

# [online advertising] Flexible. Affordable. Effective

## Weekly Newsletter: This Week

Reach out and ignite action—send your message to 26,000+ opt-in members of MA's mailing list in the most targeted email vehicle in the performing arts.

### Advertorial:

Advertising in the form of written editorial.  
Includes:

- Headline—5-10 words
- Copy—50-60 words
- Photo or Logo—200 x 200 pixels
- URL

Top: \$595  
Middle: \$475  
Bottom: \$375

Production costs included.

Mailing list customization incurs additional charges.

### Banner advertising:

Exciting graphic presentation of your business with active hyperlink to web site of your choice.

BANNER SIZE	TOP	MIDDLE	BOTTOM
Standard	\$525	\$425	\$325
Large	\$750	\$650	\$550

### Breaking News Alerts:

Sent when hot industry news breaks.

BANNER SIZE	COST
Standard	\$250
Large	\$475

### Combination discounts available:

Advertiser supplies artwork (.jpg or .png file) and hyperlink)

### Sample advertorial

**musical**  
INTERNATIONAL PERFORMING ARTS NEWS  
www.musicalamerica.com

19 January 2024

**ADVERTORIAL** **ADVERTORIAL**

**Chamber Music and Opera Residency in Banff, Canada**

Banff Centre for Arts and Creativity announces an innovative residency for classically trained musicians, singers, composers, librettists, stage directors, and arts writers. Chamber Music and Opera: Interplay emphasizes collaboration and intricate interplay among instruments and voice. Pre-formed chamber music ensembles and solo instrumentalists are welcome to apply. Program dates: June 4 – 23, 2024. Apply by January 31.

Click here for more info: <https://bit.ly/3Hn100U>

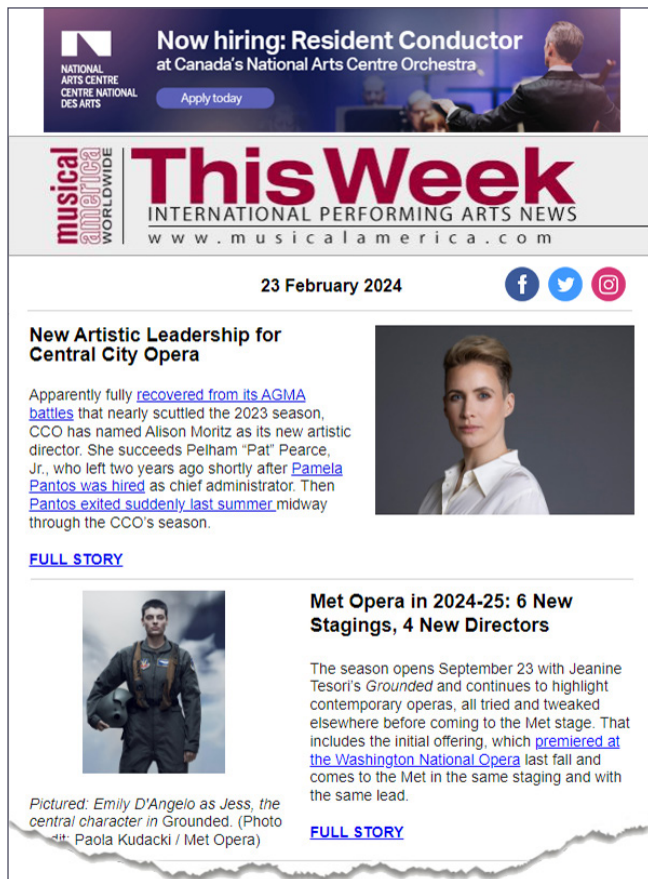
**Peter Schickele, aka P.D.Q. Bach, Has Died**

Better known for his "discovery" of P.D.Q. Bach for his serious works under his own name, Schickele died on Jan. 16 at age 88. A brilliant...

