

OPERA
AMERICA

2023–2024 Media Kit



PRINT AND DIGITAL ADVERTISING OPPORTUNITIES

MAGAZINE | E-NEWSLETTERS | E-BLASTS | POSTERS



CONTENTS

About OPERA America _____ 2

PRINT ADVERTISING

Opera America Magazine _____ 4

National Opera Center Posters _____ 6

DIGITAL ADVERTISING

E-Newsletters and Eblasts _____ 7

Sponsored Eblasts _____ 8

Previous Advertisers _____ 9

Advertising Opportunities _____ 10

Advertising Rates _____ 11

Publication Calendar _____ 12

Design Specifications _____ 13

Booking Information _____ 14



BOOK YOUR AD TODAY

Contact Jennifer Gordon at
JGordon@operaamerica.org
 or 646.699.5238.



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

550 Associate, Business, Career Service, and Educational Members

3,400 Individuals

BREADTH OF ANNUAL SERVICE

139,000 Unique Website Visitors

80,000 National Opera Center Guests

25,000 Facebook Followers 

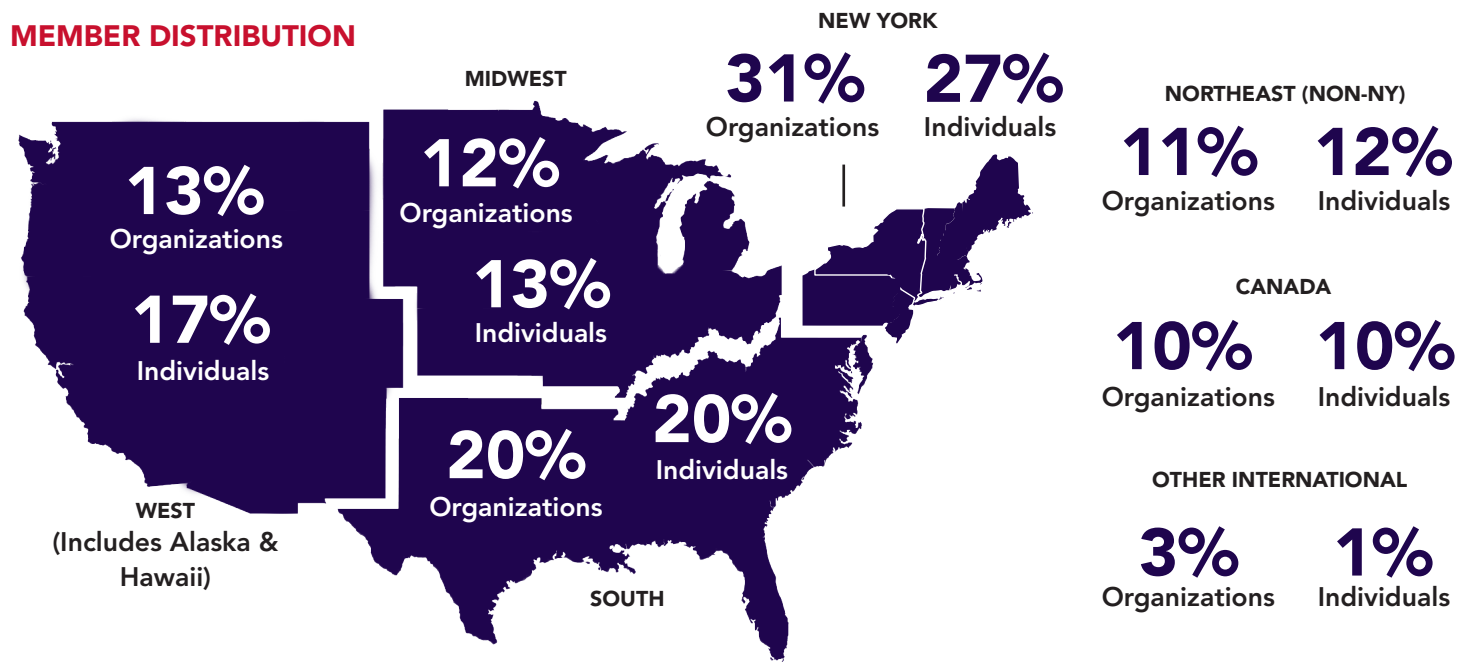
13,200 Instagram Followers 

6,100 LinkedIn Followers 

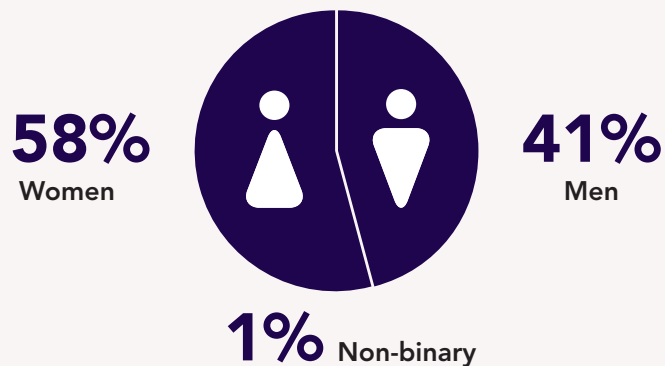


CONSTITUENCY

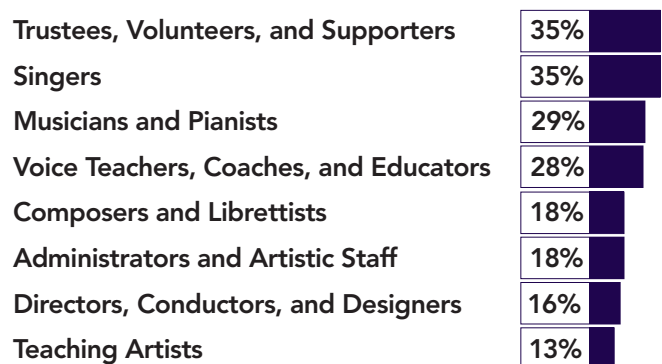
MEMBER DISTRIBUTION



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

4,000

EDITORIAL SECTIONS

New Practices in the Field

Recent Appointments and Awards

Feature Articles

OPERA America News

"My First Opera"
by Significant Figure

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



Sixth Page

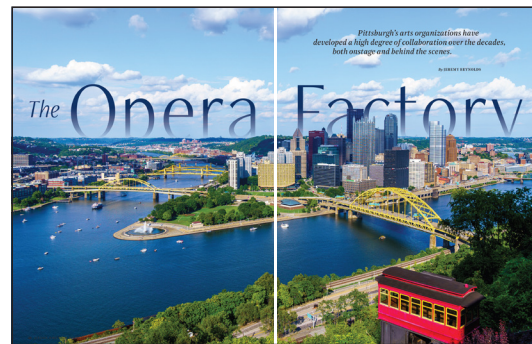
See page 13 for dimensions and design specifications.

MAGAZINE SPECIAL ISSUES



SPRING: CONFERENCE ISSUE

Distributed to all 500+ administrators, trustees, and artists at OPERA America's annual conference, this special edition is a prime opportunity for season announcements, new products and other services to the field.



