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BOOK YOUR AD TODAY
Contact Jennifer Gordon at JGordon@operaamerica.org or 646.699.5238.
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 opera and the performing arts, 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>Professional Company Members</td>
<td>139,000 Unique Website Visitors</td>
</tr>
<tr>
<td>Associate, Business, Career Service,</td>
<td>80,000 National Opera Center Guests</td>
</tr>
<tr>
<td>and Educational Members</td>
<td>25,000 Facebook Followers</td>
</tr>
<tr>
<td>Individuals</td>
<td>13,200 Instagram Followers</td>
</tr>
<tr>
<td></td>
<td>6,100 LinkedIn Followers</td>
</tr>
</tbody>
</table>
CONSTITUENCY

MEMBER DISTRIBUTION

- **MIDWEST**
  - 12% Organizations
  - 13% Individuals

- **NEW YORK**
  - 31% Organizations
  - 27% Individuals

- **NORTHEAST (NON-NY)**
  - 11% Organizations
  - 12% Individuals

- **CANADA**
  - 10% Organizations
  - 10% Individuals

- **OTHER INTERNATIONAL**
  - 3% Organizations
  - 1% Individuals

INDIVIDUAL MEMBERS BY GENDER

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

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**
4,000

**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.

See page 13 for dimensions and design specifications.
MAGAZINE SPECIAL ISSUES

SPRING: CONFERENCE ISSUE
Distributed to all 500+ administrators, trustees, and artists at OPERA America’s annual conference, this special edition is a prime opportunity for season announcements, new products and other services to the field.
PRINT ADVERTISING

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 artist canteen bring the halls to life and offer high-traffic opportunities for promoting seasons, productions, events, and services.

**EXAMPLES**

![Verdi Falstaff poster](image1)

**SPONSORED PROMOTION**

Opera San José presents Falstaff February 11-26, 2023 at the California Theatre.

![The Atlanta Opera poster](image2)

**SPONSORED PROMOTION**

The Anonymous Lover March 31 - April 2 at Ray Charles Performing Arts Center.

**PUBLICATION FREQUENCY**

Rolling, with 2-Month Minimum

**MONTHLY VISITORS**

6,600

**POSTING LOCATIONS**

Elevator Lobby
Artists Lounge

Template

Ad size: 20 x 31”

Overall poster size: 24 x 36”

Promotional posters at the Opera Center must use high resolution imagery and professional graphic design. They must be approved by OPERA America staff and align with OPERA America’s values. (See page 13 for full design specifications.)
DIGITAL ADVERTISING

E-NEWSLETTERS AND E-BLASTS

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

PUBLICATION FREQUENCY

<table>
<thead>
<tr>
<th>Publication</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>OperaLink</td>
<td>Tuesdays Biweekly</td>
</tr>
<tr>
<td>Programs &amp; Grants</td>
<td>Tuesdays Biweekly</td>
</tr>
<tr>
<td>National Opera Center</td>
<td>Monthly</td>
</tr>
</tbody>
</table>

SUBSCRIBERS

17,000

AVERAGE OPEN RATE

47%

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.

PROGRAMS & GRANTS E-NEWSLETTER

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

NATIONAL OPERA CENTER E-NEWSLETTER

The National Opera Center e-newsletter provides monthly updates for artists, teachers, and administrators on rentals, services, and events at OPERA America’s National Opera Center in New York City.

EXAMPLES

ADVERTISING OPPORTUNITIES

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

**PUBLICATION FREQUENCY**
Up to Twice per Month

**SUBSCRIBERS**
17,000

**AVERAGE OPEN RATE***
47%

Only available to OPERA America Organizational Members

**EXAMPLES**

A sponsored message from an OPERA America member

---

We voted—did you?
Help Blue win a BBC Music Magazine Award!

A sponsored message from an OPERA America member

---

A sponsored message from an OPERA America member

---

A sponsored message from an OPERA America member

---

*Click-through rates and other performance metrics are available to advertisers upon request.*
2022–2023 ADVERTISERS

