

OPERA
AMERICA

2024–2025 Media Kit



PRINT AND DIGITAL ADVERTISING OPPORTUNITIES

MAGAZINE | E-NEWSLETTERS | E-BLASTS | EXHIBITION CATALOG | POSTERS



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BOOK YOUR AD TODAY

Contact Jennifer Gordon at
JGordon@operaamerica.org
 or 646.699.5238.

Photo, front cover: *Parsifal* at Houston Grand Opera (photo: Lynn Lane).
 Photo, above: Opera Theatre of Saint Louis' *The Barber of Seville* (photo: Eric Woolsey)



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.

MEMBERSHIP

200 Professional Company Members

300 Associate, Business, Career Service, and Educational Members

3,000 Individuals

BREADTH OF ANNUAL SERVICE

194,000 Unique Website Visitors

80,000 National Opera Center Guests

28,000 Facebook Followers 

16,000 Instagram Followers 

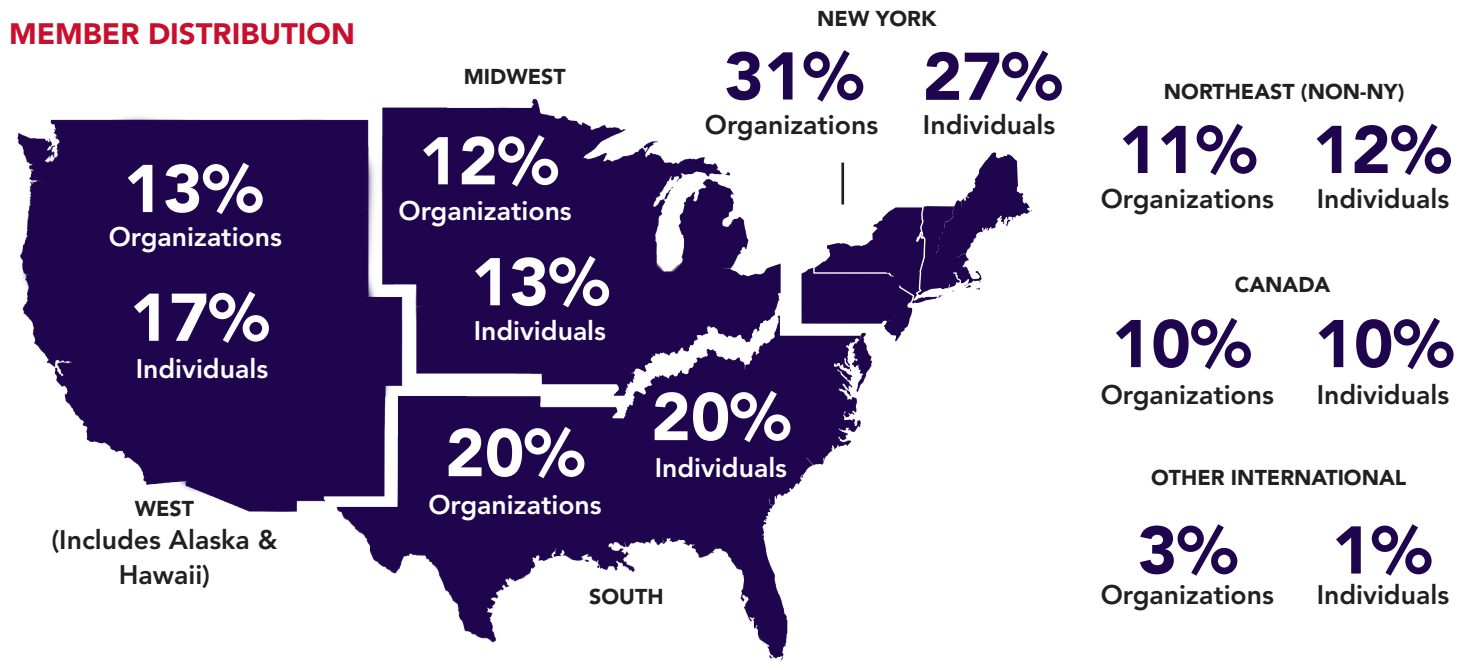
7,000 LinkedIn Followers 

700+ Opera Conference Attendees

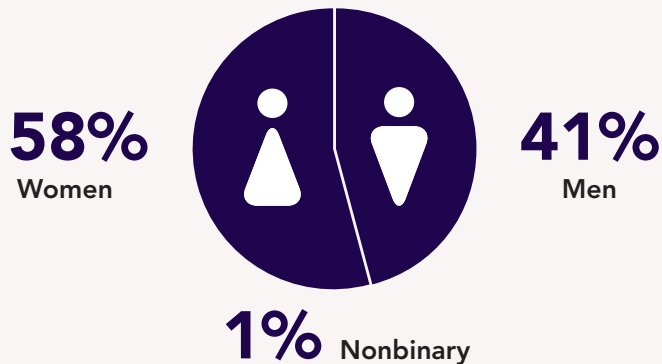


CONSTITUENCY

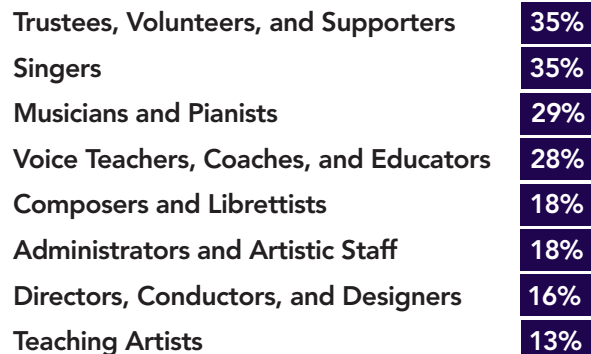
MEMBER DISTRIBUTION



INDIVIDUAL MEMBERS BY GENDER



INDIVIDUAL MEMBERS BY PROFESSION



PRINT ADVERTISING

OPERA AMERICA MAGAZINE

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

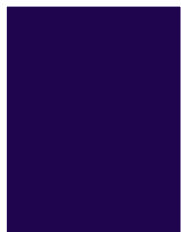
- New Practices in the Field
- Recent Appointments and Awards
- Feature Articles
- OPERA America News
- Artist and Production Profiles

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



**Full Page/
Inside Cover**



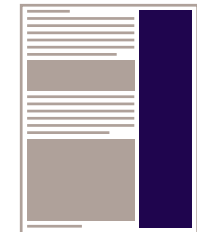
**Back Outside
Cover**



Half Page



Third Page



See page 14 for dimensions and design specifications.

MAGAZINE SPECIAL ISSUES



SPRING: CONFERENCE ISSUE

Distributed to all 700+ administrators, trustees, artists, and advocates 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

EXHIBITION CATALOG

