2021–2022 Media Kit

PRINT AND DIGITAL ADVERTISING OPPORTUNITIES

OPERA AMERICA MAGAZINE | OPERALINK E-NEWSLETTER | SPONSORED EBLASTS
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</td>
<td>120,000</td>
</tr>
<tr>
<td>(Professional Company Members)</td>
<td>Unique Website Visitors</td>
</tr>
<tr>
<td>425</td>
<td>80,000</td>
</tr>
<tr>
<td>(Associate, Business, Career Service and Educational Members)</td>
<td>National Opera Center Guests</td>
</tr>
<tr>
<td>2,800</td>
<td>62,000</td>
</tr>
<tr>
<td>(Individuals)</td>
<td>YouTube Views</td>
</tr>
<tr>
<td></td>
<td>24,000</td>
</tr>
<tr>
<td></td>
<td>Twitter Followers</td>
</tr>
<tr>
<td></td>
<td>21,000</td>
</tr>
<tr>
<td></td>
<td>Facebook Fans</td>
</tr>
<tr>
<td></td>
<td>8,000</td>
</tr>
<tr>
<td></td>
<td>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

- **WEST** (Includes Alaska & Hawaii)
  - 14% Organizations
  - 16% Individuals

- **SOUTH**
  - 22% Organizations
  - 10% Individuals

- **OTHER INTERNATIONAL**
  - 2% Organizations
  - 1% Individuals

- **CANADA**
  - 7% Organizations
  - 3% 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 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.

**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.
**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**

<table>
<thead>
<tr>
<th>PUBLICATION FREQUENCY</th>
<th>Tuesdays Biweekly</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUBSCRIBERS</td>
<td>16,000</td>
</tr>
<tr>
<td>AVERAGE OPEN RATE*</td>
<td>27%</td>
</tr>
</tbody>
</table>

**SELECT NEWSLETTER SECTIONS**

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

Click on the images above to view the eblasts.

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**#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**

<table>
<thead>
<tr>
<th>PUBLICATION FREQUENCY</th>
<th>Fridays Biweekly</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUBSCRIBERS</td>
<td>16,000</td>
</tr>
<tr>
<td>AVERAGE OPEN RATE*</td>
<td>27%</td>
</tr>
</tbody>
</table>

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

SUBSCRIBERS
16,000

AVERAGE OPEN RATE*
27%

EXAMPLES

Click on the images above to view the eblasts.

*Click-through rates and other performance metrics are available to advertisers upon request.
2020–2021 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.
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: 16,000*

**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: 16,000*

**#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: 16,000*

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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>NORMAL PRICING</th>
<th>“PICK 4+” 20% OFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Magazine Cover</td>
<td>$1,443</td>
</tr>
<tr>
<td>Spring Magazine Half Page</td>
<td>$549</td>
</tr>
<tr>
<td><em>OperaLink</em> Banner Ad</td>
<td>$394</td>
</tr>
<tr>
<td>Sponsored Eblast</td>
<td>+ $1,498</td>
</tr>
<tr>
<td></td>
<td><strong>$4,084</strong></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><strong>Meetopera Online Sponsored Post</strong></td>
<td>$709</td>
<td>$674</td>
<td>$638</td>
<td>$567</td>
</tr>
<tr>
<td><strong>Sponsored Eblast</strong></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>$467w</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><strong>Meetopera Online Sponsored Post</strong></td>
<td>$1,134</td>
<td>$1,077</td>
<td>$1,021</td>
<td>$907</td>
</tr>
<tr>
<td><strong>Sponsored Eblast</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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, 2021, through May 31, 2022.*
DATES AND SPECIFICATIONS

PUBLICATION CALENDAR

<table>
<thead>
<tr>
<th></th>
<th>Date of Publication</th>
<th>Reservation Deadline</th>
<th>Art and Payment Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opera America Magazine</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall 2021</td>
<td>Mid-October 2021</td>
<td>August 16, 2021</td>
<td>August 30, 2021</td>
</tr>
<tr>
<td>Winter 2022</td>
<td>Mid-January 2022</td>
<td>November 8, 2021</td>
<td>November 22, 2021</td>
</tr>
<tr>
<td>Spring 2022</td>
<td>Mid-April 2022</td>
<td>February 14, 2022</td>
<td>February 28, 2022</td>
</tr>
<tr>
<td>Summer 2022</td>
<td>Mid-July 2022</td>
<td>May 30, 2022</td>
<td>June 6, 2022</td>
</tr>
<tr>
<td><strong>Operalink Banner Ad</strong></td>
<td>Tuesdays Biweekly</td>
<td>2 Weeks Prior</td>
<td>1 Week Prior</td>
</tr>
<tr>
<td><strong>#Meetopera Online Sponsored Post</strong></td>
<td>Fridays Bi-Weekly</td>
<td>2 Weeks Prior</td>
<td>1 Week Prior</td>
</tr>
<tr>
<td><strong>Sponsored Eblast</strong>*</td>
<td>As Scheduled</td>
<td>2 Weeks Prior</td>
<td>1 Week Prior</td>
</tr>
</tbody>
</table>

*OperaLink Dates of Publication for 2021–2022: Selection of placement date(s) subject to availability and discretion of OPERA America.

2021: July 20; Aug. 3, 17, 31; Sep. 14, 28; Oct. 12, 26; Nov. 9, 23; Dec. 7, 21 | 2022: Jan. 4, 18; Feb. 1, 15; Mar. 1, 15, 29; Apr. 12, 26; May 10, 24; June 7, 21

**#Meetopera Online Dates of Publication for 2021–2022: Selection of placement date(s) subject to availability and discretion of OPERA America.

2021: July 16, 30; Aug. 13, 27; Sep. 10, 24; Oct. 8, 22; Nov. 5, 19; Dec. 3, 17, 31 | 2022: Jan. 14, 28; Feb. 11, 25; Mar. 11, 25; Apr. 8, 22; May 6, 20; June 3, 17

***Sponsored Eblasts: 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><strong>Opera America Magazine</strong></td>
<td></td>
<td>CMYK Mode (no RGB accepted) PDF, JPEG, TIFF, PNG (min. 300 dpi)</td>
</tr>
<tr>
<td>Cover</td>
<td>Inside 8.75” x 11.25” With Bleed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Outside 8.75” x 7” With Bleed</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>8.75” x 11.25” With Bleed</td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>Vertical 3.5” x 10” No Bleed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Horizontal 7.25” x 4.75” No Bleed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vertical 2.375” x 10” No Bleed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Horizontal 7.25” x 3.125” No Bleed</td>
<td></td>
</tr>
<tr>
<td><strong>Operalink Banner Ad</strong></td>
<td>600px x 100px</td>
<td>PNG, JPEG (min. 300 dpi)</td>
</tr>
<tr>
<td><strong>#Meetopera Online Sponsored Post</strong></td>
<td>600px x 400px</td>
<td></td>
</tr>
<tr>
<td><strong>Sponsored Eblast</strong>*</td>
<td>580px x variable</td>
<td></td>
</tr>
</tbody>
</table>

* 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