THE NATIONAL OPERA CENTER AMERICA

2018–2019 MEDIA KIT

PRINT AND DIGITAL ADVERTISING OPPORTUNITIES

OPERA AMERICA MAGAZINE
OPERALINK E-NEWSLETTER
SPONSORED E-BLASTS
OPERA America, the champion for opera across North America, 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>Professional Opera Companies</th>
<th>150</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate, Business, Career Service and Educational Members</td>
<td>300</td>
</tr>
<tr>
<td>Individuals</td>
<td>1,500</td>
</tr>
</tbody>
</table>

**BREADTH OF ANNUAL SERVICE**

| Unique Website Visitors | 125,000 |
| National Opera Center Guests | 80,000 |
| YouTube Views | 51,000 |
| Followers | 23,000 |
| Fans | 17,000 |
CONSTITUENCY

MEMBER DISTRIBUTION

- **MIDWEST**
  - 14% Organizations
  - 10% Individuals

- **SOUTH**
  - 22% Organizations
  - 16% Individuals

- **WEST** (Includes Alaska & Hawaii)
  - 14% Organizations
  - 15% Individuals

- **NORTHEAST (NON-NY)**
  - 10% Organizations
  - 13% Individuals

- **CANADA**
  - 7% Organizations
  - 3% Individuals

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

*Opera America* is the quarterly magazine 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.

**PUBLICATION FREQUENCY**

Quarterly: Fall, Winter, Spring and Summer

**PRINT CIRCULATION**

2,500

**DIGITAL CIRCULATION**

7,500

**EDITORIAL SECTIONS**

Letter from the President/CEO
Innovations
People
Feature Articles
OA News
Publications/On Disc
My First Opera

**EDITORIAL MISSION STATEMENT**

*Opera America* 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**

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

**DIGITAL EDITION INCLUDED**

OPERA America’s Individual Members and staff of Organizational Members receive access to digital versions of current and past magazine issues at operaamerica.org/Magazine. The magazine is also distributed internationally across Europe to all members of Opera Europa. Each issue of the digital magazine includes all print advertisements and is launched with a special announcement e-mail to OPERA America’s full mailing list.
WINTER: YEAR IN REVIEW AND ANNUAL FIELD REPORT

This edition is a must-save issue for general directors and trustees, with its year-end retrospective and comparative reports on the sector’s productivity and health.

SPRING: CONFERENCE ISSUE

Distributed to all 500+ administrators, trustees and artists at OPERA America’s annual conference, this special issue is a prime opportunity for season announcements, new products and other services to the field. (Increased print circulation: 3,000)
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.

**PUBLICATION FREQUENCY**
Tuesdays Biweekly

**DIGITAL CIRCULATION**
18,000

**AVERAGE OPEN RATE**
20%

**SELECT NEWSLETTER SECTIONS**
Recent Announcements
Events and Performances
Videos and Readings
Opera in the News
Member Pressroom

**SPONSORED E-BLASTS**

Sponsored e-blasts are dedicated promotional messages from OPERA America’s Organizational Members. They are sent to OPERA America’s entire e-mail list to advertise productions, opportunities and related activities of opera companies and industry stakeholders.

**PUBLICATION FREQUENCY**
Up to Twice per Month

**DIGITAL CIRCULATION**
18,000

**AVERAGE OPEN RATE**
20%

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

Click on the images above to view the e-blasts.
2017–2018 ADVERTISERS

PROFESSIONAL COMPANY MEMBERS
American Opera Projects
The Atlanta Opera
Beth Morrison Projects
Boston Lyric Opera
Charlottesville Opera
Chautauqua Opera
Chicago Opera Theater
Cincinnati Opera
Des Moines Metro Opera
Florida Grand Opera
Heartbeat Opera
HERE Arts Center
The Little OPERA Theatre of NY
The Metropolitan Opera
Nashville Opera
National Sawdust
Opera Cultura
Opera for the Young
Opera Fort Collins
Opera Las Vegas
Opera Naples
Opera Omaha
Opera Orlando
Opera Philadelphia
Opera Saratoga
Opera Tampa
Opera Theatre of Saint Louis
Pacific Opera Victoria
Pittsburgh Festival Opera
The Santa Fe Opera
Tri-Cities Opera Company
Utah Symphony | Utah Opera
Vancouver Opera
Washington Concert Opera
Washington National Opera
Wolf Trap Opera