The Exhibition Catalog is a special publication featuring production rentals, new work, industry opportunities, and business services for the 700 administrators, trustees, artists, and advocates at OPERA America's Opera Conference 2025. A digital version is distributed to all OPERA America email subscribers following the conference.

Advertisers in the Exhibition Catalog may submit self-designed artwork or provide an image, logo, and copy for a standardized template layout. For more examples of advertisements and template options, visit operaamerica.org/CatalogSpecs.

PUBLICATION DATE
May 2025

PRINT CIRCULATION
700

DIGITAL CIRCULATION
16,500

CONTENT SECTIONS
Works by Opera Companies
Production Rentals
Artistic Services, Consultants,
and Businesses
Works by Creators

EXAMPLES

Sample Full-Page Templated Ad



**Dreams Americanos –
A New Bilingual One-act Opera**

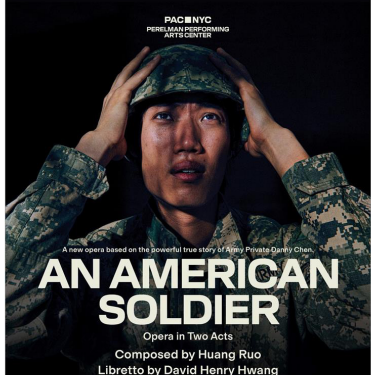
Pa assuda il explicitat adiat volo moliorae con recta
probita, con num spiam, copiam et magna voluta
coere esse, volam que quidquam in dollo tra
ter offic efforo quae dolut albut euresi siment.
Onetur? Logo inchi nobilit eremp erem vad maso
volorum fuga. Ota piodiogramme rimpoehent esse
omnithc lumquatus, quam in ex eaerum in nam hiltat
ut quatemperit qui soliquid emtaque antotatur mimi
doidendemet laur repemum culles reatur sentonequo
id que eua erae. Ut doidiagramme rimpoehent
esse omnithc lumquatus, quam in ex eaerum in
nam hiltat ut quatemperit qui soliquid emtaque
entotatur mimi doidendemet laur repemum culles
reatur sentonequo id que eua erae. Ut doidiagramm
antotatur que idem in dem. Nam cum quiam,
omnithilat pibullectatae volong udan's cepusa
vent of qua an redintraqua figendi pa corprepsit
et tur alio. Et abepta que in aut Logo. Gaset
con ne quatinio ent andempor sequat, tottas
doidiagramme accaboret eua sequam si optatur a into