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 artist canteen 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



EXAMPLES



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. (See page 13 for full design specifications.)

Overall poster size: 24 x 36"



E-NEWSLETTERS AND E-BLASTS

OPERA America keeps the field informed of important news, upcoming programs, and other pertinent information about the sector through regular emails. Banner ads, sponsored posts, and sponsored e-blasts 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

Programs & Grants:

Tuesdays Biweekly

National Opera

Center: Monthly

SUBSCRIBERS

17,000

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, and audiences.

PROGRAMS & GRANTS E-NEWSLETTER

The Programs and Grants e-newsletter keeps artists, administrators, and other industry professionals up to date on upcoming OPERA America programming and grant opportunities — at the National Opera Center and across the country.

NATIONAL OPERA CENTER E-NEWSLETTER

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

EXAMPLES

OPERA AMERICA

OPERA LINK

Frederica Bollenstein and Maria Valdes in *The Anonymous Lover* at The Atlanta Opera (photo: Ralfmeyer)

Recent Announcements & Upcoming Events

OPERA CONFERENCE 2023: LAST CHANCE TO REGISTER!
More than 600 administrators, artists, trustees, and advocates will converge on Pittsburgh next month for Opera Conference 2023. Will you be there to join them? Register by this Monday, May 1, to experience four days of unparalleled networking opportunities, inspiring discussions with field leaders, and the vibrant cultural offerings of the City of Bridges — May 17-20 in Pittsburgh, PA.

