ASSOCIATION FOR OPERA IN CANADA

ASSOCIATION POUR L'OPERA AU CANADA

E-NEWSLETTER ADVERTISING KIT

2026–2027

Reach Canada's opera community through AOC's newsletters



OPERA ROUND-UP | **RASSEMBLEMENT LYRIQUES**

E-Newsletter advertising opportunities

ABOUT AOC

The Association for Opera in Canada (AOC) is a national membership association that brings together opera companies, artists, educational institutions, businesses, and individuals. AOC works to create an environment in which opera can thrive and remain a vital part of Canadian life.

As a voice for the sector, AOC connects people and organizations across the country, brings members together to share ideas and address common challenges, and advocates for opera at the federal level. It also provides member services, professional development opportunities, and a communications hub for the community.

Through its English and French newsletters, AOC shares sector news, performances, funding and professional opportunities, and updates that help both members and the wider opera community stay connected.

WHO YOU'LL REACH

AOC members and non-members, including opera artists, emerging artists, company leaders, arts administrators, educators, students, patrons, and enthusiasts.

260	1,190
ACTIVE AOC MEMBERS	AOC CONTACTS

OPERA ROUND-UP (ENGLISH) | RASSEMBLEMENT LYRIQUES (FRENCH)

Monthly E-Newsletter

Emailed monthly on the last Friday of each month.

Sent to all AOC contacts, including members and non-members.

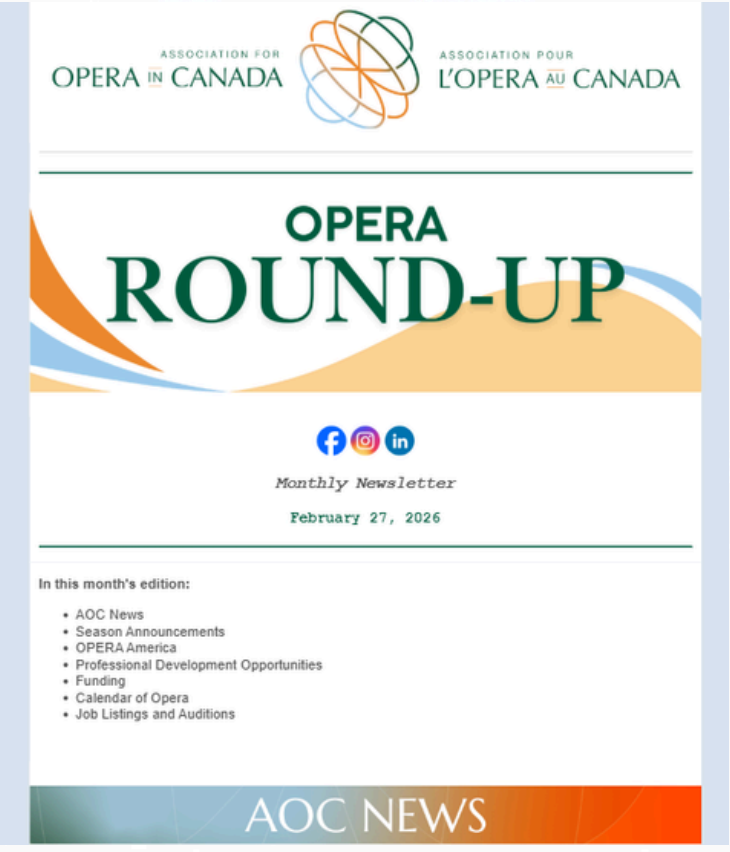
Opera news, events, professional development, funding and sector updates.

Available on AOC's website.

Linked in OPERA America's Professional Company Members' Bulletin.

Advertising available for programs, services, events and opportunities.

