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.

<table>
<thead>
<tr>
<th>MEMBERSHIP</th>
<th>BREADTH OF ANNUAL SERVICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>170 Professional Company Members</td>
<td>136,000 Unique Website Visitors</td>
</tr>
<tr>
<td>360 Associate, Business, Career Service and Educational Members</td>
<td>80,000 National Opera Center Guests</td>
</tr>
<tr>
<td>2,400 Individuals</td>
<td>62,000 YouTube Views</td>
</tr>
<tr>
<td></td>
<td>24,000 Twitter Followers</td>
</tr>
<tr>
<td></td>
<td>21,000 Facebook Fans</td>
</tr>
<tr>
<td></td>
<td>7,500 Instagram Followers</td>
</tr>
</tbody>
</table>
CONSTITUENCY

MEMBER DISTRIBUTION

MIDWEST
- 14% Organizations
- 15% Individuals

NEW YORK
- 31% Organizations
- 43% Individuals

NORTHEAST (NON-NY)
- 10% Organizations
- 13% Individuals

CANADA
- 7% Organizations
- 3% Individuals

OTHER INTERNATIONAL
- 2% Organizations
- 1% Individuals

GENDER
- 54% Female
- 46% Male

INDIVIDUAL MEMBERS BY PROFESSION
- Trustees, Volunteers and Supporters: 37%
- Singers: 29%
- Voice Teachers, Coaches and Educators: 24%
- Administrators and Artistic Staff: 23%
- Musicians and Conductors: 20%
- Composers and Librettists: 13%
- Teaching Artists: 10%
- Directors and Designers: 7%
**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

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### PUBLICATION FREQUENCY

**Tuesdays Biweekly**

### AVERAGE OPEN RATE*

**20%**

### SELECT NEWSLETTER SECTIONS

- New & Noteworthy
- Arts Advocacy Updates
- Explore Opera
- Upcoming Performances
- Member Pressroom

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### EXAMPLES

Click on the images above to view the e-blasts.

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**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.

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### PUBLICATION FREQUENCY

**Up to Twice per Month**

### AVERAGE OPEN RATE*

**20%**

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### EXAMPLES

Click on the images above to view the e-blasts.
**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.

*OperaLink and Sponsored Eblasts to 20,000*

**SPONSORED E-BLASTS**
Dedicated promotional messages sent to OPERA America’s mass email list to advertise the productions and related activities of American opera companies.

*Digital Circulation: 18,000*

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**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%.

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**EXAMPLE**

<table>
<thead>
<tr>
<th>Placement</th>
<th>NORMAL PRICING</th>
<th>“PICK 4+” 20% OFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Magazine Cover</td>
<td>$ 1,443</td>
<td>$ 1,155</td>
</tr>
<tr>
<td>Spring Magazine Half Page</td>
<td>$ 549</td>
<td>$ 439</td>
</tr>
<tr>
<td>OperaLink Banner Ad</td>
<td>$ 394</td>
<td>$ 315</td>
</tr>
<tr>
<td>Sponsored E-Blast</td>
<td>+ $ 1,498</td>
<td>+ $ 1,198</td>
</tr>
<tr>
<td></td>
<td>$ 4,084</td>
<td>$ 3,107</td>
</tr>
</tbody>
</table>

*Example based on member pricing.

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

## MEMBERS

<table>
<thead>
<tr>
<th></th>
<th>PICK 1</th>
<th>PICK 2 5% off</th>
<th>PICK 3 10% off</th>
<th>PICK 4+ 20% off</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opera America Magazine</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover</td>
<td>$1,443</td>
<td>$1,371</td>
<td>$1,299</td>
<td>$1,155</td>
</tr>
<tr>
<td>Full Page</td>
<td>$975</td>
<td>$926</td>
<td>$877</td>
<td>$780</td>
</tr>
<tr>
<td>Half Page</td>
<td>$549</td>
<td>$521</td>
<td>$494</td>
<td>$439</td>
</tr>
<tr>
<td>Third Page</td>
<td>$365</td>
<td>$347</td>
<td>$328</td>
<td>$292</td>
</tr>
<tr>
<td><strong>Operalink Banner Ad</strong></td>
<td>$394</td>
<td>$374</td>
<td>$354</td>
<td>$315</td>
</tr>
<tr>
<td>Sponsored E-Blast</td>
<td>$1,498</td>
<td>$1,423</td>
<td>$1,348</td>
<td>$1,198</td>
</tr>
</tbody>
</table>

