

OPERA CANADA



Cultural Partner Advertising Rates & Data 21/22

Since 1960, *Opera Canada* magazine has delivered engaging, informative coverage of Canada's thriving opera scene from coast to coast as well as world-class Canadian achievements on international stages. *Opera Canada* features the kind of carefully considered, professional journalism no other publication can offer to a legion of loyal opera-lovers, opera presenters and opera supporters in Canada and beyond.

Our readers are affluent and highly educated—our recent 2019 audience survey indicated a majority of our readers have household incomes of \$100,000+ and postgraduate degrees. Our audience appreciates opera as well as other performing arts: jazz, ballet, classical, modern dance and more. This exclusive readership is not reached by any other magazine, making *Opera Canada* an effective and efficient vehicle to reach this prized demographic across Canada and around the world.

Opera Canada distributes over 3,500 copies of each quarterly issue to loyal subscribers and newsstands across Canada and the world. Print ad buyers receive a bonus free digital ad on our website, operacanada.ca (18,000 monthly visitors) or in our e-newsletter *Cadenza* (2,500 subscribers).



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In partnership with the Association for Opera in Canada, and with opera companies across Canada, *Opera Canada* is distributed to the niche opera audience you want to reach!



Cultural Partner Rates

Every advertiser in *Opera Canada* magazine receives:

- a complimentary link from their ad to their website in the digital edition
- a complimentary banner ad for one week on operacanada.ca OR a Feature Bloc Ad in *Cadenza*, our monthly e-newsletter
- Social Media: Facebook, Twitter, Instagram: all of your events promoted on our channels

Cultural Partner rates for *Opera Canada*'s 2021/2022 print and digital issues are:

	1-time	2-time	3-time	4-time
Double-page spread	\$2,021	\$1,862	\$1,723	\$1,596
Full page	\$1,093	\$1,006	\$932	\$863
One-half	\$721	\$664	\$615	\$569
One-quarter	\$437	\$403	\$373	\$345
Inside front cover	\$1,311	\$1,208	\$1,118	\$1,035
Inside back cover	\$1,311	\$1,208	\$1,118	\$1,035
Outside back cover	\$1,366	\$1,258	\$1,164	\$1,078

Digital Advertising Rates for operacanada.ca

Banner Ad Size	Per Issue/Week
Feature Bloc ad in <i>Cadenza</i>	\$300
Carousel Banner Ad on operacanada.ca	\$350



Closing Dates

Issue	Ad Space	Ad Material	Distribution Date
Winter 2021	November 15, 2021	November 29, 2021	December 20, 2021
Spring 2022	February 7, 2022	February 14, 2022	March 21, 2022
Summer 2022	May 9, 2022	May 23, 2022	June 20, 2022
Fall 2022	August 8, 2022	August 22, 2022	September 19, 2022

Print Advertising Sizes (in inches)

Dimensions	No bleed (width x height)	Trim size for full bleed* (width x height)
Two-page spread	15.083" x 9.6665"	16.25" x 10.875"
Full page	6.96" x 9.6665"	8.125" x 10.875"
Half-page vertical	3.35" x 9.6665"	3.935" x 10.875"
Half-page horizontal	6.95" x 4.625"	8.125" x 5.2475"
1/4 page square	3.35" x 4.625"	n/a

*for full-bleed ads, please add at least 1/4" bleed and supply file with proper crop and trim marks.

Digital Advertising Banner Sizes (in pixels) for operacanada.ca

Dimensions (in pixels, width x height)

Carousel banner ad on operacanada.ca (please provide creative in two sizes)

Desktop size: 728 x 90

Mobile size: 320 x 50

Feature bloc ad in *Cadenza*: 300 x 250

Mechanical Requirements

Electronic Material: Digital files only. PDF/X-1a files are preferred.

Ensure images are **300 dpi** and file is **CMYK only** (no Pantone colours).

PDFs should have **1/2" bleed** and proper crop and trim marks.

File transfer media: DVD, CD, FTP or email. Smaller files can be e-mailed up to a maximum file size of 10MB.

FTP Site: To come from client

Advertising Policies

Cancellations: Cancellations after closing dates agreed upon with the Editorial Director cannot be accepted.

Applicable Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

Right of Refusal: The publisher reserves the right to refuse any advertisement or advertising contract.

Payment: Advertisers are billed per insertion. Net due 15 days from invoice date – two per cent (2%) per month charge on overdue accounts.

Publishers Liability: The publisher assumes no responsibility for the content of advertisements. Advertisers and their agencies are held solely responsible for any claims made against the publisher for misleading, fraudulent or erroneous advertising.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned spacerate applicable.

In addition to advertising programs, *Opera Canada* is committed to working with clients to exploit all marketing opportunities, including sponsorships, endorsements, co-branding and special print initiatives. For details, call **416-363-0395** or e-mail publishing@operacanada.ca

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