

ASSOCIATION FOR
OPERA IN CANADA



ASSOCIATION POUR
L'OPERA AU CANADA

2022-2023 MEDIA KIT

Association for Opera in Canada

Offering membership to opera companies, businesses, teaching institutions and individuals, it seeks to create and sustain an environment that makes opera central to Canadian life. We work with members across the country to advance the interests of Canada's opera community and create greater opportunities for opera audiences and professionals alike.

Members

427

79 Member Organizations

- 22 - Professional Company Members
- 26 - Associate Company Members
- 14 - Educational Producing Associates
- 15 - Businesses
- 350 - Individual and Opera Artists

Breadth of Annual Service

- 1,100 Monthly Website Visitors
- 1,536 Facebook Followers
- 1,450 Instagram Followers

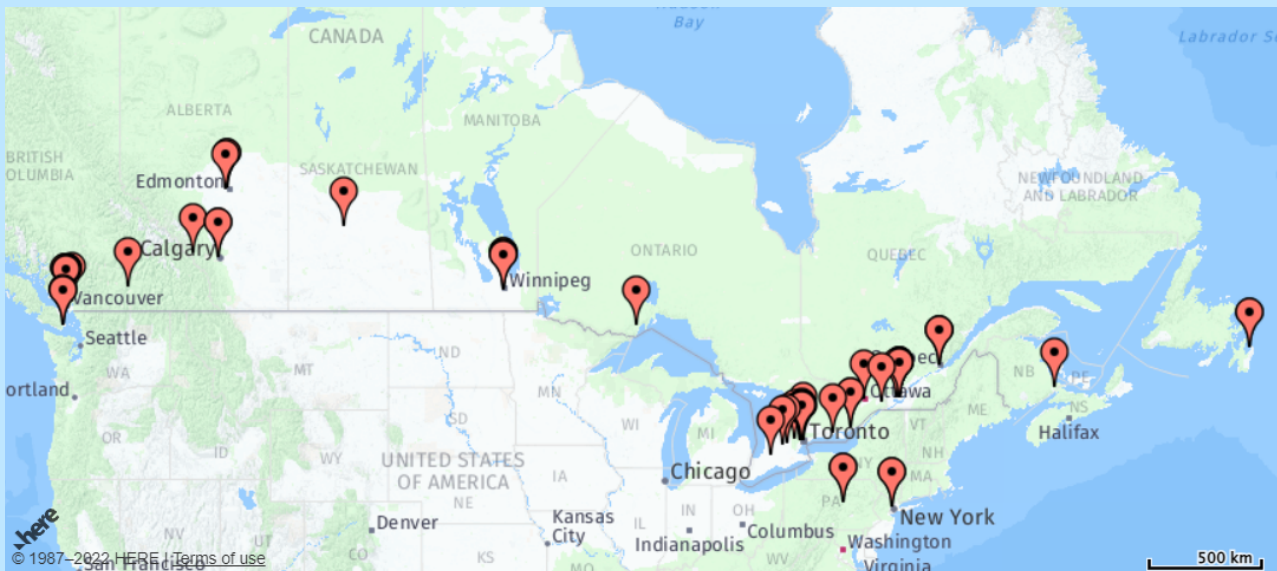
Supporters

- Government of Canada
- Global Affairs Canada
- Canada Council for the Arts
- Ontario Arts Council
- Ontario Ministry of Tourism, Culture & Sport (AZ + RBC)
- Azrieli Foundation
- RBC Foundation

Past Year Sponsors

- Domoney Artists Management
- Opera de Montreal
- Pacific Opera Victoria
- Stingray Classical
- Truck n Roll
- Vancouver Opera

Member Distribution



Canada

British Columbia - 13

Ontario - 39

Alberta - 4

Quebec - 13

Saskatchewan - 1

New Brunswick - 1

Manitoba - 4

Newfoundland and Labrador - 1

Individual members

British Columbia - 87

Ontario - 206

Alberta - 21

Quebec - 63

Saskatchewan - 3

New Brunswick - 2

Manitoba - 15

Newfoundland and Labrador - 3

eNews

eNews are e-newsletters 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.

