

OPERA  
AMERICA

# 2022–2023 Media Kit



**PRINT AND DIGITAL ADVERTISING OPPORTUNITIES**

MAGAZINE | E-NEWSLETTERS | E-BLASTS | POSTERS





# 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

**200** Professional Company Members

**550** Associate, Business, Career Service, and Educational Members

**3,400** Individuals

## BREADTH OF ANNUAL SERVICE

**123,000** Unique Website Visitors

**80,000** National Opera Center Guests

**24,500** Twitter Followers 

**25,000** Facebook Followers 

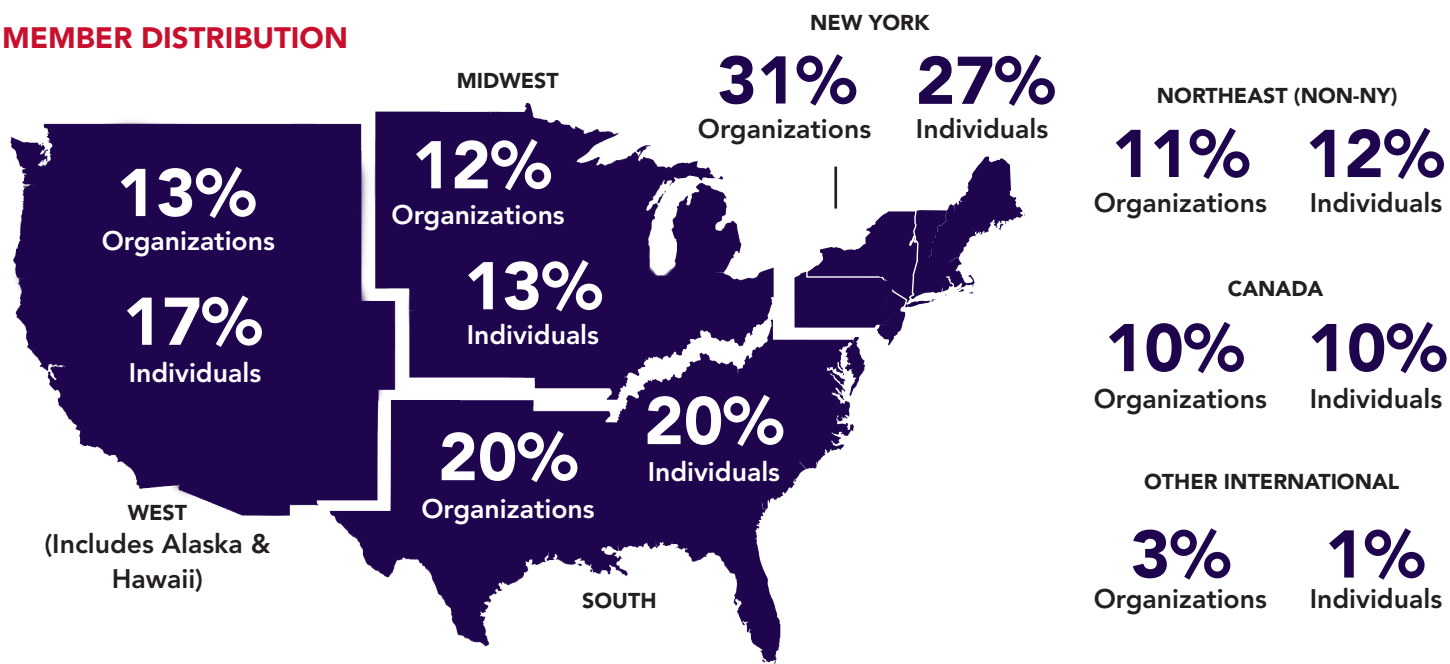
**8,800** Instagram Followers 

**1.16 Million** Impressions on All Social Channels

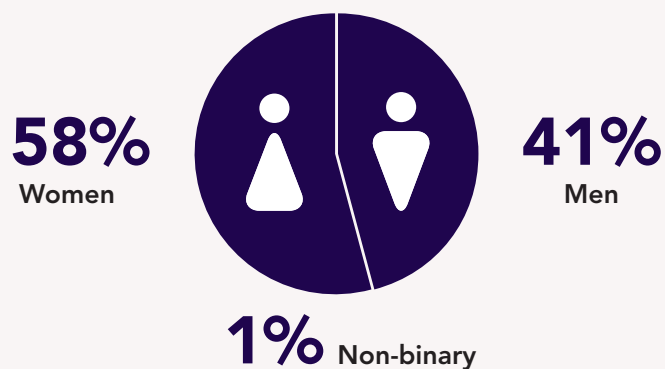


# CONSTITUENCY

## MEMBER DISTRIBUTION



## INDIVIDUAL MEMBERS BY GENDER



## 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 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

**4,500**

## 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 21<sup>st</sup> 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: MAGAZINE



**Full Page/  
Inside Cover**



**Back Outside  
Cover**



**Half Page**



**Third Page**



See page 13 for dimensions and design specifications.



# 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 with vibrant images of opera as part of the national #MeetOpera campaign — and offer high-traffic opportunities for promoting seasons, productions, and events.

## PUBLICATION FREQUENCY

Rolling, with  
2-Month Minimum

## MONTHLY VISITORS

**6,600**

## POSTING LOCATIONS

Elevator Lobby