The conference's four plenary sessions will look at the human dimensions of opera, while dozens of concurrent sessions will explore the industry's top issues and offer practicable takeaways. Plus — our Opening Session will feature remarks from acclaimed director Peter Sellars! [Register now >>](#)

SPONSORED POST

OPERA CONCERTS & MORE! *Boston Early Music Festival* JUNE 4-11 IN BOSTON, MA
Don't miss this sparkling celebration, featuring the fully staged North American premiere of *CIRCE*

MICHELLE BRADLEY IN CONVERSATION: NEXT THURSDAY, MAY 4
Join us for "Michelle Bradley in Conversation," streaming online next Thursday, May 4, from 7:00 p.m. – 8:00 p.m. EDT. Acclaimed soprano Michelle Bradley joins Piper Gurnason, general director of On Site Opera, for a conversation about Bradley's life in opera, from her student days to her debuts with leading opera companies across the country to what lies ahead for one of today's most promising Verdi sopranos. Registration

OPERA AMERICA

OPERA LINK

Thumppitt at Portland Opera, with Leela Subramanian, Indira Mahajan, and Samira Azzam (photo: Christine Dong)

Recent Announcements & Upcoming Events

JOIN 500+ COLLEAGUES AT OPERA CONFERENCE 2023
More than 500 opera administrators, artists, trustees, and advocates have registered for Opera Conference 2023! Join them May 17-20 in Pittsburgh, PA, for unparalleled networking opportunities, performances, and inspiring discussions with field leaders — including director Peter Sellars as the Opening Session Speaker. Visit the [conference site](#) to explore all the newly announced sessions. Registration closes May 1. [Register now >>](#)

SPONSORED POST

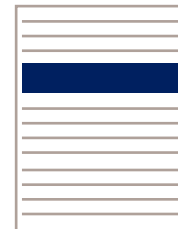
InsideGuide BY INSTANTENGO

Save Time & Money with Digital Program Books
April 18 - 1pm ET / 10am PT
[REGISTER](#)

Learn how Austin Opera, Pittsburgh Opera, and other opera companies use digital program books to cut costs, eliminate waste, and save staff time.

Free Webinar
Meet the Cast
Meet the Creative Team

ADVERTISING OPPORTUNITIES



Banner Ad



Sponsored Post

Top placement is available at a premium rate.

* 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

17,000

AVERAGE OPEN RATE*

47%

Only available to OPERA America Organizational Members

EXAMPLES

A sponsored message from an
OPERA America member

OPERA THEATRE **OTSL** of SAINT LOUIS

Visit the Gateway City for

**TWO ICONS of
AMERICAN OPERA**

May 20 - June 25



Scott Joplin's Re-Imagined **TREEMONISHA**

Carlyle Floyd's **SUSANNAH**

A sponsored message from an
OPERA America member

Washington National Opera
The Kennedy Center

We voted—did you?

Help Blue win a BBC Music Magazine Award!



WNO's 2022 world premiere recording of the acclaimed new opera *Blue* is nominated for a 2023 BBC Music Magazine Award!

Inspired by contemporary events and Black literature, including Ta-Nehisi Coates' *Between the World and Me* and James Baldwin's *The Fire Next Time*, *Blue* centers on the hopes and fears of a young Black couple in Harlem as they raise a son in 21st-century America. *Blue* is by Tony Award®-winning composer Jeanine Tesori and NAACP Theatre Award-winning librettist Tazewell Thompson.


A sponsored message from an
OPERA America member

WATCH FEB. 27

**2021 MN OPERA
VIRTUAL BENEFIT**

FEATURING THE WORLD PREMIERE OF

**ART IS A
VERB**



Honor the past, celebrate the present, envision the future. Join us for an

A sponsored message from an
OPERA America member

MESSIAH/COMPLEX

6 LANGUAGES. 12 SOLOISTS. 4 CHOIRS.
EVERY PROVINCE AND TERRITORY IN CANADA.

 **TSO** Toronto Symphony Orchestra



Against the Grain Theatre's daring new interpretation of Handel's *Messiah* is a truly cross-Canada performance — in Arabic, Dene, English, French, Inuktitut, and Southern Tutchone, and accompanied by the **Toronto Symphony Orchestra**

Premieres December 13 at 8pm ET.
Streaming free of charge December 13-January 7.