Open Rate

40.75%

Subscribers

1,250

Publication Frequency

Wednesdays Weekly

Newsletter Sections

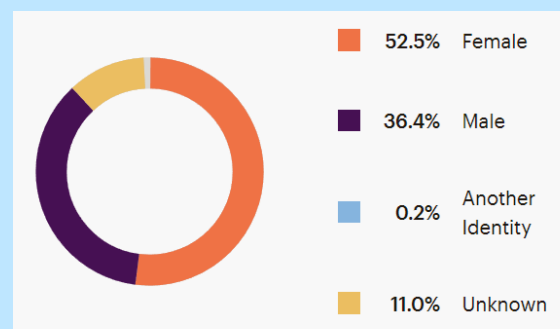
- Discover Opera in Canada
- Grants Calendar
- Member Job Board and Artist Calls
- Member News
- Special features

Engagement

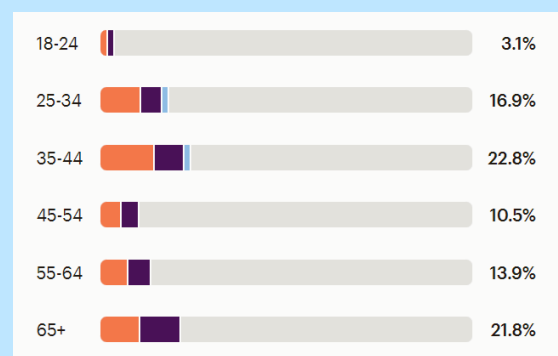
45%

Subscribers who are highly engaged

Gender



Age Range



HighNotes

HighNotes are monthly e-newsletters that inform non-members interested in opera of upcoming digital performances, both live and on-demand, being offered by companies across Canada. Moreover, Highnotes also highlight some of the recent works done by AOS, and Discover Opera in Canada calendar for the next month. The E-newsletter also features important news from the opera sector.

Audience

Non-members interested in opera

Subscribers

768

Publication Frequency

Every last Thursday of the month

Newsletter Sections

- Discover Opera in Canada in the coming month
- Major news in the sector
- Recent and upcoming work and projects completed by AOC

*It is free for our members to be featured in our monthly Highnotes.

Advertising Opportunities

Association for Opera in Canada offers opportunities for opera companies, artists, educational organizations and other businesses in the Canadian opera field to promote their work, rosters, programs and products throughout the 2022–2023 season.

eNews

An e-newsletter for members only, with upcoming events, recent news, and other pertinent information about the sector.

Highnotes

A monthly e-newsletter that informs non-members interested in opera of upcoming digital performances and news in the sector.

Packages

Organizations have the opportunity to create a package that is unique to their needs by combining various advertising placements.

	Normal Pricing	Pick 2+ 10% OFF
eNews Banner Ad	\$100	\$80
HighNotes	\$100	\$80

Dates and Specifications

Publication Calendar

	Date of Publication	Reservation Deadline	Art and Payment Deadline
eNews	Every Wednesday	2 weeks prior	1 week prior
HighNote	Every last Thursday of the month	2 weeks prior	1 week prior

*Selection of placement date(s) subject to availability and discretion of Association for Opera in Canada.

2022 Highnotes Schedule:

January 27th, February 24th, March 31st, April 28th, May 26th, June 30th, July 28th, August 25th, September 29th, October 27th, November 24th, December 29th

Design File Specifications

	Dimensions	File Type
eNews	600x100	PNG, JPEG (min. 300 dpi)
HighNotes	600x400	

*It is the advertiser's responsibility to design the advertising.

Booking Information

Submission Instructions

1. On the AOC website, visit the Advertising and Sponsorship page.
2. Select the advertising options that are most suitable for you or your organization.
3. Complete the payment by credit card or select the invoice option.
4. To submit your advertisement, please fill out the form at the bottom of the Advertising and Sponsorship page.

Regulatory requirements

Payment

- All payments must be made in full.

Cancellation

- Please contact Joel Klein at j_klein@opera.ca if you wish to cancel the advertisement.
- Cancellations must be made prior to the deadline.
- Advertisers who cancel after the reservation deadline but before the art deadline will incur a fee equal to 50% of the reservation total.
- Advertisers are solely responsible for the accuracy and quality of their materials and for securing necessary permissions for media used in the ad.
- AOC reserves the right to reject or cancel ads deemed unsuitable for publication.