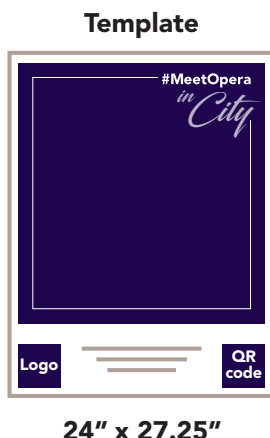
Artists Lounge

## THE #MEETOPERA CAMPAIGN

#MeetOpera is a national campaign to help audiences discover all the ways they can experience opera by showcasing the ingenuity, variety, and diversity of opera.

Promotional posters at the Opera Center must align with the goals of the campaign and feature a single photo of an opera performer or performance. Advertisers will provide a high-definition photo, logo, advertising copy, and a link for QR code. (See page 13 for full design specifications.)

## EXAMPLES



# E-NEWSLETTERS

OPERA America keeps the field informed of important news, upcoming programs, and other pertinent information about the sector through regular email communications. 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.

## 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.

### PUBLICATION FREQUENCY

Tuesdays Biweekly

### SUBSCRIBERS

16,000

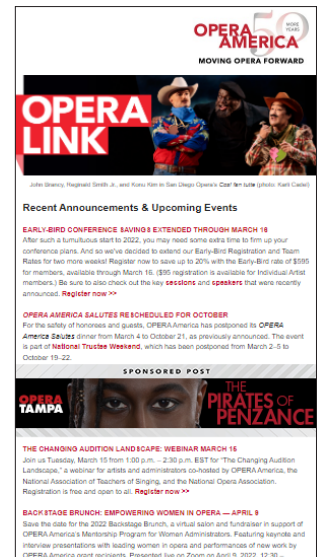
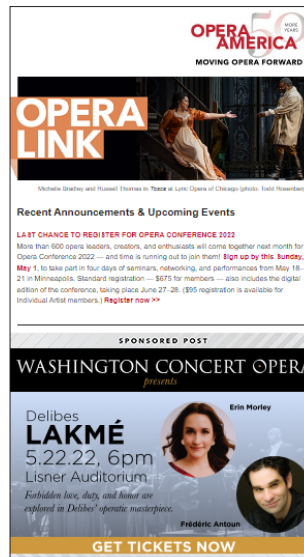
### AVERAGE OPEN RATE\*

36%

### SELECT NEWSLETTER SECTIONS

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

### EXAMPLES





CONTINUED

## PROGRAMS AND GRANTS E-NEWSLETTER

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

### PUBLICATION FREQUENCY

Tuesdays Biweekly

### SUBSCRIBERS

16,000

### AVERAGE OPEN RATE\*

35%

### EXAMPLES



## ADVERTISING OPPORTUNITIES: OPERALINK E-NEWSLETTER, PROGRAMS AND GRANTS E-NEWSLETTER



Sponsored Post



Banner Ad

See page 13 for dimensions and design specifications.

