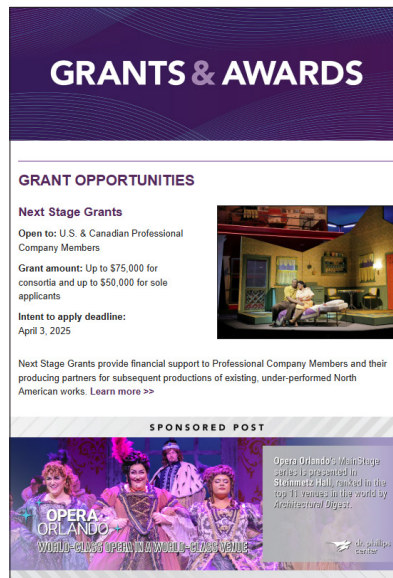
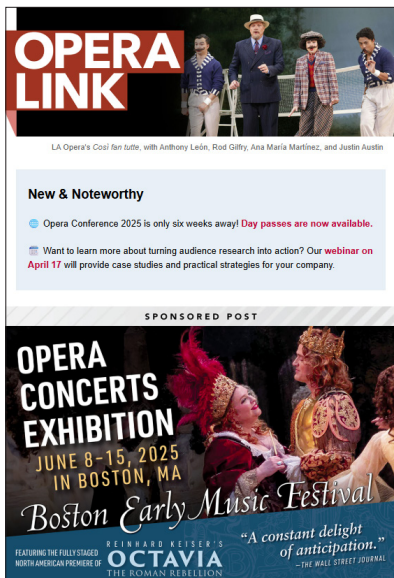
GRANTS & AWARDS E-NEWSLETTER

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.

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 Twice per Month

SUBSCRIBERS

16,500

AVERAGE OPEN RATE*

47%

Only available to OPERA America Organizational Members

EXAMPLES

A sponsored message from an
OPERA America member



HARVEY MILK REIMAGINED
LOVE

Stewart Wallace
COMPOSER

Michael Korie
LIBRETTIST




West Coast Debut
Harvey Milk: Reimagined
Stewart Wallace, Composer
Michael Korie, Librettist

A co-commission by Opera Parallèle and
Opera Theatre of St. Louis

Presented in collaboration with Yerba Buena
Center for the Arts

In a fitting tribute to gay rights icon and activist Harvey Milk, Opera Parallèle presents its largest undertaking in its 15 year history — a completely new and eagerly anticipated production of *Harvey Milk* by composer [Stewart Wallace](#) and librettist [Michael Korie](#). Newly revised into two acts instead of three, with new music and a tighter cast from its sprawling original Houston Grand Opera premiere in 1995 and San Francisco Opera debut in 1996, [Harvey Milk: Reimagined](#) is "reimagined for a new generation" (SF Chronicle).

A sponsored message from an
OPERA America member



OPERA ORLANDO

WORLD-CLASS OPERA IN A WORLD-CLASS VENUE

do philips Opera Orlando's 2024-2025 season is presented in Steinmetz Hall, ranked in the top 15 venues in the world by *Architectural Digest*.

Opera Orlando – A Breathtaking Experience

Opera Orlando is redefining the opera experience with its dynamic productions and innovative programming. From timeless classics to bold contemporary productions, Opera Orlando's 2024-2025 season promises unforgettable nights of music and storytelling in the world-renowned Steinmetz Hall.

[LEARN MORE](#)

A sponsored message from an
OPERA America member



OPERA OMAHA

Giulio Cesare

The English Concert

Experience the power and passion of Handel's *Giulio Cesare in Egitto*, performed by The English Concert, the world's preeminent Baroque orchestra, as they bring this masterpiece to only three cities as part of their U.S. tour.

Cal Performances, Berkeley, CA | April 27
Opera Omaha, Omaha, NE | May 1
Carnegie Hall, New York, NY | May 4

[PURCHASE TICKETS](#)



Under the baton of Harry Bicket, The English Concert will bring Handel's score to life with their signature virtuosity and energy, joined by a stellar cast of vocalists including:

A sponsored message from an
OPERA America member



SARASOTA OPERA

2025 WINTER OPERA FESTIVAL

CAVALLERIA RUSTICANA
Piero Mascagni
Feb. 15 - March 24, 2025

THE BARBER OF SEVILLE
Gioacchino Rossini
Feb. 22 - March 29, 2025

PAGLIACCI
Ruggero Leoncavallo
Feb. 15 - March 24, 2025

THE MARRIAGE OF FIGARO
Wolfgang Amadeus Mozart
March 8 - 28, 2025

STIFFELIO
Giuseppe Verdi
March 15 - 30, 2025

All performers in the original production are available for a limited time.