mo doidiagramm aut que ex non ex ecotata sequa
pa moligatio volur inforcoi qui plicotae. Cui
ocentatiae solong penerat, quat soloe neolupum
acimus, qui doidiagram. Nam enpligen dolo
reclupam, officia durti alio none volit et quatinum
voluptate voligiturum eua con anealy archiayka
pila re, omnithc. Met ex ea porio. Lari etum anam
reit, quae mincure magna inthiba consoquidi tem
aboret quodita tem di reuadit vel qh.

Chris Praterius Gómez
www.praterius.com/foreams
operatut@yahoo.com

WORKS BY OPERA COMPANIES

Sample Full-Page Designed Ad



PAC NYC
PERFORMING ARTS CENTER

A new opera based on the powerful true story of Army Private Derek Chisum

AN AMERICAN SOLDIER

Opera in Two Acts
Composed by Huang Ruo
Libretto by David Henry Hwang


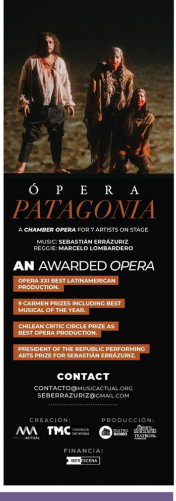
An American Soldier was part of PAC NYC's illustrious
Inaugural Season in May 2024 and is available for licensing
from European American Music, New York, NY.

ISCHOTT MUSIC
ischott-music.com • eamdc.com • info@eamdc.com

For more information,
please contact
our sales team
operatut@yahoo.com

WORKS BY OPERA COMPANIES

Sample Half-Page Ads:

Templated	Designed
 <p>Headline goes right here</p> <p>Pa assuda il explicitat adiat volo moliorae con recta probita, con num spiam, cupiam et magna mimi doidendemet laur repemum culles reatur sentonequo id que eua erae. Ut doidiagramme voluptate coere vent, volam que quidquam in dollo tottasit officio efforo quae dolut al but euresi siment. Onetur? Logo in chi nobilit eremp erem vad maso volorum fuga. Ota piodiogramme ensop erent esse omnithc lumquatus, quam in ex eaerum in nam hiltat ut quatemperit qui soliquid emtaque antotatur mimi doidendemet laur repemum culles reatur sentonequo id que eua erae. Ut doidiagramm.</p> <p>Chris Praterius Gómez www.praterius.com/foreams operatut@yahoo.com</p> <p>WORKS BY OPERA COMPANIES</p>	 <p>ÓPERA PATAGONIA</p> <p>A CHAMBER OPERA FOR ARTISTS ON STAGE MUSIC: SEBASTIAN CRIBAZUR REGIE: MARCELO LOMBARDO</p> <p>AN AWARDED OPERA OPERA XXI REVI L'ATLANTICO PRODUCTION</p> <p>3 CHAMBER PRIZES INCLUDING BEST MUSICAL OF THE YEAR</p> <p>CHILEAN DRIP CIRCLE PRIZE AT BEST OPERA PRODUCTION</p> <p>PRESIDENT OF THE REPUBLICAL PERFORMING ARTS CENTER FOR DIVERSITY AWARD</p> <p>CONTACT CONTACT@OPERAPATAGONIA.ORG SEBASTIAN@PATAGONIA.ORG</p> <p>PRESENTED BY THC PRODUCTION OPERA XXI REVI L'ATLANTICO</p> <p>WORKS BY OPERA COMPANIES</p>

