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.

On the occasion of its 50th anniversary in 2019–2020, OPERA America will lead the field in celebrating a half-century in the establishment of opera as an American art form.

MEMBERSHIP

160 Professional Opera Companies
350 Associate, Business, Career Service and Educational Members
1,650 Individuals

BREADTH OF ANNUAL SERVICE

125,000 Unique Website Visitors
80,000 National Opera Center Guests
51,000 YouTube Views
24,000 Twitter Followers
20,000 Facebook Fans
CONSTITUENCY

MEMBER DISTRIBUTION

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

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

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

- **NEW YORK**
  - 31% Organizations
  - 43% 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 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**
3,500

**DIGITAL CIRCULATION**
7,500

**EDITORIAL SECTIONS**
Innovations From the Field
Recent Appointments and Awards
Feature Articles
OPERA America News
50 Year Celebratory Content
“My First Opera” by Field Luminary

**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 to all members of Opera Europa and Ópera Latinoamérica. Each issue of the digital magazine includes all print advertisements is launched with a special announcement and email to OPERA America’s full mailing list.
### CELEBRATORY ISSUES: 50 YEARS OF OPERA IN AMERICA

Six issues of the magazine — from Fall 2019 through Winter 2021 — will be expanded with special content celebrating the development of opera in America over the past half century. Each edition will focus on a particular facet of the industry, pairing a feature-length historical exposé with visionary statements about the future from leading artists and administrators.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPECIAL FOCUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2019</td>
<td>Establishment of American Opera Companies</td>
</tr>
<tr>
<td>Winter 2020</td>
<td>Repertoire and New Work Development</td>
</tr>
<tr>
<td>Spring 2020</td>
<td>Education, Community Engagement and Civic Practice</td>
</tr>
<tr>
<td>Summer 2020</td>
<td>Singer Training, Competitions and Young Artist Programs</td>
</tr>
<tr>
<td>Fall 2020</td>
<td>Innovations in Production and Design</td>
</tr>
<tr>
<td>Winter 2021</td>
<td>Evolution of the Business Model</td>
</tr>
</tbody>
</table>

*Special Celebratory Package discounts are available to advertisers who book in all six editions.*

### WINTER: YEAR IN REVIEW

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

### SPRING: CONFERENCE ISSUE

Distributed to all 650+ 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: 4,000)
**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

**EXAMPLES**

Click on the images above to view the e-blasts.

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**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%

**EXAMPLES**

Click on the images above to view the e-blasts.

*Click-through rates and other performance metrics are available to advertisers upon request.*
2018–2019 ADVERTISERS

PROFESSIONAL COMPANY MEMBERS
American Lyric Theater
The Atlanta Opera
Beth Morrison Projects
Boston Lyric Opera
Charlottesville Opera
Chautauqua Opera
Chelsea Opera
Chicago Opera Theater
Cincinnati Opera
Des Moines Metro Opera
Encompass New Opera Theatre
Florida Grand Opera
Fort Worth Opera
HERE Arts Center
The Little OPERA Theatre of NY
Michigan Opera Theatre
Opera Columbus
Opera for the Young
Opera Fort Collins
Opera Lafayette
Opera Las Vegas
Opera Memphis
Opera North
Opera Omaha
Opera Orlando
Opera Parallèle
Opera Philadelphia
Opera Santa Barbara
Opera Tampa
Opera Theatre of Saint Louis
Pacific Opera Victoria
Pittsburgh Festival Opera
San Francisco Opera
The Santa Fe Opera
Tri-Cities Opera
Utah Symphony | Utah Opera
Victory Hall Opera
Washington Concert Opera
Winter Opera Saint Louis
Wolf Trap Opera

ASSOCIATE MEMBERS
American Composers Alliance
Boston Early Music Festival
Boston Youth Symphony Orchestras
Classic Lyric Arts, Inc.
Finger Lakes Opera
First Coast Opera, Inc.
Geneva Light Opera
The Gerda Lissner Foundation
Gulfshore Opera
Harmony for Peace
James Toland Vocal Arts
Marble City Opera
Mostly Modern Festival
National Children’s Chorus
National Opera Association
Odyssey Opera
Opera Volunteers International
Respiro Opera, NYC
Savannah VOICE Festival
Seagle Music Colony
SongFest at Colburn