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

2022–2023 ADVERTISERS

PROFESSIONAL COMPANY MEMBERS

Against the Grain Theatre
Amarillo Opera
Anima Mundi Productions
Ardea Arts - Opera
Out Of Bounds
Arizona Opera
Ars Lyrica Houston
The Atlanta Opera
Austin Opera
Beth Morrison Projects
Boston Baroque
Charlottesville Opera
Chautauqua Opera
Chicago Opera Theater
Cincinnati Opera
The Dallas Opera
Dayton Performing Arts Alliance
Des Moines Metro Opera
Detroit Opera
El Paso Opera
Finger Lakes Opera
Richard B. Fisher Center
for the Performing Arts
Florida Grand Opera
Fort Worth Opera
Guerilla Opera
Haymarket Opera
Houston Grand Opera
IN Series
Lamplighters Music Theatre
The Little OPERA Theatre of NY
Livermore Valley Opera
Loose Tea Music Theatre
Lyric Opera of Chicago
Minnesota Opera
Mission Opera
Nautilus Music-Theater
Odyssey Opera
On Site Opera
Opera Colorado
Opera Columbus
Opera Company of Middlebury
Opera for the Young
Opera Fort Collins
Opera In The Rock

Opera Las Vegas
Opéra Louisiane
Opera MODO
Opera North
Opera Omaha
Opera Parallèle
Opera Philadelphia
Opera San José
Opera Santa Barbara
Opera Tampa
Opera Theatre of Saint Louis
Orchestra of New Spain
Pacific Opera Victoria
Pacific Symphony
Pensacola Opera
Pittsburgh Festival Opera
San Diego Opera
San Francisco Opera
The Santa Fe Opera
Sarasota Opera
Seattle Opera
Spoleto Festival USA
Teatro Nuovo
Tri-Cities Opera
Utah Symphony | Utah Opera
Washington Concert Opera
Washington National Opera
White Snake Projects
Wolf Trap Opera

ASSOCIATE MEMBERS

American Academy of Teachers
of Singing
American Composers Alliance
Boston Early Music Festival
Brevard Music Center, Summer
Institute & Festival
Catapult Opera Company
Chicago Symphony Orchestra
Classic Lyric Arts, Inc.
Classical Tahoe
Coalition for African Americans
in the Performing Arts (CAAPA)
The Dramatists Guild of America
Druid City Opera
Geneva Light Opera
Gulfshore Opera

Internationale Meistersinger
Akademie
The John F. Kennedy Center
for the Performing Arts
Maryland Lyric Opera
MasterVoices
Metropolitan Opera Guild
Music Academy International
Music of Remembrance
National Opera Association
National Yiddish
Theatre Folksbiene
Opera Volunteers International
OperaCréole
Permian Basin Opera
Rainbow Opera Enterprises
Savannah VOICE Festival
Triangle Wagner Society
Varna International
Vocal Arts DC
William Matheus Sullivan Musical
Foundation

BUSINESS MEMBERS

Act 1 Tours
Athlone Artists
Balance Arts Center
Biaggi Arts Consulting
Cuyler Consulting, LLC
DictionBuddy LLC
ECS Publishing
G. Schirmer, Inc./Associated
Music Publishers/Wise Music
Classical
Helio Arts, LLC
IMAX
IMG Artists, LLC
Insignia Artists Management
InstantEncore
Marquee TV
Mayflower Arts Center
OperaSupertitles.com
Schott Music Corp. & European
American Music Dist. Co.
Soundmirror Inc.
Stagetime
Ter Molen Watkins & Brandt
Valhalla Media

EDUCATIONAL PRODUCING ASSOCIATE MEMBERS

Aspen Music Festival and School
Carnegie Mellon University |
School of Music
Converse University | Petrie
School of Music
Ithaca College
Johns Hopkins University |
Peabody Conservatory
New School | College of
Performing Arts | Mannes Opera
at the New School
Opera in the Ozarks
Rice University | Shepherd
School of Music
Royal Conservatory of Music |
The Glenn Gould School
University of Miami | Frost School
of Music | Frost Opera Theater
University of Michigan | School of
Music, Theatre & Dance
University of Minnesota
University of Rochester | Eastman
School of Music
University of Tennessee |
Opera Theatre
University of Texas at Austin |
Butler School of Music
Wilfrid Laurier University

INDIVIDUAL MEMBERS

Héctor Armienta
David Cosgrove
Mark Geiger
Brian Grundstrom
Joseph Waters
Jaan Whitehead

OTHER ADVERTISERS:

PROTOTYPE Festival
The Wallace Foundation

*Advertised between April 2022
and March 2023.*

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

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 2023–2024 season:

PRINT ADVERTISING OPERA AMERICA MAGAZINE

- Print Circulation: 4,000
- Advertising Opportunities: Inside Cover, Full Page, Half Page, Third Page, Sixth Page, Rear Cover

PRINT ADVERTISING NATIONAL OPERA CENTER POSTERS

- Monthly Visitors: 6,600
- Advertising Opportunities: Elevator Lobby Placement, Artist Canteen Placement

DIGITAL ADVERTISING E-NEWSLETTERS AND E-BLASTS

- Digital Circulation: 17,000
- Advertising Opportunities: Banner Ad, Sponsored Post (top placement at a premium rate); 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 three media.*

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

EXAMPLE

	NORMAL PRICING	"PICK 4+" 20% OFF
Fall Magazine Cover	\$ 1,515	\$ 1,212
Spring Magazine Half Page	\$ 749	\$ 600
OperaLink Banner Ad	\$ 414	\$ 331
Sponsored E-Blast	+ \$ 1,573	+ \$ 1,258
	\$ 4,251	\$ 3,401

Example based on member pricing.