PROFESSIONAL COMPANY MEMBERS
Against the Grain Theatre
Amarillo Opera
Anima Mundi Productions
Ardea Arts - Opera
Out Of Bounds
Arizona Opera
Ars Lyrica Houston
The Atlanta Opera
Austin Opera
Beth Morrison Projects
Boston Baroque
Charlottesville Opera
Chautauqua Opera
Chicago Opera Theater
Cincinnati Opera
The Dallas Opera
Dayton Performing Arts Alliance
Des Moines Metro Opera
Detroit Opera
El Paso Opera
Finger Lakes Opera
Richard B. Fisher Center for the Performing Arts
Florida Grand Opera
Fort Worth Opera
Guerrilla Opera
Haymarket Opera
Houston Grand Opera
IN Series
Lamplighters Music Theatre
The Little OPERA Theatre of NY
Levermore Valley Opera
Loose Tea Music Theatre
Lyric Opera of Chicago
Minnesota Opera
Mission Opera
Nautilus Music-Theater
Odyssey Opera
On Site Opera
Opera Colorado
Opera Columbus
Opera Company of Middlebury
Opera for the Young
Opera Fort Collins
Opera In The Rock
Opera Las Vegas
Opéra Louisiane
Opera MODO
Opera North
Opera Omaha
Opera Parallèle
Opera Philadelphia
Opera San José
Opera Santa Barbara
Opera Tampa
Opera Theatre of Saint Louis
Orchestra of New Spain
Pacific Opera Victoria
Pacific Symphony
Pensacola Opera
Pittsburgh Festival Opera
San Diego Opera
San Francisco Opera
The Santa Fe Opera
Sarasota Opera
Seattle Opera
Spoleto Festival USA
Teatro Nuovo
Tri-Cities Opera
Utah Symphony | Utah Opera
Washington Concert Opera
Washington National Opera
White Snake Projects
Wolf Trap Opera
Internationale Meistersinger Akademie
The John F. Kennedy Center for the Performing Arts
Maryland Lyric Opera
MasterVoices
Metropolitan Opera Guild
Music Academy International
Music of Remembrance
National Opera Association
National Yiddish Theatre Folksbiene
Opera Volunteers International
OperaCréole
Perman Basin Opera
Rainbow Opera Enterprises
Savannah VOICE Festival
Triangle Wagner Society
Varna International
Vocal Arts DC
William Matheus Sullivan Musical Foundation

BUSINESS MEMBERS
Act 1 Tours
Athlone Artists
Balance Arts Center
Biaggi Arts Consulting
Cuyler Consulting, LLC
DictionBuddy LLC
ECS Publishing
G. Schirmer, Inc./Associated Music Publishers/Wise Music Classical
Helio Arts, LLC
IMAX
IMG Artists, LLC
Insignia Artists Management
InstantEncore
Marquee TV
Mayflower Arts Center
OperaSupertitles.com
Schott Music Corp. & European American Music Dist. Co.
Soundmirror Inc.
Stageitme
Ter Molen Watkins & Brandt
Valhalla Media

EDUCATIONAL PRODUCING ASSOCIATE MEMBERS
Aspen Music Festival and School
Carnegie Mellon University | School of Music
Converse University | Petrie School of Music
Ithaca College
Johns Hopkins University | Peabody Conservatory
New School | College of Performing Arts | Mannes Opera at the New School
Opera in the Ozarks
Rice University | Shepherd School of Music
Royal Conservatory of Music | The Glenn Gould School
University of Miami | Frost School of Music | Frost Opera Theater
University of Michigan | School of Music, Theatre & Dance
University of Minnesota
University of Rochester | Eastman School of Music
University of Tennessee | Opera Theatre
University of Texas at Austin | Butler School of Music
Wilfrid Laurier University

ASSOCIATE MEMBERS
American Academy of Teachers of Singing
American Composers Alliance
Boston Early Music Festival
Brevard Music Center, Summer Institute & Festival
Catapult Opera Company
Chicago Symphony Orchestra
Classic Lyric Arts, Inc.
Classical Tahoe
Coalition for African Americans in the Performing Arts (CAAPA)
The Dramatists Guild of America
Druid City Opera
Geneva Light Opera
Gulfshore Opera

INDIVIDUAL MEMBERS
Héctor Armienta
David Cosgrove
Mark Geiger
Brian Grundstrom
Joseph Waters
Jaan Whitehead

OTHER ADVERTISERS:
PROTOTYPE Festival
The Wallace Foundation

Advertised between April 2022 and March 2023.
*Listing reflects membership status at the time of booking
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 2023–2024 season:

PRINT ADVERTISING

OPERA AMERICA MAGAZINE

• Print Circulation: 4,000
• Advertising Opportunities: Inside Cover, Full Page, Half Page, Third Page, Sixth Page, Rear Cover

PRINT ADVERTISING

NATIONAL OPERA CENTER POSTERS

• Monthly Visitors: 6,600
• Advertising Opportunities: Elevator Lobby Placement, Artist Canteen Placement

DIGITAL ADVERTISING

E-NEWSLETTERS AND E-BLASTS

• Digital Circulation: 17,000
• Advertising Opportunities: Banner Ad, Sponsored Post (top placement at a premium rate); 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%.