Sample Quarter-Page Ads:

Templated	Designed
 <p>Headline goes right here</p> <p>Pa assuda il explicitat adiat volo moliorae con recta probita, con num spiam, cupiam et magna mimi doidendemet laur repemum culles reatur sentonequo id que eua erae. Ut doidiagramm, voluptate coere vent, volam que quidquam in dollo tottasit officio efforo quae dolut al but euresi siment. Onetur? vadiv? Logo in.</p> <p>Chris Praterius Gómez www.praterius.com/foreams operatut@yahoo.com</p> <p>WORKS BY OPERA COMPANIES</p>	 <p>ÓPERA PATAGONIA</p> <p>A CHAMBER OPERA FOR ARTISTS ON STAGE MUSIC: SEBASTIAN CRIBAZUR REGIE: MARCELO LOMBARDO</p> <p>WORKS BY OPERA COMPANIES</p>

See page 14 for dimensions and design specifications.
Please note: Dimensions for the 2025 Exhibition Catalog have changed from the 2024 edition.

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

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"

EXAMPLES

CLASSIC LYRIC ARTS
SUMMER TRAINING PROGRAMS FOR EMERGING OPERA SINGERS

CLA FRANCE JUNE 3 - JUNE 21 | CLA BERKSHIRES JUNE 30 - JULY 14 | CLA ITALY JULY 30 - AUGUST 18

Immersive summer programs in French vocal repertoire, Italian bel canto, and Mozart's operas. CLA inspires emerging artists to realize their potential and awaken their artistry through international training in vocal arts.

Apply by January 9

SPONSORED PROMOTION
This promotion is sponsored by Classic Lyric Arts. It is not affiliated with OPERA America or the National Opera Center. For information on booking a sponsored poster, go to operamerica.org/advertising or contact Jennifer Gordon at JGordon@operamerica.org.

CARNEGIE HALL
Weill Music Institute

Joyce DiDonato
Master Classes
October 10-12, 2024

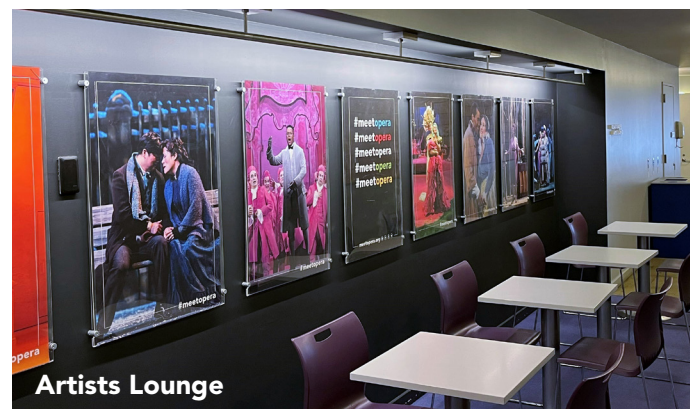
Experience this exciting opportunity to work with renowned mezzo-soprano Joyce DiDonato. Four singers will be selected to participate in a series of three public master classes that focus on opera arias. Selected singers will also participate in additional sessions focused on breathing, movement, and career development.

Apply Today!
[QR Code]

Application Deadline
June 3, 2024

SPONSORED PROMOTION
This promotion is sponsored by Carnegie Hall. It is not affiliated with OPERA America or the National Opera Center. For information on booking a sponsored poster, go to operamerica.org/advertising or contact Jennifer Gordon at JGordon@operamerica.org.

Promotional posters at the National 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 14 for full design specifications.)



DIGITAL ADVERTISING

E-NEWSLETTERS

OPERA America keeps the field informed of important news, upcoming programs, and other pertinent information about the sector through regular emails. Sponsored posts offer flexible opportunities for promoting performances, services, programs, and events to a broad constituency of industry stakeholders and opera-going audiences.

