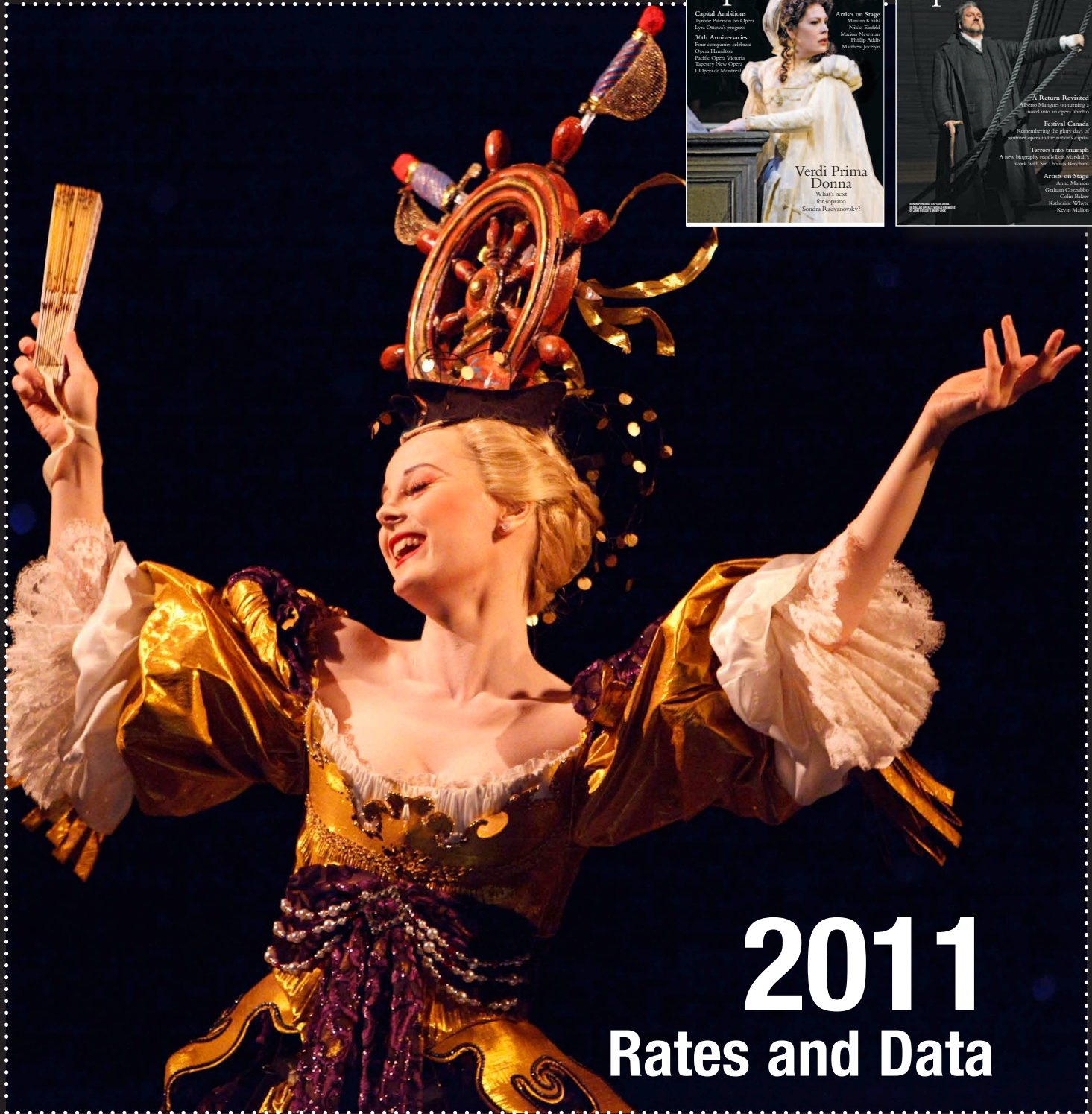


OperaCanada

Celebrating the Canadian opera scene for more than 50 years



Opera Canada



Opera Canada is a registered charity devoted to supporting and celebrating opera in Canada. We publish **Opera Canada** magazine, host the Opera Canada Awards (the Rubies) and work with opera companies from coast to coast to support their initiatives.

Opera Canada is a network that brings together opera lovers, opera presenters and opera supporters — **in print, online** and at the annual **Rubies Gala**.

Supporters of **Opera Canada** include arts patrons, corporations, internationally recognized Canadian artistic creators and performers, plus, of course, legions of committed opera fans.

Opera and the performing arts have never been more popular with Canadians of all ages. In fact, roughly 1 million Canadians* attend the opera every year!

And sold-out movie-theatre performances from the Metropolitan Opera and elsewhere prove that opera draws a crowd!

Qualified circulation

Total circulation	5,625*
Readers per copy	1.55**
Total audience	8,718

September 2010 Publishers Sworn Statement: paid subscribers plus a bonus circulation of the annual Rubies special issue

Watch for an expanded online presence to connect opera-lovers across Canada!

To place an order, discuss exciting new partner programs or find out more about advertising-related matters, call 416-363-0396 or e-mail publishing@operacanada.ca.

Important new marketing initiatives!

Effective January 1, 2011, the business aspects of **Opera Canada**, including advertising, will be handled by General Directors David Hamilton and Jim Warrillow,** who can be reached at 416-363-0396 or publishing@operacanada.ca.

