

OPERA
AMERICA

2020–2021 Media Kit



PRINT AND DIGITAL ADVERTISING OPPORTUNITIES

OPERA AMERICA MAGAZINE | OPERALINK E-NEWSLETTER | SPONSORED EBLASTS



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 the opera field, OPERA America supports new works, audience engagement, artist and leadership development, and a sustainable environment for the future of opera in America.

MEMBERSHIP

170 Professional Company Members

360 Associate, Business, Career Service and Educational Members

2,400 Individuals

BREADTH OF ANNUAL SERVICE

136,000 Unique Website Visitors

80,000 National Opera Center Guests

62,000  YouTube Views

24,000  Twitter Followers

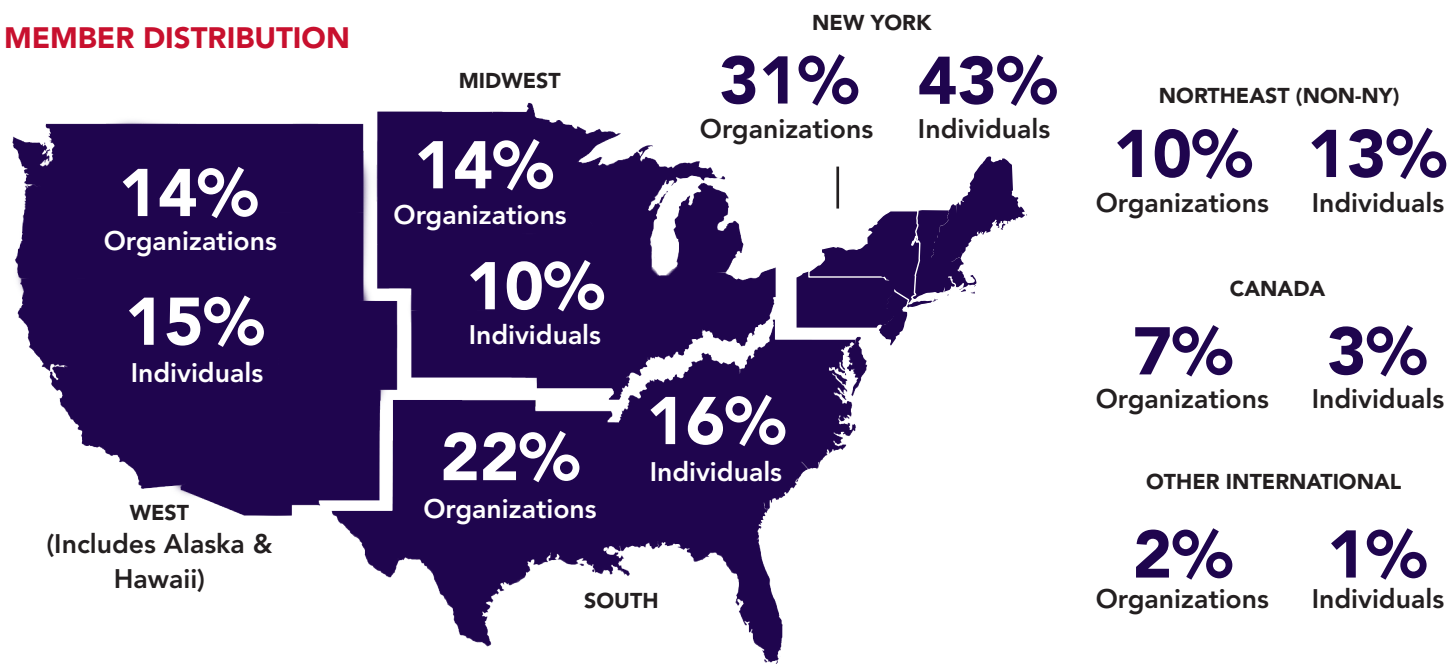
21,000  Facebook Fans

7,500  Instagram Followers



CONSTITUENCY

MEMBER DISTRIBUTION



GENDER

54%
Female



46%
Male

INDIVIDUAL MEMBERS BY PROFESSION



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's cross-platform print and digital editions enable 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 and Summer

PRINT CIRCULATION

4,000

EDITORIAL SECTIONS

Innovations From the Field

Recent Appointments and Awards

Feature Articles

OPERA America News

"My First Opera"
by Field Luminary

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



OPERALINK E-NEWSLETTER

OperaLink is OPERA America's flagship e-newsletter that keeps the field informed of important news, upcoming events and other pertinent information about the sector. Embedded within the top-level news items, banner ads offer prime opportunities for promoting performances, services and programs to a broad audience of industry stakeholders.