# 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.

Sponsored eblasts are only available to OPERA America Organizational Members.

## PUBLICATION FREQUENCY

Up to Twice per Month

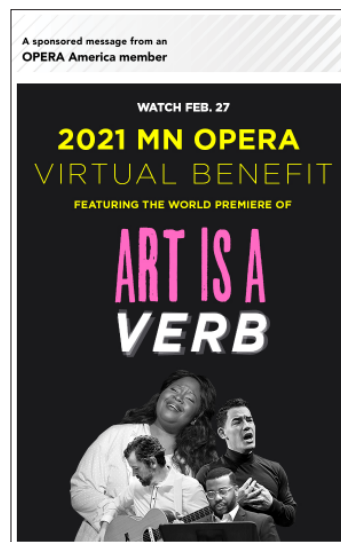
## SUBSCRIBERS

16,000

## AVERAGE OPEN RATE\*

**33%**

## EXAMPLES





# 2021–2022 ADVERTISERS

## PROFESSIONAL COMPANY MEMBERS

Against the Grain Theatre  
Amarillo Opera  
Anima Mundi Productions  
Arizona Opera  
Ars Lyrica Houston  
The Atlanta Opera  
Austin Opera  
Beth Morrison Projects  
Boston Baroque  
Chautauqua Opera  
Chicago Opera Theater  
Cincinnati Opera  
The Dallas Opera  
Des Moines Metro Opera  
Detroit Opera  
El Paso Opera  
Finger Lakes Opera  
Florida Grand Opera  
Fort Worth Opera  
Guerilla Opera  
Hawai'i Opera Theatre  
Haymarket Opera  
Houston Grand Opera  
IN Series  
The Little OPERA Theatre of NY  
Livermore Valley Opera  
Loose Tea Music Theatre  
Lyric Opera of Chicago  
Minnesota Opera  
Mission Opera  
Odyssey Opera  
On Site Opera  
Opera Colorado  
Opera Columbus  
Opera Company of Middlebury  
Opera In The Rock  
Opera Las Vegas  
Opéra Louisiane  
Opera MODO  
Opera North  
Opera Omaha

Opera Philadelphia  
Opera San José  
Opera Steamboat  
Opera Tampa  
Opera Theatre of Saint Louis  
Pacific Opera Victoria  
Pacific Symphony  
Pittsburgh Festival Opera  
PROTOTYPE Festival  
San Francisco Opera  
The Santa Fe Opera  
Sarasota Opera  
Seattle Opera  
Teatro Nuovo  
Tri-Cities Opera  
Tulsa Opera  
Washington Concert Opera  
White Snake Projects  
Wolf Trap Opera

## ASSOCIATE MEMBERS

American Academy of Teachers  
of Singing  
American Composers Alliance  
Brevard Music Center, Summer  
Institute & Festival  
Catapult Opera Company  
Classical Tahoe  
Coalition for African Americans  
in the Performing Arts (CAAPA)  
Emmanuel Music Inc.  
Geneva Light Opera  
Gulfshore Opera  
James Toland Vocal Arts  
The Madison Theatre at Molloy  
College  
Maryland Lyric Opera  
Metropolitan Opera Guild  
Music Academy International  
Music of Remembrance  
National Opera Association  
National Yiddish Theatre Folksbiene  
Opera Volunteers International  
Savannah VOICE Festival