# [online advertising]

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www.musicalamerica.com

Sample standard banner ad: 630x120, 300dpi




**Now hiring: Resident Conductor**  
at Canada's National Arts Centre Orchestra  
Apply today

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**This Week**  
INTERNATIONAL PERFORMING ARTS NEWS  
www.musicalamerica.com

23 February 2024

**New Artistic Leadership for Central City Opera**


Apparently fully [recovered from its AGMA battles](#) that nearly scuttled the 2023 season, CCO has named Alison Moritz as its new artistic director. She succeeds Pelham "Pat" Pearce, Jr., who left two years ago shortly after [Pamela Pantos was hired](#) as chief administrator. Then [Pantos exited suddenly last summer](#) midway through the CCO's season.



[FULL STORY](#)

**Met Opera in 2024-25: 6 New Stagings, 4 New Directors**

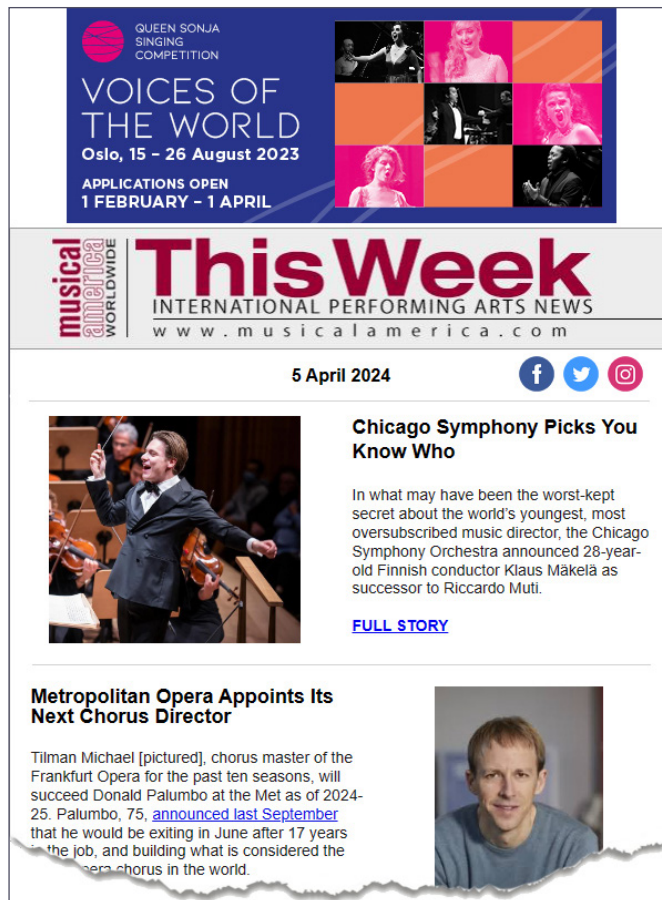
The season opens September 23 with Jeanine Tesori's *Grounded* and continues to highlight contemporary operas, all tried and tweaked elsewhere before coming to the Met stage. That includes the initial offering, which [premiered at the Washington National Opera](#) last fall and comes to the Met in the same staging and with the same lead.




*Pictured: Emily D'Angelo as Jess, the central character in Grounded. (Photo credit: Paola Kudacki / Met Opera)*

[FULL STORY](#)

Sample large banner ad: 496x195, 300dpi




QUEEN SONJA SINGING COMPETITION  
**VOICES OF THE WORLD**  
Oslo, 15 - 26 August 2023  
APPLICATIONS OPEN  
1 FEBRUARY - 1 APRIL



**musical america WORLDWIDE**  
**This Week**  
INTERNATIONAL PERFORMING ARTS NEWS  
www.musicalamerica.com

5 April 2024


**Chicago Symphony Picks You Know Who**



In what may have been the worst-kept secret about the world's youngest, most oversubscribed music director, the Chicago Symphony Orchestra announced 28-year-old Finnish conductor Klaus Mäkelä as successor to Riccardo Muti.