Editorial matters will continue to be handled by Wayne Gooding (416-363-0395; editorial@operacanada.ca). The board of **Opera Canada** is chaired by Stephen Clarke.

* Source: Statistics Canada: Annual Survey of Service Industries: Performing Arts

** Both Hamilton and Warrillow have served as board members of **Opera Canada** and are volunteering their services as General Directors. They have extensive experience in the media business — Hamilton is the former publisher of *Hello! Canada* and Warrillow is the former chairman of Rogers Publishing and publisher of *Maclean's* magazine — and are committed to providing innovative solutions to marketers wishing to reach our audience.

Photo credits:

Cover: Carla Hutanen in Opera Atelier production of *L'incoronazione di Poppea*/ Bruce Zinger. This page: Julie Boulianne in the Glimmerglass Opera production of *Tolomeo*/Clare McAdams/Glimmerglass

About *Opera Canada* readers

***Opera Canada* has charted and celebrated the best and brightest operatic lights for more than half a century. The quarterly publication, which is distributed nationally to 5,625 recipients,* provides news, reviews and features on everyone from world-famous singers and directors to talented up-and-comers.**

* September 2010 Publishers Sworn Statement: paid subscribers plus a bonus circulation of the annual Rubies special issue.

Reader demographics:

52% female

47% male

87% are over the age of 50

77% have a college/university education or higher

What they say:

Opera Canada's "broad mandate, which embraces the spectrum of opera in Canada, is understood to be important and growing. [The magazine's] editorial content was appreciated for its relevance to the community and for its accessible tone and direction."

From the Canada Council for the Arts Peer Assessment Committee, 2010

***Opera Canada* is a cherished resource for performing-arts enthusiasts.**

90% read every issue.

89% believe *Opera Canada* keeps them well informed about opera.

89% enjoy reading *Opera Canada*.

More than two-thirds of readers state *Opera Canada* is their first choice for information about opera.*

* Source: 2007 *Opera Canada* reader survey

THE RUBIES Opera Canada Awards



Established in 1999 and named in honour of ***Opera Canada's*** founder, Ruby Mercer, the Rubies is a glittering gala, that recognizes outstanding individual operatic achievements on stage and behind the scenes.

The 2010 inductees were Edith Weins, Roger D. Moore, Dawn Martens, Stephen Ralls and Bruce Ubukata.

Past recipients have included Canadian superstar singers Judith Forst, Ben Heppner, Teresa Stratas and Jon Vickers alongside internationally renowned Canadian directors such as Robert Carsen, designers (Michael Levine) and philanthropists (Joey and Toby Tanenbaum). Awards presenters have ranged from Carol Vaness and the Honourable Henry N.R. Jackman to Marilyn Horne and Catherine Malfitano.

Photo credits:

Andriana Chuchman in the Spoleto Festival production of *Flora*/William Struhs

	Spring	Summer	Fall (Rubies Issue)	Winter
SPACE CLOSING	Feb 18	May 20	Aug 19	Nov 18
MATERIAL CLOSING	Feb 25	May 27	Aug 26	Nov 25

Rates (Gross Rates)

4C	1-2x	3-4x
Full Page	\$3,275	\$3,110
2/3 Page	2,950	2,805
1/2 Page Island	2,790	2,650
1/2 Page	2,460	2,340
1/3 Page	2,130	2,025
1/4 Page	1,860	1,770
1/6 Page	1,820	1,730
DPS	5,570	5,290

B&W	1-2x	3-4x
Full Page	\$2,015	\$1,915
2/3 Page	1,815	1,725
1/2 Page Island	1,515	1,440
1/2 Page	1,315	1,250
1/3 Page	1,010	960
1/4 Page	825	785
1/6 Page	785	745
DPS	3,630	3,450

Covers (4C only)

IFC/IBC	\$3,935	\$3,740
OBC	4,095	3,890
Inserts, polybags, special ink colours: rates available upon request		
Spot colour: \$445		

Advertising Sizes

Dimensions	Width	Height
Full Page	6.875	x 9.5
Bleed Page	8.375	x 11.125
Trim Page	8.125	x 10.875
2/3 Page Vertical	4.5	x 9.5
1/2 Page Island	4.5	x 6.25
1/2 Page Vertical	3.3125	x 9.5
1/2 Page Horizontal	6.875	x 4.625
1/3 Page Vertical	2.125	x 9.5
1/3 Page Square	4.5	x 4.625
1/4 Page Square	3.3125	x 4.625
1/6 Page	2.125	x 4.625
DPS	15	x 9.5
DPS Bleed	16.5	x 11.125

Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim

Mechanical Requirements

Electronic Material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only).

To ensure the accuracy of all advertisements, a full-size colour proof must be provided. Publisher shall not be liable for any advertisements received without a colour proof.

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

Design Services: Complete design services are available at an additional charge. For details, please contact: 416-363-0396

Advertising Policies

Cancellations: Cancellations after the closing dates indicated in the Rate Card 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 space rate applicable.



In addition to traditional advertising programs, **Opera Canada** is committed to working with clients to exploit all marketing opportunities, including sponsorships, endorsements, co-branding and special printing initiatives. Please call 416-363-0396 or e-mail publishing@operacanada.ca for details.

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366 Adelaide Street East, Suite 244
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Fax: 416-603-8282

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