EXAMPLES

PUBLICATION FREQUENCY
Tuesdays Biweekly

SUBSCRIBERS
20,000

AVERAGE OPEN RATE*
22%

SELECT NEWSLETTER SECTIONS
New & Noteworthy
Arts Advocacy Updates
Explore Opera
Upcoming Performances
Member Pressroom

OPERA AMERICA
OPERALINK

New & Noteworthy
HOW'D THEY DO IT? — VR OPERA & OUTDOOR PERFORMANCES
Join us for these two upcoming discussions, both free with registration:

- How'd They Do It? — Virtual Reality Opera**
This Thursday, March 4, 7:00 p.m. – 8:00 p.m. ET
Producers and creators will explore how they've used VR technology to expand the possibilities of opera.
- How'd They Do It? — Outdoor Performances**
Thursday, March 12, 7:00 p.m. – 8:00 p.m. ET
Opera company leaders will reveal how they've adapted rehearsal and performance practices to outdoor venues during the pandemic.

ESSENTIALS OF OPERA GOVERNANCE: PART 2
Part 2 of *Essentials of Opera Governance*, a series of afternoon webinars on the fundamentals of opera company governance, kicks off on March 4 with the "The Basics of Civic Practice," led by OPERA America President/CEO Marc A. Scora. Four additional sessions will take place through April 15. The series is free for individual members.

Professional Apprenticeship Program
Join our exceptional team of Artists and Leaders
Are you an emerging artist? Join our team of Artists and Leaders at Juilliard.

NEW WORKS FORUM: SPRING MEETING
Registration is now open for the spring meeting of the New Works Forum, taking place March 29-31. The forum is the pre-eminent national convening dedicated to improving the quality and quantity of new American opera. For the forum schedule, session topics, and registration details, visit the [New Works Forum](#) page.

IDEA OPERA GRANT RECIPIENTS ANNOUNCED
OPERA America is pleased to announce the recipients of the latest round of IDEA Opera Grants, made possible by the Charles and Jennie Jacobs Charitable Foundation. They are accomplished artist Damon Davis, composer Lilya Lipka, and librettist Sebastian Breyer.

OPERA AMERICA
OPERALINK

New & Noteworthy
KEVIN BURDETTE IN CONVERSATION THIS THURSDAY
Join us this Thursday, February 18, at 7:00 p.m. EST for a conversation with bass Kevin Burdette, renowned for his mellifluous voice and vivid characterizations. Registration for the stream is free.

ESSENTIALS OF OPERA GOVERNANCE: PART 2
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OPERA AMERICA LISTSERV
OPERA America's listservs are group email channels that allow opera stakeholders to communicate with peers across the country. Listservs for Arts Advocacy, the Racial Justice Opera Network, and the Women's Opera Network are open to anyone in the opera industry who is interested in these topics and supportive of the listserv's goals. Additional listservs are open to organizational members; log in to the OPERA America website to access listservs for members.

PORT WORTH: REAR RESEAR
A NIGHT OF BLACK EXCELLENCE
02.21.2021
[WWW.FWOPERA.ORG](#)

NEW WORKS FORUM: VIDEO 1 NOW AVAILABLE
If you registered to attend the winter meeting of the New Works Forum, access to select videos and additional materials is now available through the Forum Hub included in your registration confirmation email. If you missed the New Works Forum, you can still register to access the videos and materials, available for a discounted rate of \$10.

CAPACITY INTERACTIVE LIVE STREAM
The digital arts marketing firm Capacity Interactive is offering a free live stream next

Click on the images above to view the eblasts.

#MEETOPERA ONLINE E-NEWSLETTER

#Meetopera Online is an e-newsletter that keeps opera fans and the entire field apprised of upcoming digital performances, both live and on-demand, being offered by companies across North America. Prominently placed sponsored posts allow companies to promote their digital offerings to a wide swath of the opera-viewing public.

EXAMPLES

PUBLICATION FREQUENCY
Fridays Biweekly

SUBSCRIBERS
20,000

AVERAGE OPEN RATE*
21%

OPERA AMERICA
#meetopera online

Here's a look at some of the streams being offered by opera companies across North America over the next two weeks. For a full list of digital content, visit [#meetopera Online](#).

STREAMING LIVE
Friday, February 12 at 7:00 p.m. EST

- Opera Orlando is offering an encore presentation of its live production of *Hansel and Gretel*. Tickets are \$25 per household. Available through [Sponsored Post](#).