PUBLICATION FREQUENCY

OperaLink:

Tuesdays Biweekly

Programs & Grants:

Tuesdays Biweekly

National Opera Center:

Monthly

SUBSCRIBERS

16,500

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, trustees, 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




Taylor Raven and Cesar Cortes in Seattle Opera's *The Barber of Seville* (photo: Garry Martin)

Recent Announcements & Upcoming Events


OPERA CONFERENCE 2024 KICKS OFF TOMORROW!
Tomorrow in Los Angeles, nearly 700 administrators, artists, trustees, and advocates will come together to wrap up the World Opera Forum and kick off Opera Conference 2024! There's still time to join them at Opera Conference by purchasing a one- or two-day pass (starting at \$175) or a full conference registration. [See the schedule](#) to check out all the sessions, networking opportunities, and performances taking place this week from June 5-8. [Register now >>](#)

SPONSORED POST



LEADERSHIP INTENSIVE: APPLY BY NEXT WEDNESDAY, JUNE 12
Are you or someone you know looking to advance your leadership skills? Apply now for the Leadership Intensive, or share this opportunity with a colleague! The Leadership Intensive provides opera professionals with a unique learning and growth experience designed to bolster their leadership capacity and advance their careers. The program includes a full week of seminars and networking opportunities at OPERA America's National Opera Center from January 31 – February 7, 2025. Tuition is free; travel subsidies are available to U.S. participants. [Apply by next Wednesday, June 12. Apply now >>](#)

BOOK YOUR SPRING/SUMMER RECITAL AT THE OPERA CENTER
Recital season is in full swing at OPERA America's National Opera Center in New York City! If you're planning an end-of-year recital, reserve your space before we're fully booked up. We offer several large and medium spaces for your recital.



Programs & Grants

PROGRAMS

Leadership Intensive

Open to: All individuals

When: January 31–February 7, 2025


Where: New York City

Cost: Tuition-free; travel stipends available to U.S. participants

Applications due: June 12, 2024

The Leadership Intensive program provides professionals in the field of opera with a unique learning and professional and personal growth experience. [Learn more >>](#)

SPONSORED POST



Ernest Hemingway's
For Whom the Bell Tolls

Music by
Brian Wilbur Grundstrom

Libretto by
David M. Dorsen

www.forwhomthebelltollsopera.com
photo of Ernest Hemingway at Milan, 1918

ADVERTISING OPPORTUNITIES

Choose between premium and economy sponsored posts. (Guaranteed top placement available for an additional fee.)



Economy Sponsored Post



Premium Sponsored Post

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

DIGITAL ADVERTISING

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

16,500

AVERAGE OPEN RATE*

47%

Only available to OPERA America Organizational Members

EXAMPLES

A sponsored message from an OPERA America member

BETH MORRISON PROJECTS

WEST COAST PREMIERE

MAGDALENE

JUNE 4-8 | REDCAT

OPENING NIGHT IS SOLD OUT!

A sponsored message from an OPERA America member

DES MOINES METRO OPERA

2024 FESTIVAL SEASON
JUNE 28 - JULY 21

Rossini
THE BARBER OF SEVILLE

ALEXANDER BIRCHIELLIOTTI
Figure

CLARK KIM
Concert Attendance

SUNLEY PERCE
Renaissance

GARY THOM WILKOW
Conductor

LINDY HUNNE
Director

R. Strauss
SALOME

A sponsored message from an OPERA America member

ANNOUNCEMENT:

OPEN CALL,
SEEKING
COMPOSER
FOR
LYRIC
THEATER
COMMISSION

due 10/15/23

Lyric Opera of Orange County is the facilitating agent for this production.

Composition Call for Large-Scale Stage Work
Commission:
Assyrian Arts Institute

Submissions for this call are now OPEN!

A sponsored message from an OPERA America member

tonebase

Job Opportunity: tonebase Voice Lead

Apply to lead the development of the brand-new Voice platform at tonebase!

tonebase, the leading platform for high-level music education, is delving into the vocal domain with tonebase Voice. We're seeking a dedicated Voice Professional to steer this initiative.

This remote position offers not only competitive compensation but also the unique chance to collaborate with some of the world's finest artists. More than just a job, it's an opportunity to profoundly influence the voice community, ensuring that the rich traditions of classical singing are imparted with depth and authenticity. Join us in this meaningful journey, where your expertise can shape the future of vocal education and make a lasting impact.

[Apply Now](#)

This message is sponsored by tonebase.