BUSINESS MEMBERS
Athlone Artists
ECS Publishing
Étude Arts
G. Schirmer, Inc./Associated Music Publishers/Music Sales Classical
Gledhill Arts Collective
IMG Artists, LLC
InstantEncore
Mind The Art Entertainment
Quarterline Artist Management
Ravenswood Studio Inc.
Red Poppy Music
Schott Music Corp. & European American Music Dist. Co.
Stingray Classica
Ricordi New York

EDUCATIONAL PRODUCING AFFILIATE MEMBERS
The Boston Conservatory at Berklee
The Juilliard School | Professional Apprentice Program
Manhattan School of Music
Northwestern University | Bienen School of Music
Oberlin College | Conservatory of Music
Rice University | Shepherd School of Music
University of Colorado Boulder | Eklund Opera
University of the Pacific | Conservatory of Music

INDIVIDUAL MEMBERS
David Avshalomov
Cyndie Bellen Berthezene
Veronika Krausas
Henry Mollicone
Joseph Waters

OTHER ADVERTISERS
Bridge Records, Inc.
Carnegie Hall
Dancers Responding to AIDS
OnStage Publications
The Wallace Foundation

Advertised in summer 2018, fall 2018, winter 2019 or spring 2019 issue.
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 2019–2020 season:

**OPERA AMERICA MAGAZINE**
OPERA America’s quarterly publication for industry stakeholders who produce, create, perform and enjoy opera.
Print Circulation: 3,000; 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**
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%.

**CELEBRATORY ISSUES**
**NEW FOR THE 2019-2020 MAGAZINE**
Six issues of the magazine — from Fall 2019 through Winter 2021 — will be expanded with special content celebrating the development of opera in America over the past half century.

**Celebratory Package:** Save 25% by booking placements in all six celebratory issues and anchor your company’s achievements in the half-century trajectory of opera in America.

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

Did you advertise in 2018-2019? Save an additional 5% when you book your 2019-2020 advertising by July 31, 2019. *(Cannot be combined with Celebratory Package)*

### EXAMPLE

<table>
<thead>
<tr>
<th></th>
<th>NORMAL PRICING</th>
<th>“PICK 4+” 20% OFF</th>
<th>“PICK 4+” 20% OFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Magazine Cover</td>
<td>$ 1,443</td>
<td>$ 1,155</td>
<td></td>
</tr>
<tr>
<td>Spring Magazine Half Page</td>
<td>$ 749</td>
<td>$ 599</td>
<td></td>
</tr>
<tr>
<td>OperaLink Banner Ad</td>
<td>$ 394</td>
<td>$ 315</td>
<td></td>
</tr>
<tr>
<td>Sponsored E-Blast</td>
<td>+ $ 1,498</td>
<td>+ $ 1,198</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$ 4,084</strong></td>
<td><strong>$ 3,267</strong></td>
<td></td>
</tr>
</tbody>
</table>

You’ve saved $817 by booking 4 ads!

Example based on member pricing.
## ADVERTISING RATES

### MEMBERS

<table>
<thead>
<tr>
<th>Opera America Magazine</th>
<th>Cover</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Third Page</th>
<th>Operalink Banner Ad</th>
<th>Sponsored E-Blast</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fall/Winter/Summer</td>
<td>Fall/Winter/Summer</td>
<td>Fall/Winter/Summer</td>
<td>Fall/Winter/Summer</td>
<td>$ 1,443</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>Spring</td>
<td>Spring</td>
<td>$ 749</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$ 1,971</td>
<td>$ 975</td>
<td>$ 1,189</td>
<td>$ 500</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$ 1,443</td>
<td>$ 549</td>
<td>$ 1,129</td>
<td>$ 500</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$ 1,971</td>
<td>$ 521</td>
<td>$ 1,129</td>
<td>$ 500</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$ 550</td>
<td>$ 494</td>
<td>$ 494</td>
<td>$ 400</td>
<td></td>
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<tr>
<td></td>
<td>$ 1,971</td>
<td>$ 494</td>
<td>$ 494</td>
<td>$ 400</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$ 599</td>
<td>$ 599</td>
<td>$ 599</td>
<td>$ 375</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$ 562</td>
<td>$ 562</td>
<td>$ 562</td>
<td>$ 375</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Celebratory Package:** Save 25% by booking placements in all six celebratory issues and anchor your company's achievements in the half-century trajectory of opera in America.