Sponsored Post
a free, virtual symposium on writing opera
A free, virtual symposium on writing opera, featuring Mark Adamo, Mark Campbell, Andrew Chen, Anthony Davis, Lawrence Robinson, and others. The symposium will be held on February 27-28, 2021. For more information, visit [www.ahoy.org/ahoy-opera-writers-symposium](#).

OPERA AMERICA
#meetopera online

Here's a look at some of the streams being offered by opera companies across North America over the next two weeks. For a full list of digital content, visit [#meetopera Online](#). All streams listed are free unless otherwise noted.

STREAMING LIVE
Today, February 26, at 7:00 p.m. EST

- Pittsburgh Opera is offering "I, Too, Am America: The Music of William Grant Still and Florence Price," featuring baritone Yusef Gray and [Sponsored Post](#).

Sponsored Post
UTAH OPERA'S LIGHT ON THE HORIZON
A musical collaboration featuring Robert Harlowe, David Bell, and Utah Opera. The musical is a collaboration between the worlds of opera and musical theater that weaves together a story of darkness, love, and hope.

Click on the images above to view the eblasts.

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

SPONSORED EBLASTS

Sponsored eblasts 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 industry stakeholders.

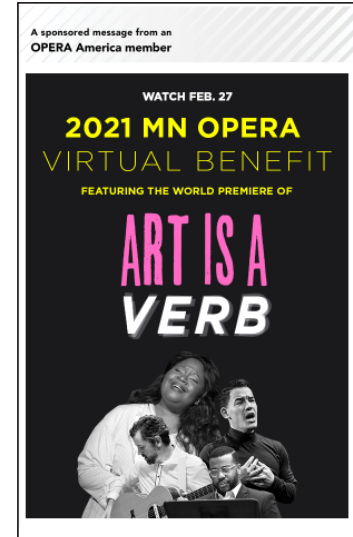
PUBLICATION FREQUENCY

Up to Twice per Month

AVERAGE OPEN RATE*

22%

EXAMPLES



Click on the images above to view the eblasts.

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

2019–2020 ADVERTISERS

PROFESSIONAL COMPANY MEMBERS

American Lyric Theater
The Atlanta Opera
Beth Morrison Projects
Boston Lyric Opera
Charlottesville Opera
Chautauqua Opera
Chelsea Opera
Chicago Opera Theater
Cincinnati Opera
Des Moines Metro Opera
Encompass New Opera Theatre
Florida Grand Opera
Fort Worth Opera
HERE Arts Center
The Little OPERA Theatre of NY
Michigan Opera Theatre
Opera Columbus
Opera for the Young
Opera Fort Collins
Opera Lafayette
Opera Las Vegas
Opera Memphis
Opera North
Opera Omaha
Opera Orlando
Opera Parallèle
Opera Philadelphia
Opera Santa Barbara
Opera Tampa
Opera Theatre of Saint Louis
Pacific Opera Victoria
Pittsburgh Festival Opera
San Francisco Opera
The Santa Fe Opera
Tri-Cities Opera
Utah Symphony | Utah Opera

Victory Hall Opera
Washington Concert Opera
Winter Opera Saint Louis
Wolf Trap Opera

ASSOCIATE MEMBERS

American Composers Alliance
Boston Early Music Festival
Boston Youth Symphony Orchestras
Classic Lyric Arts, Inc.
Finger Lakes Opera
First Coast Opera, Inc.
Geneva Light Opera
The Gerda Lissner Foundation
Gulfshore Opera
Harmony for Peace
James Toland Vocal Arts
Marble City Opera
Mostly Modern Festival
National Children's Chorus
National Opera Association
Odyssey Opera
Opera Volunteers International
Respiro Opera, NYC
Savannah VOICE Festival
Seagle Music Colony
SongFest at Colburn

BUSINESS MEMBERS

Athlone Artists
ECS Publishing
Étude Arts
G. Schirmer, Inc./Associated Music
Publishers/Music Sales Classical
Gledhill Arts Collective
IMG Artists, LLC
InstantEncore
Mind The Art Entertainment

Quarterline Artist Management
Ravenswood Studio Inc.
Red Poppy Music
Schott Music Corp. & European
American Music Dist. Co.
Stingray Classica
Ricordi New York

EDUCATIONAL PRODUCING AFFILIATE MEMBERS

The Boston Conservatory at Berklee
The Juilliard School | Professional
Apprentice Program
Manhattan School of Music
Northwestern University | Bienen
School of Music
Oberlin College | Conservatory
of Music
Rice University | Shepherd School
of Music
University of Colorado Boulder |
Eklund Opera
University of the Pacific | Conservatory
of Music