Triangle Wagner Society  
Varna International  
Vocal Arts DC  
William Matheus Sullivan Musical  
Foundation

## BUSINESS MEMBERS

Athlone Artists  
Biaggi Arts Consulting  
DictionBuddy LLC  
ECS Publishing  
G. Schirmer, Inc./Associated Music  
Publishers/Music Sales Classical  
Helio Arts LLC  
IMG Artists LLC  
Insignia Artists Management  
InstantEncore  
Marquee TV  
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  
Converse University |  
Petrie School of Music  
Ithaca College  
Johns Hopkins University |  
Peabody Conservatory  
Rice University | Shepherd  
School of Music  
University of Miami | Frost School of  
Music | Frost Opera Theater  
University of Rochester | Eastman  
School of Music

## INDIVIDUAL MEMBERS

Brian Grundstrom

*Advertised between May 2021  
and April 2022.*

# 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 2022–2023 season:

## PRINT ADVERTISING

### OPERA AMERICA MAGAZINE

- Print Circulation: 4,500
- Advertising Opportunities: Full Page, Half Page, Third Page, Rear Cover

## 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: 16,000
- Advertising Opportunities: Banner Ad, Sponsored Post, 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

Fall Magazine Cover

## NORMAL PRICING

\$ 1,443

Spring Magazine Half Page

\$ 549

OperaLink Banner Ad

\$ 394

Sponsored E-Blast

+ \$ 1,498

\$ 4,084

## "PICK 4+" 20% OFF

\$ 1,155

\$ 439

\$ 315

+ \$ 1,198

\$ 3,107

*Example based on member pricing.*

**TOTAL SAVINGS: \$977**

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



# ADVERTISING RATES

<b>MEMBERS</b>		<b>PICK 1</b>	<b>PICK 2</b> 5% off	<b>PICK 3</b> 10% off	<b>PICK 4+</b> 20% off
<b>Opera America Magazine</b>	Cover (inside or outside)	\$ 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
<b>Banner Ad</b>		\$ 394	\$ 374	\$ 354	\$ 315
<b>Sponsored Post</b>		\$ 709	\$ 674	\$ 638	\$ 567
<b>Sponsored E-Blast</b>		\$ 1,498	\$ 1,423	\$ 1,348	\$ 1,198
<b>National Opera Center Poster*</b>	High Traffic	\$ 574	\$ 546	\$ 519	\$ 464
	Medium Traffic	\$ 437	\$ 416	\$ 396	\$ 354

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

<b>NON-MEMBERS</b>		<b>PICK 1</b>	<b>PICK 2</b> 5% off	<b>PICK 3</b> 10% off	<b>PICK 4+</b> 20% off
<b>Opera America Magazine</b>	Cover	\$ 2,309	\$ 2,194	\$ 2,078	\$ 1,847
	Full Page	\$ 1,560	\$ 1,482	\$ 1,404	\$ 1,248
	Half Page	\$ 878	\$ 834	\$ 790	\$ 703
	Third Page	\$ 584	\$ 555	\$ 525	\$ 467
<b>Banner Ad</b>		\$ 630	\$ 599	\$ 567	\$ 504
<b>Sponsored Post</b>		\$ 1,134	\$ 1,077	\$ 1,021	\$ 907
<b>Sponsored E-Blast</b>		<b>Members Only</b>			
<b>National Opera Center Poster</b>		<b>Members Only</b>			

Sponsored e-blasts and National Opera Center posters are only available to OPERA America's Organizational Members.

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, contact Jennifer Gordon, organizational membership manager, at JGordon@operaamerica.org or 646.699.5238

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, 2022, through May 31, 2023.

