

OPERA AMERICA

Advertising Rates 2016–2017

OPERA AMERICA is the quarterly magazine for those who produce, create, perform and enjoy opera. Featuring the voices of established and emerging leaders in the field, it examines important trends and explores new approaches.

OPERA AMERICA Magazine is published in October (fall), January (winter), April (spring) and July (summer) each year.

CIRCULATION INFORMATION

Print Readership: 3,000

Frequency: *Opera America* Magazine is published quarterly in both print and digital formats. The readership includes both OPERA America members and non-members.

PAYMENT AND CONTRACT REGULATIONS

Magazine advertisements may be paid when submitting artwork.

All charges are due and payable upon receipt of our invoice unless special terms have been previously arranged and are indicated on the face of the invoice. A charge of 1.5% per month (equivalent to 18% per annum) will be added to all billings that are over 30 days past due.

Advertisers will receive a complimentary print and digital copy of the magazine. If an ad is canceled after the closing date, a cancellation fee of \$50 will be applied.

Advertisers are responsible for any debts incurred by agencies in the advertiser's name.

The publisher reserves the right to reject ads deemed unsuitable for publication.

Advertisers are solely responsible for the accuracy and quality of their materials and for securing necessary permissions for media used in the ad.

EDITORIAL MISSION STATEMENT

Opera America Magazine inspires and informs leaders in the opera field with news and features that examine performance, governance and community engagement. Our readership includes artistic and general directors, trustees and philanthropists, fundraising and marketing leaders, performers, and passionate operagoers. Our cross-platform print and digital channels deliver content to our readers while enabling advertisers to reach influencers and decision-makers in the field.

SIZES AND MECHANICAL REQUIREMENTS

SIZE	PRINT DIMENSIONS (W x H, in inches)
Full Page (with bleed)	8.75 x 11.25
1/2 Page (horizontal)	7.25 x 4.75
1/2 Page (vertical)	3.5 x 10
1/2 Page (island)	4.5 x 7
1/3 Page (horizontal)	7.25 x 3.125
1/3 Page (vertical)	2.375 x 10
Cover 4 (outside back cover with bleed)	8.75 x 7

See next page for pricing.

For more information or to discuss ad package options,
call 646.699.5237 or e-mail Advertising@operaamerica.org.

Fall advertisements must be reserved by August 12, 2016, with artwork due by **August 22**.

Winter advertisements must be reserved by November 11, 2016, with artwork due by **November 21**.

Spring advertisements must be reserved by February 6, 2017, with artwork due by **February 17**.

Summer advertisements must be reserved by May 12, 2017, with artwork due by **May 22**.

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PRICES FOR FALL 2016, WINTER 2016/2017 AND SUMMER 2017 ISSUES (Prices are per issue.)

SIZE	MEMBER	NON-MEMBER
Inside Front or Back Cover, or Cover 4	\$1,250	\$1,750
Full Page	\$800	\$1,250
1/2 Page (horizontal, vertical or island)	\$550	\$850
1/3 Page (horizontal or vertical)	\$300	\$425
Design fee (if needed)	\$100	\$200

PRICES FOR SPRING 2017 ISSUE

SIZE	MEMBER	NON-MEMBER
Inside Front or Back Cover, or Cover 4	\$1,750	\$2,450
Full Page	\$1,000	\$1,750
1/2 Page (horizontal, vertical or island)	\$770	\$1,190
1/3 Page (horizontal or vertical)	\$420	\$595
Design fee (if needed)	\$100	\$200

FOUR-ISSUE PACKAGE DEAL*

(Fall 2016, Winter 2016/2017, Spring 2017 and Summer 2017)

SIZE	MEMBER	NON-MEMBER
Inside Front or Back Cover, or Cover 4	\$4,500	\$6,000
Full Page	\$2,750	\$4,000
1/2 Page (horizontal, vertical or island)	\$1,750	\$2,750
1/3 Page (horizontal or vertical)	\$1,000	\$1,250

*Must reserve by August 12, 2016.

THREE-ISSUE HOLIDAY PACKAGE DEAL*

(Winter 2016/2017, Spring 2017 and Summer 2017)

SIZE	MEMBER	NON-MEMBER
Inside Front or Back Cover, or Cover 4	\$4,000	\$5,000
Full Page	\$2,250	\$3,500
1/2 Page (horizontal, vertical or island)	\$1,500	\$2,000
1/3 Page (horizontal or vertical)	\$850	\$1,000

*Must reserve by November 11, 2016.

Custom packages are also available.

The rates above include placement in both the digital and print editions of Opera America Magazine.

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ADVERTISING CONTRACT

OPERA AMERICA Magazine

Date: _____

Advertiser (contact name, company, address): _____

Phone: _____ Fax: _____ E-mail: _____

Issue(s): Fall 2016 Winter 2016/2017 Spring 2017 Summer 2017

Ad size:

1/2 Page Horizontal	1/2 Page Vertical
Inside Front Cover	1/2 Page Island
Inside Back Cover	1/3 Page Horizontal
Full Page	1/3 Page Vertical

Rate: \$ _____

Additional fee (if applicable): \$ _____

Total: \$ _____

Special request: _____

Authorization: (I agree to the terms of the contract, and hereby authorize the insertion of the ad as described above.)

Advertiser signature/date _____

OPERA America signature/date _____

OPERA America accepts the following payment options: check, money order, credit card (Visa, MasterCard or American Express) and wire transfer (for international orders). Send completed advertising contracts and materials to:

OPERA America
Attn: Organizational Membership Manager
330 Seventh Avenue
New York, NY 10001
Fax: 212.796.8621 E-mail: Advertising@operaamerica.org