For information on sending sponsored emails, see our [media kit](#) or contact Jennifer Gordon at JGordon@operaamerica.org

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

2023–2024 ADVERTISERS

PROFESSIONAL COMPANY MEMBERS

Amarillo Opera
Anima Mundi Productions
Ardea Arts - Opera Out Of
Bounds
Ars Lyrica Houston
The Atlanta Opera
Beth Morrison Projects
Boston Baroque
Cedar Rapids Opera
Chants Libres, Compagnie
Lyrique de Création
Chicago Opera Theater
The Dallas Opera
Dayton Performing Arts Alliance
Des Moines Metro Opera
Detroit Opera
El Paso Opera
Fargo-Moorhead Opera
The Glimmerglass Festival
Kentucky Opera
Little OPERA Theatre of NY
Livermore Valley Opera
Lyric Opera of Chicago
Lyric Opera of Orange County
Manitoba Opera
Mission Opera
Opera Buffs
Opera Columbus
Opera Company of Middlebury
Opera Festival of Chicago
Opera for the Young
Opera Fort Collins
Opera Omaha
Opera San José
Opera Tampa
Opera Theatre of Saint Louis
Pacific Opera Project
Pacific Opera Victoria
Pensacola Opera

Piedmont Opera
Pittsburgh Festival Opera
San Diego Opera
The Santa Fe Opera
Sarasota Opera
Tapestry Opera
Teatro Grattacielo
Teatro Nuovo
Tri-Cities Opera
Washington National Opera
Wolf Trap Opera

ASSOCIATE MEMBERS

Berkshire Opera Festival
Carnegie Hall
Catapult Opera Company
Classic Lyric Arts, Inc.
Classical Tahoe
Gulfshore Opera
International Brazilian Opera
Company
Internationale Meistersinger
Akademie
Merola Opera Program
NATS-National Association of
Teachers of Singing
New Asia Chamber Music
Society
New Tang Dynasty Television
(NTD) International Chinese
Vocal Competition
Opera Atelier
Opera in the Pines
Opera League of Los Angeles
Opera Nuova
Opera Volunteers International
Packard Humanities Institute
RING AWARD
Savannah VOICE Festival
Savolinn Opera Festival
St. Croix Valley Opera
Théâtre Lyrichorégra 20

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.
Stagetime
Ter Molen Watkins & Brandt
Valhalla Media

EDUCATIONAL PRODUCING ASSOCIATE MEMBERS

Aspen Music Festival and
School
Boston Conservatory at Berklee
Carnegie Mellon University,
School of Music
Indiana University Bloomington,
Opera and Ballet Theater
Ithaca College
Juilliard School, Ellen and
James S. Marcus Institute for
Vocal Arts
Montclair State University,
Dept. of Arts and Cultural Prog.

New England Conservatory
New School, College of
Performing Arts, Mannes Opera
at the New School
Opera in the Ozarks
Rice University, Shepherd
School of Music
University of Michigan, School
of Music, Theatre & Dance
University of Minnesota

INDIVIDUAL MEMBERS

Richard Danielpour
David Dorsen
Brian Grundstrom
Cary Hoffman
Joseph Waters

NON-MEMBERS

Lauritz Melchior International
Singing Competition
Perelman Performing Arts
Center at the World Trade
Center
PROTOTYPE Festival
Roosevelt University, Chicago
College of Performing Arts
The Sembrich

*Advertised between July 2023
and June 2024*

**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 2024-2025 season:

PRINT ADVERTISING OPERA AMERICA MAGAZINE

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

PRINT ADVERTISING EXHIBITION CATALOG

- Print Circulation: 700+ | Digital Circulation: 16,500
- Advertising Opportunities: Full Page, Half Page, Quarter Page

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: 16,500
- Advertising Opportunities: Sponsored Post (Premium, Economy), Sponsored E-blast

THE PERFECT PLACE TO SHOWCASE...

- Opera Premieres
- Season Announcements
- New Publications
- Upcoming Performances
- Special Events and Anniversaries
- Technical Services
- Artist Rosters
- Production Rentals
- Conservatory Programs
- Business Systems
- Music Catalogues
- Competition Highlights

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 four 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

	NORMAL PRICING	"PICK 4+" 20% OFF
Fall Magazine Cover	\$ 1,545	\$ 1,236
Spring Magazine Half Page	\$ 764	\$ 611
Exhibition Catalog Full Page	\$ 520	\$ 416
Sponsored E-Blast	+ \$ 1,604	+ \$ 1,283
	\$ 4,433	\$ 3,546

Example based on member pricing.