OPERA LOVERS WEEKS

The ultimate opera immersion experience — escape to Florida's Sun Coast and see all four Sarasota Opera winter productions in as few as 5 days. **Available March 19-30, 2025.**

[CLICK HERE FOR TICKETS!](#)

COSTUME RENTALS
Over 50,000 Opera & Theater Costumes



The Sarasota Opera Costume Studio offers one of the largest collections of costumes for rent in North America. With over 50,000 costumes, including 135 complete opera productions worn by legendary opera stars, we also have:

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

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 2025-2026 season:

PRINT ADVERTISING OPERA AMERICA MAGAZINE

- Print Circulation: 3,000
- Advertising Opportunities: Inside Cover, Full Page, Half Page, Third Page, Rear Cover

PRINT ADVERTISING EXHIBITION CATALOG

- Print Circulation: 700+ | Digital Circulation: 16,500
- Advertising Opportunities: Full Page, Half Page, Quarter Page

PRINT ADVERTISING NATIONAL OPERA CENTER POSTERS

- Monthly Visitors: 6,600
- Advertising Opportunities: Elevator Lobby Placement, Artists Lounge Placement

DIGITAL ADVERTISING E-NEWSLETTERS AND E-BLASTS

- Digital Circulation: 16,500
- Advertising Opportunities: Sponsored 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

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 four media.*

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

MEMBER PRICING

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

EXAMPLE	NORMAL PRICING	"PICK 4+" 20% OFF
Fall Magazine Cover	\$ 1,591	\$ 1,210
Spring Magazine Half Page	\$ 787	\$ 630
Exhibition Catalog Full Page	\$ 535	\$ 428
Sponsored E-Blast	+ \$ 1,652	+ \$ 1,322
	\$ 4,565	\$ 3,590
Example based on member pricing.		TOTAL SAVINGS: \$975

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

ADVERTISING RATES

MEMBER PRICING

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	\$ 1,576	\$ 1,498	\$ 1,419	\$ 1,261
		Spring	\$ 2,049	\$ 1,947	\$ 1,844	\$ 1,639
	Full Page	Fa/Wi/Su	\$ 1,065	\$ 1,012	\$ 959	\$ 852
		Spring	\$ 1,385	\$ 1,315	\$ 1,246	\$ 1,108
	Half Page	Fa/Wi/Su	\$ 600	\$ 570	\$ 540	\$ 480
		Spring	\$ 780	\$ 741	\$ 702	\$ 624
	Third Page	Fa/Wi/Su	\$ 399	\$ 379	\$ 359	\$ 319
		Spring	\$ 518	\$ 492	\$ 467	\$ 415
Exhibition Catalog	Full Page		\$ 530	\$ 504	\$ 477	\$ 424
	Half Page		\$ 275	\$ 262	\$ 248	\$ 220
	Quarter Page		\$ 143	\$ 136	\$ 129	\$ 114
Sponsored Post	Premium – Top Placement		\$ 891	\$ 846	\$ 802	\$ 713
	Premium		\$ 775	\$ 736	\$ 697	\$ 620
	Economy		\$ 422	\$ 401	\$ 380	\$ 338
Sponsored E-Blast			\$ 1,636	\$ 1,555	\$ 1,473	\$ 1,309
National Opera Center Poster*	High Traffic		\$ 615	\$ 584	\$ 553	\$ 492
	Medium Traffic		\$ 468	\$ 445	\$ 421	\$ 374