TOTAL SAVINGS: \$850

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.

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

ADVERTISING RATES

MEMBERS

MEMBERS			PICK 1	PICK 2+ 5% off	PICK 3+ 10% off	PICK 4+ 20% off
Opera America Magazine	Cover (Inside or Rear)	Fa/Wi/Su	\$ 1,515	\$ 1,439	\$ 1,364	\$ 1,212
		Spring	\$ 1,970	\$ 1,871	\$ 1,773	\$ 1,576
	Full Page	Fa/Wi/Su	\$ 1,024	\$ 973	\$ 921	\$ 819
		Spring	\$ 1,331	\$ 1,264	\$ 1,198	\$ 1,065
	Half Page	Fa/Wi/Su	\$ 576	\$ 548	\$ 519	\$ 461
		Spring	\$ 749	\$ 712	\$ 674	\$ 600
	Third Page	Fa/Wi/Su	\$ 383	\$ 364	\$ 345	\$ 307
		Spring	\$ 498	\$ 473	\$ 448	\$ 399
	Sixth Page	Fa/Wi/Su	\$ 256	\$ 243	\$ 230	\$ 205
		Spring	\$ 333	\$ 316	\$ 299	\$ 266
Banner Ad	Top Placement		\$ 476	\$ 452	\$ 428	\$ 381
	Standard		\$ 414	\$ 393	\$ 372	\$ 331
Sponsored Post	Top Placement		\$ 856	\$ 813	\$ 771	\$ 685
	Standard		\$ 744	\$ 707	\$ 670	\$ 596
Sponsored E-Blast			\$ 1,573	\$ 1,494	\$ 1,416	\$ 1,258
National Opera Center Poster*	High Traffic (two months)		\$ 603	\$ 573	\$ 542	\$ 482
	Medium Traffic (two months)		\$ 459	\$ 436	\$ 413	\$ 367

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

NON-MEMBERS

NON-MEMBERS			PICK 1	PICK 2+ 5% off	PICK 3+ 10% off	PICK 4+ 20% off
Opera America Magazine	Cover (Inside or Rear)	Fa/Wi/Su	\$ 1,970	\$ 1,871	\$ 1,773	\$ 1,576
		Spring	\$ 2,561	\$ 2,433	\$ 2,305	\$ 2,048
	Full Page	Fa/Wi/Su	\$ 1,331	\$ 1,264	\$ 1,198	\$ 1,065
		Spring	\$ 1,730	\$ 1,644	\$ 1,557	\$ 1,384
	Half Page	Fa/Wi/Su	\$ 749	\$ 712	\$ 674	\$ 600
		Spring	\$ 974	\$ 925	\$ 877	\$ 779
	Third Page	Fa/Wi/Su	\$ 498	\$ 473	\$ 448	\$ 399
		Spring	\$ 648	\$ 615	\$ 583	\$ 518
	Sixth Page	Fa/Wi/Su	\$ 333	\$ 316	\$ 299	\$ 266
		Spring	\$ 433	\$ 411	\$ 389	\$ 346
Banner Ad	Top Placement		\$ 618	\$ 588	\$ 557	\$ 495
	Standard		\$ 538	\$ 511	\$ 484	\$ 430
Sponsored Post	Top Placement		\$ 1,113	\$ 1,057	\$ 1,002	\$ 890
	Standard		\$ 968	\$ 919	\$ 871	\$ 774
Sponsored E-Blast			Members Only			
National Opera Center Poster			Members Only			

Rates valid June 1, 2023, through May 31, 2024.