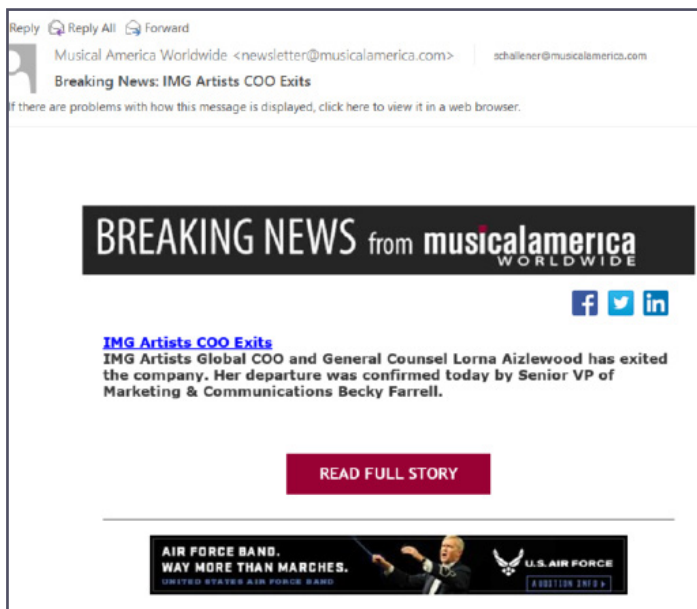
[FULL STORY](#)

**Metropolitan Opera Appoints Its Next Chorus Director**



Tilman Michael [pictured], chorus master of the Frankfurt Opera for the past ten seasons, will succeed Donald Palumbo at the Met as of 2024-25. Palumbo, 75, [announced last September](#) that he would be exiting in June after 17 years in the job, and building what is considered the best opera chorus in the world.

Sample breaking news alert



Reply Reply All Forward  
Musical America Worldwide <newsletter@musicalamerica.com> schallener@musicalamerica.com

**Breaking News: IMG Artists COO Exits**

If there are problems with how this message is displayed, click here to view it in a web browser.

**BREAKING NEWS** from **musicalamerica**  
WORLDWIDE

[f](#) [t](#) [in](#)

**IMG Artists COO Exits**  
IMG Artists Global COO and General Counsel Lorna Aizlewood has exited the company. Her departure was confirmed today by Senior VP of Marketing & Communications Becky Farrell.

[READ FULL STORY](#)

**AIR FORCE BAND. WAY MORE THAN MARCHES.**  
UNITED STATES AIR FORCE BAND  
U.S. AIR FORCE  
FOUNDED 1920

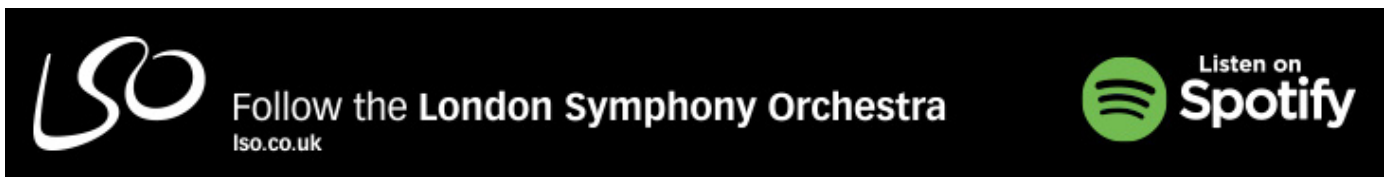
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## MusicalAmerica.com

On-line hub of the performing arts. 100,000+ pageviews per month. Bookmarked and referred to daily by leading industry executives, artists, artist managers, music critics and more.

Leaderboard: 728 x 90



Medium Rectangle: 300 x 250



### Leaderboard or Side Rectangle Pricing per month per page

- Placement: Home, News, Professional Growth, or Career Center  
Standard: \* \$595  
Exclusive: \$1090 [Save \$100]
- Placement: ROS (Run of Site—all other pages rotating)  
Standard: \* \$495  
Exclusive: \$910 [Save \$80]

### Roadblock: Leaderboard and Side Rectangle

#### Pricing per month

- Placement: Home, News, Professional Growth, or Career Center  
Standard: \* \$1090  
Exclusive: \$2000 [Save \$180]
- Placement: ROS (Rub if Site—all other pages rotating)  
Standard: \* \$910  
Exclusive: \$1675 [Save \$145]

\* Standard: maximum of two advertisers rotate in this position.

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