## NON-MEMBERS

<table>
<thead>
<tr>
<th></th>
<th>PICK 1</th>
<th>PICK 2 5% off</th>
<th>PICK 3 10% off</th>
<th>PICK 4+ 20% off</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opera America Magazine</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover</td>
<td>$2,309</td>
<td>$2,194</td>
<td>$1,299</td>
<td>$1,848</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,560</td>
<td>$1,482</td>
<td>$1,404</td>
<td>$1,248</td>
</tr>
<tr>
<td>Half Page</td>
<td>$878</td>
<td>$834</td>
<td>$790</td>
<td>$703</td>
</tr>
<tr>
<td>Third Page</td>
<td>$584</td>
<td>$555</td>
<td>$525</td>
<td>$467</td>
</tr>
<tr>
<td><strong>Operalink Banner Ad</strong></td>
<td>$630</td>
<td>$599</td>
<td>$567</td>
<td>$504</td>
</tr>
<tr>
<td>Sponsored E-Blast</td>
<td></td>
<td></td>
<td></td>
<td>Members Only</td>
</tr>
</tbody>
</table>

OPERA America’s Organizational and Individual Members save over 35% off non-member pricing and can book sponsored e-blasts. For information about becoming an OPERA America member, please contact Vincent Covatto, Senior Manager, Organizational Membership Manager, 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

<table>
<thead>
<tr>
<th>Season</th>
<th>Date of Publication</th>
<th>Reservation Deadline</th>
<th>Art and Payment Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2020</td>
<td>Mid-October 2020</td>
<td>August 12, 2020</td>
<td>August 26, 2020</td>
</tr>
<tr>
<td>Winter 2021</td>
<td>Mid-January 2021</td>
<td>November 11, 2020</td>
<td>November 25, 2020</td>
</tr>
<tr>
<td>Spring 2021</td>
<td>Mid-April 2021</td>
<td>February 16, 2021</td>
<td>February 24, 2021</td>
</tr>
<tr>
<td>Summer 2021</td>
<td>Mid-July 2021</td>
<td>May 25, 2021</td>
<td>June 8, 2021</td>
</tr>
</tbody>
</table>

**OperaLink Banner Ad**

- Tuesdays Biweekly: 2 Weeks Prior, 1 Week Prior

**Sponsored E-Blast**

- 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.

3/30/21 8/31/21

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

DESIGN FILE SPECIFICATIONS

<table>
<thead>
<tr>
<th></th>
<th>Dimensions (Width x Height)</th>
<th>File Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>Inside 8.75” x 11.25” With Bleed</td>
<td>CMYK Mode (no RGB accepted) PDF, JPEG, TIFF, PNG (min. 300 dpi)</td>
</tr>
<tr>
<td></td>
<td>Outside 8.75” x 7” With Bleed</td>
<td>CMYK Mode (no RGB accepted) PDF, JPEG, TIFF, PNG (min. 300 dpi)</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.75” x 11.25” With Bleed</td>
<td>CMYK Mode (no RGB accepted) PDF, JPEG, TIFF, PNG (min. 300 dpi)</td>
</tr>
<tr>
<td>Half Page</td>
<td>Vertical 3.5” x 10” No Bleed</td>
<td>CMYK Mode (no RGB accepted) PDF, JPEG, TIFF, PNG (min. 300 dpi)</td>
</tr>
<tr>
<td></td>
<td>Horizontal 7.25” x 4.75” No Bleed</td>
<td>CMYK Mode (no RGB accepted) PDF, JPEG, TIFF, PNG (min. 300 dpi)</td>
</tr>
<tr>
<td></td>
<td>1/3 Page Vertical 2.375” x 10” No Bleed</td>
<td>CMYK Mode (no RGB accepted) PDF, JPEG, TIFF, PNG (min. 300 dpi)</td>
</tr>
<tr>
<td></td>
<td>Horizontal 7.25” x 3.125” No Bleed</td>
<td>CMYK Mode (no RGB accepted) PDF, JPEG, TIFF, PNG (min. 300 dpi)</td>
</tr>
<tr>
<td>Operalink Banner Ad</td>
<td>600px x 100px</td>
<td>PNG, JPEG (min. 300 dpi)</td>
</tr>
<tr>
<td>Sponsored E-Blast</td>
<td>580px x variable</td>
<td>PNG, JPEG (min. 300 dpi)</td>
</tr>
</tbody>
</table>

SPONSORED E-BLASTS

Sponsored e-blast 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 (JPEG 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 e-blast 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 e-blasts 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.