ASSOCIATE MEMBERS
American Modern Ensemble, Inc.
The Aviva Players
Berks Opera Company
Geneva Light Opera
The Gerda Lissner Foundation
Kindred Spirits
Marble City Opera
Odyssey Opera
Opera Volunteers International
Savannah VOICE Festival
Seagle Music Colony

BUSINESS MEMBERS
Act 1 Tours
Arts Consulting Group
Boosey & Hawkes Inc.
Columbia Artists
ECS Publishing
G&W Entertainment LLC
G. Schirmer, Inc./Associated Music Publishers/Music Sales Classical
Insignia Artists Management
Motet Music Publishing Company
OnStage Publications
PatronManager
Quarterline Design Management LLC
Ricordi New York
Robert F. Mahoney & Associates
Robert Swaney Consulting Inc.
Schott Music Corp. & European American Music Dist. Co.
Stingray
Threshold Acoustics

EDUCATIONAL PRODUCING AFFILIATE MEMBERS
The Boston Conservatory at Berklee
Carnegie Mellon University | School of Music
CUNY | Hunter Opera Theater
Indiana University Bloomington
Rice University |
Shepherd School of Music
SUNY Potsdam | Crane School of Music
University of Miami |
Frost Opera Theater
University of the Pacific |
Conservatory of Music

INDIVIDUAL MEMBERS
Jack Donahue, librettist

OTHER ADVERTISERS
Bridge Records, Inc.
Carnegie Hall
Dallas Black Dance Theater
Drexel University Online
Ann and Gordon Getty Foundation
Musica Viva HK
Red Rising Marketing
The Wallace Foundation

Advertised in summer 2017, fall 2017, winter 2018 or spring 2018 issue.

Advertising Contact: Vincent Covatto
VCovatto@operaamerica.org | 646.699.5237
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 2018–2019 season:

**OPERA AMERICA MAGAZINE**
OPERA America’s quarterly publication for industry stakeholders who produce, create, perform and enjoy opera.
Print Circulation: 2,500; 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: 18,000

**SPONSORED E-BLASTS**
Dedicated promotional messages sent to OPERA America’s mass e-mail list to advertise the productions and related activities of American opera companies.
Digital Circulation: 18,000

**PACKAGES**
For 2018–2019, OPERA America is offering package rates that reward you when you book two or more advertising opportunities in a single order:
- Pick any 2 placements and save 5%.
- Pick any 3 placements and save 10%.
- Pick any 4 or more placements and save 20%.
Create your own custom package by combining advertising placements across all three media.*

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

**MEMBER PRICING**
OPERA America’s Organizational and Individual Members save over 35% off non-member pricing. For information about becoming an OPERA America member, please contact Vincent Covatto, organizational membership manager, at VCovatto@operaamerica.org or 646.699.5237.

ADVERTISING RATES

OPERA America offers a range of advertising options to help you reach your target audience while staying on budget. For additional information on packages, see the previous page.

*Opera America* magazine is published in fall, winter, spring and summer in both print and digital editions. The spring magazine is a special edition distributed at the annual conference and has an increased print distribution of 3,000.

## MEMBER PRICING

<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></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall/Winter/Summer</td>
<td>$ 1,349</td>
<td>$ 1,282</td>
<td>$ 1,214</td>
<td>$ 1,079</td>
</tr>
<tr>
<td>Spring</td>
<td>$ 1,842</td>
<td>$ 1,750</td>
<td>$ 1,658</td>
<td>$ 1,474</td>
</tr>
<tr>
<td>Full Page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall/Winter/Summer</td>
<td>$ 911</td>
<td>$ 865</td>
<td>$ 820</td>
<td>$ 729</td>
</tr>
<tr>
<td>Spring</td>
<td>$ 1,111</td>
<td>$ 1,055</td>
<td>$ 1,000</td>
<td>$ 889</td>
</tr>
<tr>
<td>Half Page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall/Winter/Summer</td>
<td>$ 513</td>
<td>$ 487</td>
<td>$ 462</td>
<td>$ 410</td>
</tr>
<tr>
<td>Spring</td>
<td>$ 700</td>
<td>$ 665</td>
<td>$ 630</td>
<td>$ 560</td>
</tr>
<tr>
<td>Third Page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall/Winter/Summer</td>
<td>$ 341</td>
<td>$ 324</td>
<td>$ 306</td>
<td>$ 272</td>
</tr>
<tr>
<td>Spring</td>
<td>$ 467</td>
<td>$ 444</td>
<td>$ 420</td>
<td>$ 374</td>
</tr>
<tr>
<td><em>OperaLink Banner Ad</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$ 368</td>
<td>$ 350</td>
<td>$ 331</td>
<td>$ 294</td>
</tr>
<tr>
<td><em>Sponsored E-Blast</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$ 1,400</td>
<td>$ 1,330</td>
<td>$ 1,260</td>
<td>$ 1,120</td>
</tr>
</tbody>
</table>