INDIVIDUAL MEMBERS

David Avshalomov
Cyndie Bellen Berthezene
Veronika Krausas
Henry Mollicone
Joseph Waters

OTHER ADVERTISERS

Bridge Records, Inc.
Carnegie Hall
Dancers Responding to AIDS
OnStage Publications
The Wallace Foundation

*Advertised in summer 2019,
fall 2019, winter 2020 or spring 2020
issue, or digitally.*

ADVERTISING OPPORTUNITIES

OPERA America offers three 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 2020–2021 season:

OPERA AMERICA MAGAZINE

OPERA America's quarterly publication for industry stakeholders who produce, create, perform and enjoy opera.

Print Circulation: 4,000; Digital Circulation: 7,500

OPERALINK E-NEWSLETTER

OPERA America's biweekly e-newsletter with upcoming events, recent news and other pertinent information about the sector.

Digital Circulation: 20,000

SPONSORED EBLASTS

Dedicated promotional messages sent to OPERA America's mass email list to advertise the productions and related activities of American opera companies.

Digital Circulation: 20,000

#MEETOPERA ONLINE E-NEWSLETTER

OPERA America's biweekly e-newsletter that keeps the opera-viewing public apprised of upcoming digital performances, both live and on-demand, being offered by companies across North America.

Digital Circulation: 20,000

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	\$ 1,443	\$ 1,155
Spring Magazine Half Page	\$ 549	\$ 439
OperaLink Banner Ad	\$ 394	\$ 315
Sponsored Eblast	+ \$ 1,498	+ \$ 1,198
	\$ 4,084	\$ 3,107

Example based on member pricing.

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

ADVERTISING RATES

MEMBERS

		PICK 1	PICK 2 5% off	PICK 3 10% off	PICK 4+ 20% off
Opera America Magazine	Cover	\$ 1,443	\$ 1,371	\$ 1,299	\$ 1,155
	Full Page	\$ 975	\$ 926	\$ 877	\$ 780
	Half Page	\$ 549	\$ 521	\$ 494	\$ 439
	Third Page	\$ 365	\$ 347	\$ 328	\$ 292
Operalink Banner Ad		\$ 394	\$ 374	\$ 354	\$ 315
Meetopera Online Sponsored Post		\$ 709	\$ 674	\$ 638	\$ 567
Sponsored Eblast		\$ 1,498	\$ 1,423	\$ 1,348	\$ 1,198

NON-MEMBERS

		PICK 1	PICK 2 5% off	PICK 3 10% off	PICK 4+ 20% off
Opera America Magazine	Cover	\$ 2,309	\$ 2,194	\$ 1,299	\$ 1,848
	Full Page	\$ 1,560	\$ 1,482	\$ 1,404	\$ 1,248
	Half Page	\$ 878	\$ 834	\$ 790	\$ 703
	Third Page	\$ 584	\$ 555	\$ 525	\$ 467 ^w
Operalink Banner Ad		\$ 630	\$ 599	\$ 567	\$ 504
Meetopera Online Sponsored Post		\$ 1,134	\$ 1,077	\$ 1,021	\$ 907
Sponsored Eblast		Members Only			

OPERA America's Organizational and Individual Members save over 35% off non-member pricing and can book sponsored eblasts. For information about becoming an OPERA America member, please contact Vincent Covatto, senior manager, organizational membership, at VCovatto@operaamerica.org or 646.699.5237.

*Design Fees: OPERA America can design advertising based on your copy and images at an additional fee per placement; rates upon request.
Rates valid June 1, 2020, through May 31, 2021.*

DATES AND SPECIFICATIONS

PUBLICATION CALENDAR

		Date of Publication	Reservation Deadline	Art and Payment Deadline
Opera America Magazine	Fall 2020	Mid-October 2020	August 12, 2020	August 26, 2020
	Winter 2021	Mid-January 2021	November 11, 2020	November 25, 2020
	Spring 2021	Mid-April 2021	February 16, 2021	February 24, 2021
	Summer 2021	Mid-July 2021	May 25, 2021	June 8, 2021
Operalink Banner Ad*		Tuesdays Biweekly	2 Weeks Prior	1 Week Prior
#Meetopera Online Sponsored Post**		Fridays Bi-Weekly	2 Weeks Prior	1 Week Prior
Sponsored Eblast***		As Scheduled	2 Weeks Prior	1 Week Prior

*OperaLink Dates of Publication for 2020–2021: Selection of placement date(s) subject to availability and discretion of OPERA America.

