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**

<table>
<thead>
<tr>
<th>200</th>
<th>Professional Company Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>550</td>
<td>Associate, Business, Career Service, and Educational Members</td>
</tr>
<tr>
<td>3,400</td>
<td>Individuals</td>
</tr>
</tbody>
</table>

**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

NEW YORK

<table>
<thead>
<tr>
<th>Region</th>
<th>Organizations</th>
<th>Individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midwest</td>
<td>31%</td>
<td>27%</td>
</tr>
<tr>
<td>Northeast</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Canada</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Other International</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Organizations</th>
<th>Individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>West (Includes Alaska &amp; Hawaii)</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>South</td>
<td>20%</td>
<td>20%</td>
</tr>
</tbody>
</table>

INDIVIDUAL MEMBERS BY GENDER

- Women: 58%
- Men: 41%
- Non-binary: 1%

INDIVIDUAL MEMBERS BY PROFESSION

- Trustees, Volunteers, and Supporters: 35%
- Singers: 35%
- Musicians and Pianists: 29%
- Voice Teachers, Coaches, and Educators: 28%
- Composers and Librettists: 18%
- Administrators and Artistic Staff: 18%
- Directors, Conductors, and Designers: 16%
- Teaching Artists: 13%
**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 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: Magazine

- Full Page/Inside Cover
- Back Outside Cover
- Half Page
- Third Page

*See page 13 for dimensions and design specifications.*
MEDEA
The Metropolitan Opera's 2022–23 season opens with the company premiere of Cherubini’s gripping mythic drama, starring soprano Sondra Radvanovsky in the title role. Carlo Rizzi conducts a powerful new production by David McVicar. September 27 through October 28 | Tickets start at $25

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.

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
DIGITAL ADVERTISING

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.

<table>
<thead>
<tr>
<th>PUBLICATION FREQUENCY</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesdays Biweekly</td>
<td><img src="image1.png" alt="Example" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SUBSCRIBERS</th>
<th>AVERAGE OPEN RATE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>16,000</td>
<td>36%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SELECT NEWSLETTER SECTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>New &amp; Noteworthy</td>
</tr>
<tr>
<td>Upcoming Performances</td>
</tr>
<tr>
<td>Arts Advocacy Updates</td>
</tr>
<tr>
<td>Member Pressroom</td>
</tr>
<tr>
<td>Explore Opera</td>
</tr>
</tbody>
</table>

#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.

<table>
<thead>
<tr>
<th>PUBLICATION FREQUENCY</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Friday Monthly</td>
<td><img src="image2.png" alt="Example" /></td>
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</table>

<table>
<thead>
<tr>
<th>SUBSCRIBERS</th>
<th>AVERAGE OPEN RATE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>16,000</td>
<td>34%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3.png" alt="Example" /></td>
</tr>
</tbody>
</table>
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, #MEETOPERA ONLINE E-NEWSLETTER, PROGRAMS AND GRANTS E-NEWSLETTER

See page 13 for dimensions and design specifications.
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**

A sponsored message from an OPERA America member

**MESSIAH/COMPLEX**
6 LANGUAGES 12 SOLISTS & CHORUS. EVERY PROVINCE & TERRITORY IN CANADA.

A sponsored message from an OPERA America member

**RING FESTIVAL**
CELEBRATING WAGNER’S RING CYCLE MARCH 5-10, 2020

A sponsored message from an OPERA America member

**WINTER & SPRING OPERA SEASON**

A sponsored message from an OPERA America member

**ART IS A VERB**
2021 MN OPERA VIRTUAL BENEFIT

A sponsored message from an OPERA America member

**WATCH FEB 27**

Advertising Contact: Jennifer Gordon | JGordon@operaamerica.org | 646.699.5238
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

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.
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

**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%.

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

**EXAMPLE**

<table>
<thead>
<tr>
<th></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>
</tbody>
</table>

**TOTAL SAVINGS: $977**

Advertising Contact: Jennifer Gordon | JGordon@operaamerica.org | 646.699.5238
ADVERTISING RATES

<table>
<thead>
<tr>
<th>OPERA America Magazine</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>Cover (inside or outside)</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>Banner Ad</td>
<td>$ 394</td>
<td>$ 374</td>
<td>$ 354</td>
<td>$ 315</td>
</tr>
<tr>
<td>Sponsored Post</td>
<td>$ 709</td>
<td>$ 674</td>
<td>$ 638</td>
<td>$ 567</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>
<tr>
<td>National Opera Center Poster</td>
<td>High Traffic</td>
<td>$ 574</td>
<td>$ 546</td>
<td>$ 519</td>
</tr>
<tr>
<td></td>
<td>Medium Traffic</td>
<td>$ 437</td>
<td>$ 416</td>
<td>$ 396</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>OPERA America Magazine</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>Cover</td>
<td>$ 2,309</td>
<td>$ 2,194</td>
<td>$ 2,078</td>
<td>$ 1,847</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>Banner Ad</td>
<td>$ 630</td>
<td>$ 599</td>
<td>$ 567</td>
<td>$ 504</td>
</tr>
<tr>
<td>Sponsored Post</td>
<td>$ 1,134</td>
<td>$ 1,077</td>
<td>$ 1,021</td>
<td>$ 907</td>
</tr>
<tr>
<td>Sponsored E-Blast</td>
<td>Members Only</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Opera Center Poster</td>
<td>Members Only</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*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