## NON-MEMBER PRICING

<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></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall/Winter/Summer</td>
<td>$ 2,158</td>
<td>$ 2,050</td>
<td>$ 1,942</td>
<td>$ 1,726</td>
</tr>
<tr>
<td>Spring</td>
<td>$ 2,947</td>
<td>$ 2,800</td>
<td>$ 2,652</td>
<td>$ 2,417</td>
</tr>
<tr>
<td>Full Page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall/Winter/Summer</td>
<td>$ 1,458</td>
<td>$ 1,385</td>
<td>$ 1,312</td>
<td>$ 1,166</td>
</tr>
<tr>
<td>Spring</td>
<td>$ 1,778</td>
<td>$ 1,689</td>
<td>$ 1,600</td>
<td>$ 1,458</td>
</tr>
<tr>
<td>Half Page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall/Winter/Summer</td>
<td>$ 821</td>
<td>$ 780</td>
<td>$ 739</td>
<td>$ 657</td>
</tr>
<tr>
<td>Spring</td>
<td>$ 1,120</td>
<td>$ 1,064</td>
<td>$ 1,008</td>
<td>$ 918</td>
</tr>
<tr>
<td>Third Page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall/Winter/Summer</td>
<td>$ 546</td>
<td>$ 519</td>
<td>$ 491</td>
<td>$ 437</td>
</tr>
<tr>
<td>Spring</td>
<td>$ 747</td>
<td>$ 710</td>
<td>$ 672</td>
<td>$ 613</td>
</tr>
<tr>
<td><em>OperaLink Banner Ad</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$ 589</td>
<td>$ 560</td>
<td>$ 530</td>
<td>$ 471</td>
</tr>
<tr>
<td><em>Sponsored E-Blast</em></td>
<td></td>
<td>Members Only</td>
<td>Members Only</td>
<td>Members Only</td>
</tr>
</tbody>
</table>

*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, 2018, through May 31, 2019.*
# 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</td>
<td>October 2018</td>
<td>August 6, 2018</td>
<td>August 20, 2018</td>
</tr>
<tr>
<td>Winter</td>
<td>January 2019</td>
<td>November 5, 2018</td>
<td>November 19, 2018</td>
</tr>
<tr>
<td>Spring</td>
<td>April 2019</td>
<td>February 12, 2019</td>
<td>February 26, 2019</td>
</tr>
<tr>
<td>Summer</td>
<td>July 2019</td>
<td>May 6, 2019</td>
<td>May 20, 2019</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>Sponsored E-Blast**</td>
<td>As Scheduled</td>
<td>2 Weeks Prior</td>
<td>1 Week Prior</td>
</tr>
</tbody>
</table>

*OperaLink Dates of Publication for 2018–2019: Selection of placement date(s) subject to availability and discretion of OPERA America.

**Sponsored E-Blasts: No e-blasts are sent in late December or late May. 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></td>
</tr>
<tr>
<td>Cover</td>
<td>Inside 8.75” x 11.25” With Bleed</td>
<td>CMYK Mode (no RGB accepted) PDF, JPEG, TIFF, PNG (min. 300 dpi)</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 Vertical</td>
<td>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>1/3 Page Vertical</td>
<td>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>Sponsored E-Blast***</td>
<td>580px x variable</td>
<td></td>
</tr>
</tbody>
</table>

***Sponsored e-blast 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 e-blast advertisers will receive a proof 48 hours before distribution for approval. Design/layout changes may incur an additional fee.
SUBMISSION INSTRUCTIONS

1. Contact Vincent Covatto, organizational membership manager, at VCovatto@operaamerica.org or 646.699.5237 to discuss your advertising options.
2. Complete and return the OPERA America advertising contract that follows.
3. Complete payment by check or credit card according to the timeline outlined on the previous page.
4. Submit advertisement art to Advertising@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.
- Advertisers are responsible for any debts incurred by agencies in the advertiser’s name.

Cancellation
- If one or more booking in a package is 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 e-blasts 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 e-mail 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.