Average open rate: 53%



E-NEWSLETTER ADVERTISING

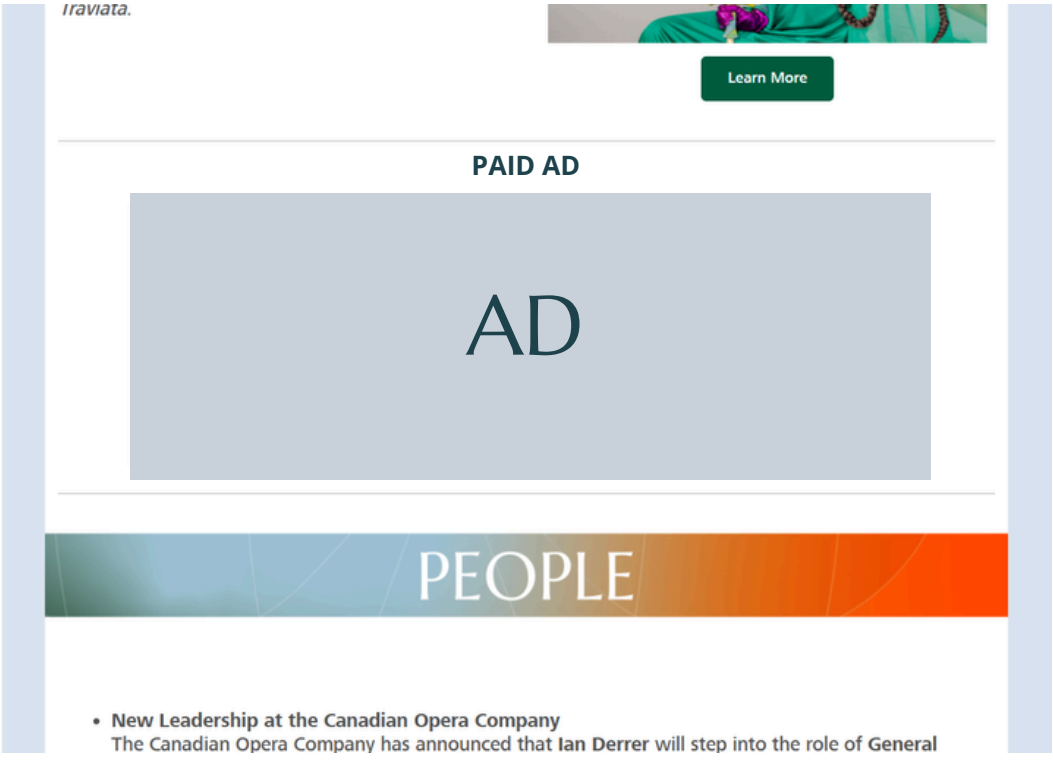
Ad specifications, rates, and member benefits.

AD SPECIFICATIONS

Each ad consists of an image and a link.

Requirement	Details
Display size	600 px wide × 200 px high
Preferred format	PNG or JPEG
Deliverables	Ad image and destination URL

Our newsletters are bilingual. You may provide English and French versions of your ad. Complimentary translation assistance is available.



AD RATES

Advertiser	Rate per post
Non-members	$476.00 CAD
AOC members — 20% off	$380.80 CAD
Professional Company Members	One complimentary post per year*
Additional Professional Company Member posts — 20% off	$380.80 CAD

* All placements, including complimentary posts, are subject to availability. Publication dates are confirmed by AOC.

PUBLICATION & BOOKING

PUBLICATION TIMELINE

Advertising	Publication date	Reservation deadline	Artwork & payment deadline
Newsletter ad	Last Friday of each month*	2 weeks before publication	1 week before publication

* Schedules may change.

BOOKING INFORMATION

Submission instructions

1. Contact Trisha Talreja, Operations Lead, at trisha@opera.ca.
2. Complete and return the Association for Opera in Canada advertising contract.
3. Pay by cheque, credit card or e-transfer according to the payment terms and deadlines.
4. Email your ad artwork and destination link to trisha@opera.ca, following the specifications on page 3.

CONTRACT REGULATIONS

Payment

• A 50% deposit is due when the contract is signed. The balance is due by the artwork deadline.

• For ads booked less than two weeks before the reservation deadline, full payment is due at booking.

Cancellation

• Cancellations must be submitted in writing to trisha@opera.ca. Cancellation after artwork has been submitted incurs a fee equal to 50% of the booking total.

General

• Advertisers are responsible for selecting publication dates appropriate to their featured productions or events.

• Advertisers are responsible for the accuracy and quality of their materials and for securing all necessary permissions for media used in their ads.

• AOC reserves the right to reject or cancel ads deemed unsuitable for publication.