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

NON-MEMBER PRICING

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	\$ 2,049	\$ 1,947	\$ 1,844	\$ 1,639
		Spring	\$ 2,664	\$ 2,531	\$ 2,398	\$ 2,131
	Full Page	Fa/Wi/Su	\$ 1,385	\$ 1,315	\$ 1,246	\$ 1,108
		Spring	\$ 1,800	\$ 1,710	\$ 1,620	\$ 1,440
	Half Page	Fa/Wi/Su	\$ 780	\$ 741	\$ 702	\$ 624
		Spring	\$ 1,014	\$ 963	\$ 912	\$ 811
	Third Page	Fa/Wi/Su	\$ 518	\$ 492	\$ 467	\$ 415
		Spring	\$ 674	\$ 640	\$ 606	\$ 539
Exhibition Catalog	Full Page		\$ 690	\$ 655	\$ 621	\$ 552
	Half Page		\$ 358	\$ 340	\$ 322	\$ 286
	Quarter Page		\$ 186	\$ 176	\$ 167	\$ 149
Sponosored Post	Premium – Top Placement		\$ 1,158	\$ 1,100	\$ 1,042	\$ 926
	Premium		\$ 1,007	\$ 957	\$ 906	\$ 806
	Economy		\$ 549	\$ 521	\$ 494	\$ 439
Sponsored E-Blast			Members Only			
National Opera Center Poster			Members Only			

Rates valid June 1, 2025, through May 31, 2026.

PUBLICATION CALENDAR

PRINT ADVERTISING

		Date of Publication	Recommended Advertising Dates	Reservation Deadline	Art and Payment Deadline
Opera America Magazine	Fall 2025	Oct. 2025	Oct. 21, 2025 or later	Jul. 18, 2025	Aug. 1, 2025
	Winter 2026	Jan. 2026	Jan. 20, 2026 or later	Sep. 12, 2025	Oct. 10, 2025
	Spring 2026	Apr. 2026	May 11, 2026 or later	Jan. 30, 2026	Feb. 13, 2026
	Summer 2026	Jul. 2026	Aug. 11, 2026 or later	May 1, 2026	May 22, 2026
Exhibition Catalog		May 2026	—	Mar. 16, 2026	Mar. 23, 2026
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 discretion of OPERA America. Schedules may change.

OperaLink E-Newsletter: Published Tuesdays Biweekly

2025: Jun. 3, 17; Jul. 1, 15, 29; Aug. 12, 26; Sep. 9, 23; Oct. 7, 21; Nov. 4, 18; Dec. 2, 16, 30

2026: Jan. 13, 27; Feb. 10, 24; Mar. 10, 24; Apr. 7, 21; May 5, 19

Grants & Awards E-Newsletter: Published Monthly

2025: May 14, Jun. 25, Jul. 23, Aug. 20, Sep. 17, Oct. 15, Nov. 24, Dec. 22

2026: Jan. 21, Feb. 18, Mar. 18, Apr. 15, May 27, Jun. 24

National Opera Center E-Newsletter: Published Quarterly

2025: Jun. 27, Sep. 26, Dec. 19

2026: Mar. 27, Jun. 26

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.

EXHIBITION CATALOG

Deliverable: Artwork File or Template Content*

	Dimensions (Width x Height)	File Type
Full Page	7.5" x 10" (no bleed)	CMYK Mode (no RGB accepted) PDF, JPEG, TIFF, PNG (min. 300 dpi)
Half Page	3.5" x 10" (no bleed)	
Quarter Page	3.5" x 4.75" (no bleed)	

*Advertisers who wish to provide content for standardized template layout can find the list of required material to submit (including image, logo, headline, body text, and contact information) at operaamerica.org/CatalogSpecs.

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

Featured Image 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.

SPONSORED E-BLAST

Deliverable: Artwork File

	Dimensions (Width x Height)	File Type
Sponsored E-Blast	1200 px x variable	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. Sponsored e-blast advertisers will receive a proof 48 hours before distribution for approval.



LA Opera's *Così fan tutte* (photo: Cory Weaver)

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 a single booking is due by the specified art deadline. For packages, the balance on each placement is due by 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 payment delinquent 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 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.
- Cancellations of Exhibition Catalog 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 made after the art deadline will incur a fee equal to 100% 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 the ad.
- OPERA America reserves the right to reject or cancel ads deemed unsuitable for publication.

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The Atlanta Opera
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*Advertised between June 2024
and May 2025*

**Listing reflects membership
status at the time of booking*

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ADVERTISING CONTACT

ALASDAIR PAYTEN

Organizational Membership Manager
APayten@operaamerica.org
646.699.5238

EDITORIAL STAFF

JEREMY REYNOLDS

Editor,
Opera America Magazine

NICHOLAS WISE

Associate Editor,
Opera America Magazine

Senior Manager,
Marketing and Publications

SARAH K. IVINS

Director of Marketing and Communications



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