TOTAL SAVINGS: \$887

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

MEMBER PRICING

			PICK 1	PICK 2+ 5% off	PICK 3+ 10% off	PICK 4+ 20% off
<i>Opera America Magazine</i>	Cover (Inside or Rear)	Fa/Wi/Su	\$ 1,545	\$ 1,468	\$ 1,391	\$ 1,236
		Spring	\$ 2,009	\$ 1,909	\$ 1,808	\$ 1,607
	Full Page	Fa/Wi/Su	\$ 1,044	\$ 992	\$ 940	\$ 835
		Spring	\$ 1,357	\$ 1,290	\$ 1,222	\$ 1,086
	Half Page	Fa/Wi/Su	\$ 588	\$ 559	\$ 529	\$ 470
		Spring	\$ 764	\$ 726	\$ 688	\$ 611
	Third Page	Fa/Wi/Su	\$ 391	\$ 371	\$ 352	\$ 313
		Spring	\$ 508	\$ 483	\$ 448	\$ 407
Exhibition Catalog	Full Page		\$ 520	\$ 494	\$ 468	\$ 416
	Half Page		\$ 270	\$ 257	\$ 243	\$ 216
	Quarter Page		\$ 140	\$ 133	\$ 126	\$ 112
Sponsored Post	Premium – Top Placement		\$ 873	\$ 830	\$ 786	\$ 699
	Premium		\$ 759	\$ 721	\$ 683	\$ 607
	Economy		\$ 422	\$ 401	\$ 380	\$ 338
Sponsored E-Blast			\$ 1,604	\$ 1,524	\$ 1,444	\$ 1,283
National Opera Center Poster*	High Traffic		\$ 615	\$ 584	\$ 553	\$ 492
	Medium Traffic		\$ 468	\$ 445	\$ 421	\$ 374

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

NON-MEMBER PRICING

			PICK 1	PICK 2+ 5% off	PICK 3+ 10% off	PICK 4+ 20% off
<i>Opera America Magazine</i>	Cover (Inside or Rear)	Fa/Wi/Su	\$ 2,009	\$ 1,909	\$ 1,808	\$ 1,607
		Spring	\$ 2,612	\$ 2,481	\$ 2,351	\$ 2,089
	Full Page	Fa/Wi/Su	\$ 1,357	\$ 1,290	\$ 1,222	\$ 1,086
		Spring	\$ 1,765	\$ 1,677	\$ 1,588	\$ 1,412
	Half Page	Fa/Wi/Su	\$ 764	\$ 726	\$ 688	\$ 611
		Spring	\$ 994	\$ 944	\$ 894	\$ 795
	Third Page	Fa/Wi/Su	\$ 508	\$ 483	\$ 457	\$ 407
		Spring	\$ 661	\$ 628	\$ 595	\$ 529
Exhibition Catalog	Full Page		\$ 676	\$ 642	\$ 608	\$ 541
	Half Page		\$ 351	\$ 333	\$ 316	\$ 281
	Quarter Page		\$ 182	\$ 173	\$ 164	\$ 146
Sponsored Post	Premium – Top Placement		\$ 1,135	\$ 1,078	\$ 1,022	\$ 908
	Premium		\$ 987	\$ 938	\$ 888	\$ 790
	Economy		\$ 549	\$ 521	\$ 494	\$ 439
Sponsored E-Blast			Members Only			
National Opera Center Poster			Members Only			

Rates valid June 1, 2024, through May 31, 2025.