### NON-MEMBERS

<table>
<thead>
<tr>
<th>Opera America Magazine</th>
<th>Cover</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Third Page</th>
<th>Operalink Banner Ad</th>
<th>Sponsored E-Blast</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fall/Winter/Summer</td>
<td>Fall/Winter/Summer</td>
<td>Fall/Winter/Summer</td>
<td>Fall/Winter/Summer</td>
<td>$ 2,309</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>Spring</td>
<td>Spring</td>
<td>$ 878</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$ 3,154</td>
<td>$ 1,560</td>
<td>$ 1,198</td>
<td>$ 584</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$ 2,996</td>
<td>$ 1,482</td>
<td>$ 1,138</td>
<td>$ 555</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$ 2,838</td>
<td>$ 1,404</td>
<td>$ 1,079</td>
<td>$ 525</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$ 2,523</td>
<td>$ 1,248</td>
<td>$ 959</td>
<td>$ 467</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$ 2,523</td>
<td>$ 1,248</td>
<td>$ 959</td>
<td>$ 467</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$ 2,523</td>
<td>$ 1,248</td>
<td>$ 959</td>
<td>$ 467</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$ 2,523</td>
<td>$ 1,248</td>
<td>$ 959</td>
<td>$ 467</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

|                        | $ 2,523    | $ 1,248     | $ 959      | $ 467  |

**Operalink Banner Ad**

- $ 394
- $ 374
- $ 354
- $ 315
- $ 295

**Sponsored E-Blast**

- $ 1,498
- $ 1,423
- $ 1,348
- $ 1,198
- $ 1,124

**OPERATION AMERICA**

*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, please contact Stephanie A. Carnright, organizational membership coordinator, at SCarnright@operaamerica.org or 646.545.4284.*

*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, 2019 through May 31, 2020.*

*Sponsored e-blasts and banner ads can receive “Celebratory Special” pricing when reserved in a package with six magazine placements.*
# DATES AND SPECIFICATIONS

## PUBLICATION CALENDAR

<table>
<thead>
<tr>
<th>Opera America Magazine</th>
<th>Date of Publication</th>
<th>Reservation Deadline</th>
<th>Art and Payment Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2019</td>
<td>Mid-October 2019</td>
<td>August 12, 2019</td>
<td>August 26, 2019</td>
</tr>
<tr>
<td>Winter 2020</td>
<td>Mid-January 2020</td>
<td>November 11, 2019</td>
<td>November 25, 2019</td>
</tr>
<tr>
<td>Spring 2020</td>
<td>Mid-April 2020</td>
<td>February 10, 2019</td>
<td>February 24, 2020</td>
</tr>
<tr>
<td>Summer 2020</td>
<td>Mid-July 2020</td>
<td>May 25, 2020</td>
<td>June 8, 2020</td>
</tr>
<tr>
<td>Fall 2020</td>
<td>Mid-October 2020</td>
<td>August 10, 2020</td>
<td>August 24, 2020</td>
</tr>
<tr>
<td>Winter 2021</td>
<td>Mid-January 2021</td>
<td>November 9, 2020</td>
<td>November 23, 2020</td>
</tr>
</tbody>
</table>

**Operalink Banner Ad***

- Tuesdays Biweekly: 2 Weeks Prior, 1 Week Prior

**Sponsored E-Blast**

- As Scheduled: 2 Weeks Prior, 1 Week Prior

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*Operalink Dates of Publication for 2019–2020: 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 June. Selection of placement date(s) subject to availability and discretion of OPERA America.

## DESIGN FILE SPECIFICATIONS

<table>
<thead>
<tr>
<th>Opera America Magazine</th>
<th>Dimensions (Width x Height)</th>
<th>File Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>Inside: 8.75” x 11.25” With Bleed</td>
<td>CMYK Mode (no RGB accepted)</td>
</tr>
<tr>
<td></td>
<td>Outside: 8.75” x 7” With Bleed</td>
<td>PDF, JPEG, TIFF, PNG (min. 300 dpi)</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.75” x 11.25” With Bleed</td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>Vertical: 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</td>
<td>Vertical: 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>Operalink Banner Ad</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>

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**SPONSORED E-BLASTS**

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 (JPEG 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 Stephanie A. Carnright, organizational membership coordinator, at SCarnright@operaamerica.org or 646.585.4284 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 SCarnright@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. 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 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.