<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 2022</td>
<td>Late October 2022</td>
<td>August 4</td>
<td>August 15</td>
</tr>
<tr>
<td>Winter 2023</td>
<td>Late January 2023</td>
<td>November 3</td>
<td>November 14</td>
</tr>
<tr>
<td>Spring 2023</td>
<td>Late April 2023</td>
<td>February 2</td>
<td>February 13</td>
</tr>
<tr>
<td>Summer 2023</td>
<td>Late July 2023</td>
<td>May 4</td>
<td>May 15</td>
</tr>
<tr>
<td><strong>National Opera Center Posters</strong></td>
<td>As Scheduled</td>
<td>4 Weeks Prior</td>
<td>3 Weeks Prior</td>
</tr>
</tbody>
</table>

### DIGITAL ADVERTISING

<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>Banner Ad</td>
<td>See Publication Schedule Below</td>
<td>2 Weeks Prior</td>
<td>1 Week Prior</td>
</tr>
<tr>
<td>Sponsored Post</td>
<td>As Scheduled</td>
<td>2 Weeks Prior</td>
<td>1 Week Prior</td>
</tr>
<tr>
<td>Sponsored E-Blast</td>
<td>As Scheduled</td>
<td>2 Weeks Prior</td>
<td>1 Week Prior</td>
</tr>
</tbody>
</table>

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

**#meetopera Online E-Newsletter:** Published the Final Friday of Every Month

2022: Jun 24, Jul 29, Aug 26, Sep 30, Oct 28, Nov 25, Dec 30  
# DESIGN SPECIFICATIONS

## OPERA AMERICA MAGAZINE
Deliverable: Artwork File

<table>
<thead>
<tr>
<th>Cover</th>
<th>Dimensions (Width x Height)</th>
<th>File Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside</td>
<td>8.75” x 11.25” With Bleed</td>
<td>CMYK Mode (no RGB accepted)</td>
</tr>
<tr>
<td>Outside</td>
<td>8.75” x 7” With Bleed</td>
<td>PDF, JPEG, TIFF, PNG (min. 300 dpi)</td>
</tr>
</tbody>
</table>

| Full Page            | 8.75” x 11.25” With Bleed  |                                        |

<table>
<thead>
<tr>
<th>Half Page</th>
<th>Dimensions (Width x Height)</th>
<th>File Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical</td>
<td>3.5” x 10” No Bleed</td>
<td>PNG, JPEG (min. 300 dpi)</td>
</tr>
<tr>
<td>Horizontal</td>
<td>7.25” x 4.75” No Bleed</td>
<td>PNG, EPS (min. 300 dpi) Transparent background</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Third Page</th>
<th>Dimensions (Width x Height)</th>
<th>File Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical</td>
<td>2.375” x 10” No Bleed</td>
<td>PDF, JPEG, TIFF, PNG (min. 300 dpi)</td>
</tr>
<tr>
<td>Horizontal</td>
<td>7.25” x 3.125” No Bleed</td>
<td></td>
</tr>
</tbody>
</table>

## NATIONAL OPERA CENTER POSTER
Deliverables: Featured Image File, Logo File, Text/URL File

<table>
<thead>
<tr>
<th>Dimensions (Width x Height)</th>
<th>File Type</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Featured Image</strong></td>
<td>24” x 27.25” With Bleed</td>
</tr>
<tr>
<td><strong>Logo</strong></td>
<td>Square/Round Version: Minimum 8” x 8”</td>
</tr>
<tr>
<td><strong>Text/URL</strong></td>
<td>4 lines of text</td>
</tr>
</tbody>
</table>

*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

<table>
<thead>
<tr>
<th>Dimensions (Width x Height)</th>
<th>File Type</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Banner Ad</strong></td>
<td>600 px x 100 px</td>
</tr>
<tr>
<td><strong>Sponsored Post</strong></td>
<td>600 px x 400 px</td>
</tr>
</tbody>
</table>

## SPONSORED E-BLAST
Deliverables: Featured Image File, URL, Image Alt-Text, Subject/Preview Lines

<table>
<thead>
<tr>
<th>Dimensions (Width x Height)</th>
<th>File Type</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sponsored E-Blast</strong></td>
<td>600 px x variable</td>
</tr>
</tbody>
</table>

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 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.