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>$ 1,515</td>
<td>$ 1,212</td>
</tr>
<tr>
<td>Spring Magazine Half Page</td>
<td>$ 749</td>
<td>$ 600</td>
</tr>
<tr>
<td>OperaLink Banner Ad</td>
<td>$ 414</td>
<td>$ 331</td>
</tr>
<tr>
<td>Sponsored E-Blast</td>
<td>+ $ 1,573</td>
<td>+ $ 1,258</td>
</tr>
<tr>
<td><strong>TOTAL SAVINGS: $850</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Example based on member pricing.

MEMBER PRICING

OPERA America’s Organizational and Individual Members save over 20% off non-member pricing. Learn about becoming a member at operaamerica.org/Membership.

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

## MEMBERS

![Chart](https://via.placeholder.com/150)

<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 Rear)</td>
<td>Fa/Wi/Su</td>
<td>$1,515</td>
<td>$1,439</td>
<td>$1,364</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>$1,970</td>
<td>$1,871</td>
<td>$1,773</td>
</tr>
<tr>
<td>Full Page</td>
<td>Fa/Wi/Su</td>
<td>$1,024</td>
<td>$973</td>
<td>$921</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>$1,331</td>
<td>$1,264</td>
<td>$1,198</td>
</tr>
<tr>
<td>Half Page</td>
<td>Fa/Wi/Su</td>
<td>$576</td>
<td>$548</td>
<td>$519</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>$749</td>
<td>$712</td>
<td>$674</td>
</tr>
<tr>
<td>Third Page</td>
<td>Fa/Wi/Su</td>
<td>$383</td>
<td>$364</td>
<td>$345</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>$498</td>
<td>$473</td>
<td>$448</td>
</tr>
<tr>
<td>Sixth Page</td>
<td>Fa/Wi/Su</td>
<td>$256</td>
<td>$243</td>
<td>$230</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>$333</td>
<td>$316</td>
<td>$299</td>
</tr>
</tbody>
</table>

| Banner Ad              | Top Placement | $476  | $452  | $428  | $381  |
|                        | Standard      | $414  | $393  | $372  | $331  |
| Sponsored Post         | Top Placement | $856  | $813  | $771  | $685  |
|                        | Standard      | $744  | $707  | $670  | $596  |
| Sponsored E-Blast      | High Traffic  | $603  | $573  | $542  | $482  |
|                        | Medium Traffic| $459  | $436  | $413  | $367  |

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

## NON-MEMBERS

![Chart](https://via.placeholder.com/150)

<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 Rear)</td>
<td>Fa/Wi/Su</td>
<td>$1,970</td>
<td>$1,871</td>
<td>$1,773</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>$2,561</td>
<td>$2,433</td>
<td>$2,305</td>
</tr>
<tr>
<td>Full Page</td>
<td>Fa/Wi/Su</td>
<td>$1,331</td>
<td>$1,264</td>
<td>$1,198</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>$1,730</td>
<td>$1,644</td>
<td>$1,557</td>
</tr>
<tr>
<td>Half Page</td>
<td>Fa/Wi/Su</td>
<td>$749</td>
<td>$712</td>
<td>$674</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>$974</td>
<td>$925</td>
<td>$877</td>
</tr>
<tr>
<td>Third Page</td>
<td>Fa/Wi/Su</td>
<td>$498</td>
<td>$473</td>
<td>$448</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>$648</td>
<td>$615</td>
<td>$583</td>
</tr>
<tr>
<td>Sixth Page</td>
<td>Fa/Wi/Su</td>
<td>$333</td>
<td>$316</td>
<td>$299</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>$433</td>
<td>$411</td>
<td>$389</td>
</tr>
</tbody>
</table>

| Banner Ad              | Top Placement | $618  | $588  | $557  | $495  |
|                        | Standard      | $538  | $511  | $484  | $430  |
| Sponsored Post         | Top Placement | $1,113 | $1,057 | $1,002 | $890  |
|                        | Standard      | $968  | $919  | $871  | $774  |