2020: Sep. 15, 29; Oct. 13, 27; Nov. 10, 24; Dec. 8, 22 | **2021:** Jan. 5, 19; Feb. 2, 16; Mar. 2, 16, 30; Apr. 13, 27; May 11, 25; June 8, 22; July 6, 20; Aug. 3, 17, 31

**#Meetopera Online Dates of Publication for 2020–2021: Selection of placement date(s) subject to availability and discretion of OPERA America.

2020: Nov. 6, 20; Dec. 4, 18 | **2021:** Jan. 1, 15, 28; Feb. 12, 26; Mar. 2, 26; Apr. 9, 23; May 7, 21; June 4, 18; July 2, 16, 30; Aug. 13, 27

***Sponsored Eblasts: Selection of placement date(s) subject to availability and discretion of OPERA America.

DESIGN FILE SPECIFICATIONS

DESIGN FILE SPECIFICATIONS			Dimensions (Width x Height)	File Type
Opera America Magazine	Cover	Inside	8.75” x 11.25” With Bleed	CMYK Mode (no RGB accepted) PDF, JPEG, TIFF, PNG (min. 300 dpi)
		Outside	8.75” x 7” With Bleed	
	Full Page		8.75” x 11.25” With Bleed	
	Half Page	Vertical	3.5” x 10” No Bleed	
		Horizontal	7.25” x 4.75” No Bleed	
	1/3 Page	Vertical	2.375” x 10” No Bleed	
		Horizontal	7.25” x 3.125” No Bleed	
Operalink Banner Ad			600px x 100px	PNG, JPEG (min. 300 dpi)
#Meetopera Online Sponsored Post			600px x 400px	
Sponsored Eblast*			580px x variable	

* Sponsored eblast ads submitted as a single graphic must be 580 px wide and of any height. Please include a click-through link (without tracking codes) and image alt-text.

If preferred, materials may be submitted as HTML by providing an HTML table (exactly 580 px wide) with image tags in the table. Images (JPG or PNG only) must be included as externally hosted links. HTML code must not include background images or head/body tags. All CSS must be inline; font and link attributes will not be implemented from <BODY> and should be inline.

Sponsored eblast advertisers will receive a proof 48 hours before distribution for approval. Design/layout changes may incur an additional fee.



BOOKING INFORMATION

SUBMISSION INSTRUCTIONS

1. Contact Vincent Covatto, Senior Manager, Organizational Membership, at VCovatto@operaamerica.org or 646.699.5237 to discuss your advertising options.
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 to VCovatto@operaamerica.org according to the timeline and specifications outlined on the previous page.

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 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.

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 will 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 *OperaLink* banner advertisements and sponsored eblasts following submission of art files will incur a fee equal to 50% of the reservation total.

General

- Advertisers will receive a complimentary copy of the magazine or email with their advertisements.
- 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

VINCENT COVATTO

Senior Manager,
Organizational Membership

VCovatto@operaamerica.org

646.699.5237

EDITORIAL STAFF

FRED COHN

Editor,
Opera America Magazine

NICHOLAS WISE

Associate Editor,
Opera America Magazine
Senior Manager,
Marketing and Publications

ROLANDO G. REYES MIR

Director of Marketing
and Communications

Front cover: Front cover: Michigan Opera Theatre's *Twilight: Gods*, with Olivia Johnson and Kaswanna Kanyinda (photo: Mitty Carter) Page 2: Opera Conference 2015 (photo: Jati Lindsay). Page 3: Opera Conference 2019 (photo: Matthew Washburn). Page 11: Michelle Johnson in the title role of *Aida* at Knoxville Opera (photo: courtesy Alan Sims).

Magazine
WINTER 2020

OPERA AMERICA Magazine

The Industry and Its Communities
SPRING 2020



PLUS
Porgy and Bess
Podcasts
Julia Bullock's
First Opera

50 YEARS OF OPERA IN AMERICA FOURTH OF A SERIES

OPERA AMERICA Magazine

SUMMER 2020

The AMERICAN SINGER

1970 to 2020

THE INDUSTRY AND THE PANDEMIC

Digital Innovations
Opera on the Front Lines
Creating Safe Performances
Artist Relief Efforts

PLUS
Problematic Repertoire
Morris Robinson's First Opera
MOT's New Spirit

PLUS
The Opera Conference Moves Online
Gregory Spears' First Opera

OPERA AMERICA

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

/OPERAAMERICA

@OPERAAMERICA

/OPERAAMERICA

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