# PUBLICATION CALENDAR

## PRINT ADVERTISING

		Date of Publication	Reservation Deadline	Art and Payment Deadline
<b>Opera America Magazine</b>	Fall 2022	Late October 2022	August 4	August 15
	Winter 2023	Late January 2023	November 3	November 14
	Spring 2023	Late April 2023	February 2	February 13
	Summer 2023	Late July 2023	May 5	May 15
<b>National Opera Center Posters</b>		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

**2022:** Jun 7, 21; Jul 5, 19; Aug 2, 16, 30; Sep 13, 27; Oct 11, 25; Nov 8, 22; Dec 6, 20

**2023:** Jan 17, 31; Feb 14, 28; Mar 14, 28; Apr 11, 25; May 9, 23; Jun 6, 20; Jul 4, 18; Aug 1, 15, 29; Sep 12, 26; Oct 10, 24; Nov 7, 21; Dec 5, 19

**Grants & Programs E-Newsletter:** Published Tuesdays Biweekly

**2022:** Jun 14, 28; Jul 12, 27; Aug 9, 24; Sep 6, 20; Oct 4, 18; Nov 1, 15, 29; Dec 13, 27

**2023:** Jan 10, 24; Feb 7, 21; Mar 7, 21; Apr 4, 18; May 2, 16, 30; Jun 13, 27; Jul 11, 25; Aug 8, 22; Sep 5, 19; Oct 3, 17, 31; Nov 14, 28; Dec 12, 26



# 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)
	Outside	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	

## NATIONAL OPERA CENTER POSTER

Deliverables: Featured Image File,  
Logo File, Text/URL File

	Dimensions (Width x Height)	File Type
Featured Image*	24" x 27.25" (includes 0.125" bleed)	PNG, JPEG (min. 300 dpi)
Logo	Square/Round Version: Minimum 8" x 8"	PNG, EPS (min. 300 dpi) Transparent background
Text/URL	4 lines of text	Online form

\*The Featured Image must be a single high-resolution photo and may not include any text, graphic design, or title treatment. All text is limited to the advertising copy in the lower quarter of the poster.

## BANNER AD & SPONSORED POST

Deliverables: Featured Image File, URL,  
Image Alt-Text

	Dimensions (Width x Height)	File Type
Banner Ad	600 px x 100 px	PNG, JPEG (min. 300 dpi)
Sponsored Post	600 px x 400 px	

## SPONSORED E-BLAST

Deliverables: Featured Image File, URL,  
Image Alt-Text, Subject/Preview Lines

	Dimensions (Width x Height)	File Type
Sponsored E-Blast	600 px x variable	PNG, JPEG (min. 300 dpi) or HTML (see below)

Sponsored e-blasts 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 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 Jennifer Gordon, organizational membership manager, at [JGordon@operaamerica.org](mailto: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.

### 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: San Diego Opera's  
*Romeo and Juliet*, with Nicole Cabell  
(photo: Karli Cadell). Page 2: Opera  
Conference 2019 (photo: Matthew  
Washburn). Page 3: Opera Conference  
2022 (photo: Dan Norman). Page 14:  
Opera San José's *West Side Story*  
(photo: David Allen).

VOICES FROM THE  
PAST 50 YEARS —  
AND 50 MORE

## Opera's DIGITAL FUTURE

OPERA  
AMERICA  
Magazine  
FALL 2021

Art and  
Politics  
P. 22

Culture +  
Community  
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John  
Holiday's  
First Opera  
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OPERA  
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SPRING 2022

Women on  
the Podium  
P. 8

EDI  
Plans  
P. 32

Denyce Graves'  
First Opera  
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## ANSWERING THE CALL

MINNEAPOLIS ARTS  
ORGANIZATIONS RETHINK  
THEIR ROLE IN EQUITY  
AND INCLUSION WORK



VOICES FROM THE  
PAST 50 YEARS —  
AND 50 MORE

OPERA  
AMERICA  
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SUMMER 2021

Decentering  
Whiteness  
P. 14

Asian  
American  
Voices  
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Sasha  
Velour's  
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P. 48

## Return to Gathering



Live Performances  
Make a Comeback

OPERA AMERICA

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



@operaamerica