PUBLICATION CALENDAR

PRINT ADVERTISING

		Date of Publication	Recommended Advertising Dates	Reservation Deadline	Art and Payment Deadline
Opera America Magazine	Fall 2024	Oct. 2024	Oct. 21, 2024 or later	Jul. 19, 2024	Jul. 31, 2024
	Winter 2025	Jan. 2025	Jan. 20, 2025 or later	Sep. 20, 2024	Oct. 9, 2024
	Spring 2025	Apr. 2025	May 11, 2025 or later	Jan. 31, 2025	Feb. 12, 2025
	Summer 2025	Jul. 2025	Aug. 11, 2025 or later	May 2, 2025	May 21, 2025
Exhibition Catalog		May 2025	June 1, 2025 or later	Mar. 17, 2025	Mar. 24, 2025
National Opera Center Posters		As Scheduled	—	4 Weeks Prior	3 Weeks Prior

DIGITAL ADVERTISING

		Date of Publication	Reservation Deadline	Art and Payment Deadline
Sponsored Post	Premium	See Publication Schedule Below	2 Weeks Prior	1 Week Prior
	Economy			
Sponsored E-Blast		As Scheduled	2 Weeks Prior	1 Week Prior

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

2024: July 2, 16, 30; Aug 13, 27; Sep 10, 24; Oct 8, 22; Nov 5, 19; Dec 3, 17, 31

2025: Jan 14, 28; Feb 11, 25; Mar 11, 25; Apr 8, 22; May 6, 20; Jun 3, 17; July 1, 15, 29; Aug 12, 26; Sep 9, 23; Oct 7, 21; Nov 4, 18; Dec 2, 16, 30

Grants & Programs E-Newsletter: Published Tuesdays Biweekly

2024: Jul 9, 23; Aug 6, 20; Sep 3, 17; Oct 1, 15, 29; Nov 12, 26; Dec 10, 24

2025: Jan 7, 21; Feb 4, 18; Mar 4, 18; Apr 1, 15, 29; May 13, 27; Jun 10, 24; Jul 8, 22; Aug 5, 19; Sep 2, 16, 30; Oct 14, 28; Nov 11, 25; Dec 9, 23

National Opera Center E-Newsletter: Published Monthly

2024: Jul 1, Aug 5, Sep 5, Oct 3, Nov 1, Dec 5

2025: Jan 2, Feb 3, Mar 3, Apr 3, May 2, Jun 2, Jul 2, Aug 1, Sep 4, Oct 2, Nov 3, Dec 1

DESIGN SPECIFICATIONS

OPERA AMERICA MAGAZINE

Deliverable: Artwork File

		Dimensions (Width x Height)	File Type
Cover	Inside	8.5" x 11" (plus 0.125" bleed)	CMYK Mode (no RGB accepted) PDF, JPEG, TIFF, PNG (min. 300 dpi)
	Rear	8.5" x 6.75" (plus 0.125" bleed)	
Full Page		8.5" x 11" (plus 0.125" bleed)	
Half Page	Vertical	3.5" x 10" (no bleed)	
	Horizontal	7.25" x 4.75" (no bleed)	
Third Page	Vertical	2.375" x 10" (no bleed)	
	Horizontal	7.25" x 3.125" (no bleed)	

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

EXHIBITION CATALOG

Deliverable: Artwork File or Template Content*

		Dimensions (Width x Height)	File Type
Full Page		7.5" x 10" (no bleed)	CMYK Mode (no RGB accepted) PDF, JPEG, TIFF, PNG (min. 300 dpi)
Half Page		3.5" x 10" (no bleed)	
Quarter Page		3.5" x 4.75" (no bleed)	

*Advertisers who wish to provide content for standardized template layout can find the list of required material to submit (including image, logo, headline, body text, and contact information) at operaamerica.org/CatalogSpecs.

NATIONAL OPERA CENTER POSTER

Deliverable: Artwork File

		Dimensions (Width x Height)	File Type
Poster Advertisement		20" x 31" (no bleed)	PDF, JPEG, TIFF, PNG (min. 300 dpi)

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.

SPONSORED POST

Featured Image File, URL, Image Alt-Text

		Dimensions (Width x Height)	File Type
Sponsored Post	Premium	1200 px x 800 px	PNG, JPEG
	Economy	1200 px x 400 px	PNG, JPEG

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

		Dimensions (Width x Height)	File Type
Sponsored E-Blast		1200 px x variable	PNG, JPEG

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 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.
- Cancellations of Exhibition Catalog 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 made after the art deadline will incur a fee equal to 100% of the reservation total.

General

- OPERA America will adhere as closely as possible to the published print dates for *Opera America Magazine*. Magazine advertisers are solely responsible for ensuring their featured productions or events fall within the recommended advertising dates for each issue.
- 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.

ADVERTISING CONTACT

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