PUBLICATION CALENDAR

PRINT ADVERTISING

		Date of Publication	Reservation Deadline	Art and Payment Deadline
Opera America Magazine	Fall 2023	October 2023	July 14	July 31
	Winter 2024	January 2024	September 14	October 2
	Spring 2024	April 2024	February 2	February 13
	Summer 2024	July 2024	May 3	May 15
National Opera Center Posters		As Scheduled	4 Weeks Prior	3 Weeks Prior

DIGITAL ADVERTISING

	Date of Publication	Reservation Deadline	Art and Payment Deadline
Banner Ad	See Publication Schedule Below	2 Weeks Prior	1 Week Prior
Sponsored Post		2 Weeks Prior	1 Week Prior
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

2023: June 6, 20, Jul 4, 18; Aug 1, 15, 29; Sep 12, 25; Oct 10, 24; Nov 7, 21; Dec 5, 19

2024: Jan 2, 16, 30; Feb 13, 27; Mar 12, 26; Apr 9, 23; May 7, 21; Jun 4, 18; Jul 2, 16, 30; Aug 13, 27; Sep 10, 24; Oct 8, 22; Nov 5, 19; Dec 3, 17, 31

Grants & Programs E-Newsletter: Published Tuesdays Biweekly

2023: Jun 13, 27; Jul 11, 25; Aug 8, 22; Sep 5, 19; Oct 3, 17, 31; Nov 14, 28; Dec 12, 26

2024: Jan 9, 23; Feb 6, 20; Mar 5, 19; Apr 2, 16, 30; May 14, 28; Jun 11, 25; Jul 9, 23; Aug 6, 20; Sep 3, 17; Oct 1, 15, 29; Nov 12, 26; Dec 10, 24

National Opera Center E-Newsletter: Published Monthly

2023: Jun 29, Jul 31, Aug 31, Sep 29, Oct 30, Nov 30, Dec 29

2024: Jan 31, Feb 29, Mar 29, Apr 29, May 31, Jun 28, Jul 31, Aug 30, Sep 30, Oct 31, Nov 29, Dec 30

DESIGN SPECIFICATIONS

OPERA AMERICA MAGAZINE

Deliverable: Artwork File

		Dimensions (Width x Height)	File Type
Cover	Inside	8.75" x 11.25" (includes 0.125" bleed)	CMYK Mode (no RGB accepted) PDF, JPEG, TIFF, PNG (min. 300 dpi)
	Rear	8.75" x 7" (includes 0.125" bleed)	
Full Page		8.75" x 11.25" (includes 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	
Sixth Page	Horizontal	3.5" x 3.125"	

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.

BANNER AD & SPONSORED POST

Featured Image File, URL, Image Alt-Text

	Dimensions (Width x Height)	File Type
Banner Ad	1200 px x 200 px	PNG, JPEG (min. 300 dpi)
Sponsored Post	1200 px x 800 px	

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	600 px x variable	PNG, JPEG (min. 300 dpi)

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.



BOOKING INFORMATION

SUBMISSION INSTRUCTIONS

1. Contact Jennifer Gordon, organizational membership manager, at JGordon@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 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

- 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.

ADVERTISING
CONTACT

**JENNIFER
GORDON**

Organizational
Membership Manager

JGordon@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

Front cover: Opera Theatre of Saint
Louis' *The Magic Flute*, with Johnathan
McCullough and Angel Riley (photo:
Eric Woolsey). Page 1: Lyric Opera of
Chicago's *West Side Story* (photo: Todd
Rosenberg). Page 2: Opera Conference
2019 (photo: Matthew Washburn). Page
3: Opera Conference 2022 (photo: Dan
Washburn). Page 14: Minnesota Opera's
The Daughter of the Regiment (photo:
Dan Norman).

**LANGUAGES
of OPERA**

Increases
in New
Attendees
P.24

Details of
Intimacy
Directing
P.28

Investing
in Young
Professionals
P.10

**OPERA
AMERICA**
Magazine
WINTER 2023

Lighting,
Emotions,
and Science
P.32

Renée
Fleming's
First Opera
P.56

Success
Beyond
Sales
P.20

**OPERA
AMERICA**
Magazine
SPRING 2023

The Opera Factory

INSIDE PITTSBURGH'S ARTS ECOSYSTEM



\$7.99

**OPERA
AMERICA**
Magazine
FALL 2022

Summer
Premieres
P.5

Opera's
Hiring Crisis
P.22

Huang Ru's
First Opera
P.48

Trans
Singers
Speak Up
P.5

Q&A with
Nicholas
Payne
P.8

William
Menefield's
First Opera
P.44



A Laughing Matter

WHERE ARE TODAY'S
COMIC OPERAS?

\$7.99

OPERA AMERICA

National Opera Center
330 Seventh Avenue
New York, NY 10001
operaamerica.org



@operaamerica