Sponsored E-Blast Members Only
National Opera Center Poster Members Only

*Rates valid June 1, 2023, through May 31, 2024.*
## 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 2023</td>
<td>October 2023</td>
<td>July 14</td>
<td>July 31</td>
</tr>
<tr>
<td>Winter 2024</td>
<td>January 2024</td>
<td>September 14</td>
<td>October 2</td>
</tr>
<tr>
<td>Spring 2024</td>
<td>April 2024</td>
<td>February 2</td>
<td>February 13</td>
</tr>
<tr>
<td>Summer 2024</td>
<td>July 2024</td>
<td>May 3</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><strong>Banner Ad</strong></td>
<td>See Publication</td>
<td>2 Weeks Prior</td>
<td>1 Week Prior</td>
</tr>
<tr>
<td><strong>Sponsored Post</strong></td>
<td>Schedule Below</td>
<td>2 Weeks Prior</td>
<td>1 Week Prior</td>
</tr>
<tr>
<td><strong>Sponsored E-Blast</strong></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

**2023**: June 6, 20, Jul 4, 18; Aug 1, 15, 29; Sep 12, 25; Oct 10, 24; Nov 7, 21; Dec 5, 19

**2024**: Jan 2, 16, 30; Feb 13, 27; Mar 12, 26; Apr 9, 23; May 7, 21; Jun 4, 18; Jul 2, 16, 30; Aug 13, 27; Sep 10, 24; Oct 8, 22; Nov 5, 19; Dec 3, 17, 31

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

**2023**: Jun 13, 27; Jul 11, 25; Aug 8, 22; Sep 5, 19; Oct 3, 17, 31; Nov 14, 28; Dec 12, 26

**2024**: Jan 9, 23; Feb 6, 20; Mar 5, 19; Apr 2, 16, 30; May 14, 28; Jun 11, 25; Jul 9, 23; Aug 6, 20; Sep 3, 17; Oct 1, 15, 29; Nov 12, 26; Dec 10, 24

**National Opera Center E-Newsletter**: Published Monthly


## DESIGN SPECIFICATIONS

### OPERA AMERICA MAGAZINE

**Deliverable: Artwork File**

<table>
<thead>
<tr>
<th>Dimensions (Width x Height)</th>
<th>File Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Inside 8.75” x 11.25” (includes 0.125” bleed)</td>
<td>CMYK Mode (no RGB accepted) PDF, JPEG, TIFF, PNG (min. 300 dpi)</td>
</tr>
<tr>
<td>Rear 8.75” x 7” (includes 0.125” bleed)</td>
<td></td>
</tr>
<tr>
<td>Full Page 8.75” x 11.25” (includes 0.125” bleed)</td>
<td></td>
</tr>
<tr>
<td>Half Page Vertical 3.5” x 10” No Bleed</td>
<td></td>
</tr>
<tr>
<td>Horizontal 7.25” x 4.75” No Bleed</td>
<td></td>
</tr>
<tr>
<td>Third Page Vertical 2.375” x 10” No Bleed</td>
<td></td>
</tr>
<tr>
<td>Horizontal 7.25” x 3.125” No Bleed</td>
<td></td>
</tr>
<tr>
<td>Sixth Page Horizontal 3.5” x 3.125”</td>
<td></td>
</tr>
</tbody>
</table>

**Caution:** Avoid putting text or design elements crucial to the message of your advertisement within 0.25” of the edges.

### NATIONAL OPERA CENTER POSTER

**Deliverable: Artwork File**

<table>
<thead>
<tr>
<th>Dimensions (Width x Height)</th>
<th>File Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poster Advertisement 20” x 31” (no bleed)</td>
<td>PDF, JPEG, TIFF, PNG (min. 300 dpi)</td>
</tr>
</tbody>
</table>

Promotional posters at the Opera Center must use high resolution imagery and professional graphic design. They must be approved by OPERA America staff and align with OPERA America’s values.

### BANNER AD & SPONSORED POST

**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>Banner Ad 1200 px x 200 px</td>
<td>PNG, JPEG (min. 300 dpi)</td>
</tr>
<tr>
<td>Sponsored Post 1200 px x 800 px</td>
<td></td>
</tr>
</tbody>
</table>

Please note that your ad will display at approximately half the size of your submitted artwork when viewed on a desktop computer. Display size will vary on mobile devices.

### SPONSORED E-BLAST

**Deliverable: Artwork File**

<table>
<thead>
<tr>
<th>Dimensions (Width x Height)</th>
<th>File Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored E-Blast 600 px x variable</td>
<td>PNG, JPEG (min. 300 dpi)</td>
</tr>
</tbody>
</table>

Please note that your ad will display at approximately half the size of your submitted artwork when viewed on a desktop computer. Display size will vary on mobile devices. Sponsored e-blast advertisers will receive a proof 48 hours before distribution for approval.
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.
- OPERA America reserves the right to apply a 10% surcharge for payment delinquent after 60 days.

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.