

SFCV is an online music journal. Our mission is to engage audiences, artists, and arts organizations, and forge meaningful connections through music journalism.

BECOME AN SFCV MEMBER

SF Classical Voice's membership program is based on the belief that quality local music journalism builds a stronger arts community.

When you join, you will receive access to a targeted audience of concert-goers in the San Francisco Bay Area and Los Angeles. You'll gain visibility via SFCV's ticket giveaways and hot deals (ticket discount program) at no additional cost. You will also have access to a wide range of advertising options designed to fit your marketing budget.

SFCV members receive the Insiders' Edition, which announces the latest advertising deals and packages, as well as relevant editorial news.

Help us build a stronger network for the performing arts. Join today!

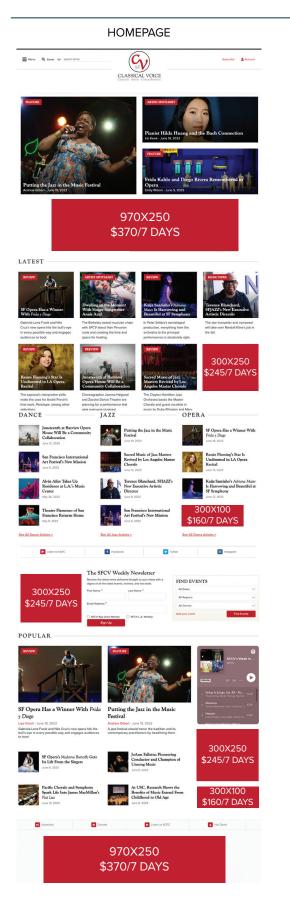
MONTHLY PAGEVIEWS
L.A. CONTENTL.A. EMAIL
SUBSCRIBERSSOCIAL MEDIA
FOLLOWERSL.A. ARTICLES
PUBLISHED PER SEASON6K+
Total 80+K1.7K+
Total 15K+15K+170+
Total 560+

Contact Claudia Campazzo, claudia@sfcv.org

*Alexi Kenney in "Shifting Ground" at the 2024 Ojai Music Festival | Credit: Timothy Teague

** Ballet Folklórico de México de Amalia Hernández

WEBSITE BANNERS



THREE BANNER SIZES: 970X250, 300X250, 300X100 Ads rotate throughout all ad positions on the website (homepage, and interior pages). When more than one advertiser is booked, impressions will be split evenly.



NEWSLETTER BANNER & SPONSORED CONTENT



News

Artists

Previews



Feature by Victoria Looseleaf

Features

A Love Affair With Being Alive: An Ambitious Opera Takes Shape at the LA Phil

Unfolding over six hours, Stranger Love is composer Dylan Mattingly's attempt at a transformative work that marries philosophical ideas and everyday experience.



Review by Jim Farber

"Esultate!" LA Opera's Luxuriously Cast Otello Is a Winner

Russell Thomas, Rachel Willis-Sørensen, and Igor Golovatenko make powerful impressions in a well-staged production.

600×180 NEWSLETTER BANNER \$160/NEWSLETTER



Description of your article

Every Tuesday

The SFCV L.A. Weekly newsletter reaches 1,700-plus dedicated arts patrons every week with an average open rate of 46%.

Banner Ads

Your ad flows seamlessly with SFCV's editorial content. The image will link to an online destination of your choice. \$160/newsletter.

Sponsored Content

Tell your own story and direct readers to your site. \$260/newsletter.

How sponsored content works:

Do you have an article on your site that you want to share? With this advertising option your article will be linked to the SFCV Weekly with the same format as SFCV's original content (although clearly labeled as sponsored content). To ensure that SFCV's standards are met, we reserve the right to make the final decision on whether an article is well suited for SFCV's audience.

Contact us and find out if Sponsored Content is the right fit for you.

POP-UP BANNER

Make a big impact with this 700 x 450 banner ad on SFCV. Your ad will appear the first time a user visits the website each day. Pop-ups run for three consecutive days and cost \$315. They are a great tool to promote your event just a few days before it. We have very limited availability for this banner, so book yours early!



SPONSORED EMAIL

Deliver your message directly to SFCV readers with a sponsored email. You create the message and we send it to our list of 2,250+ opt-in subscribers on the date of your choice. The cost is \$275 per email. Sponsored emails are great for time-sensitive offers, and a chance to send your message without any competing offers. With a sponsored email, you don't need to create ads. Just send us the copy, your logo, your subject line, and a photo, and we will create the layout and send you a proof. The average open rate is 44%.



Shankar Plays Shankar

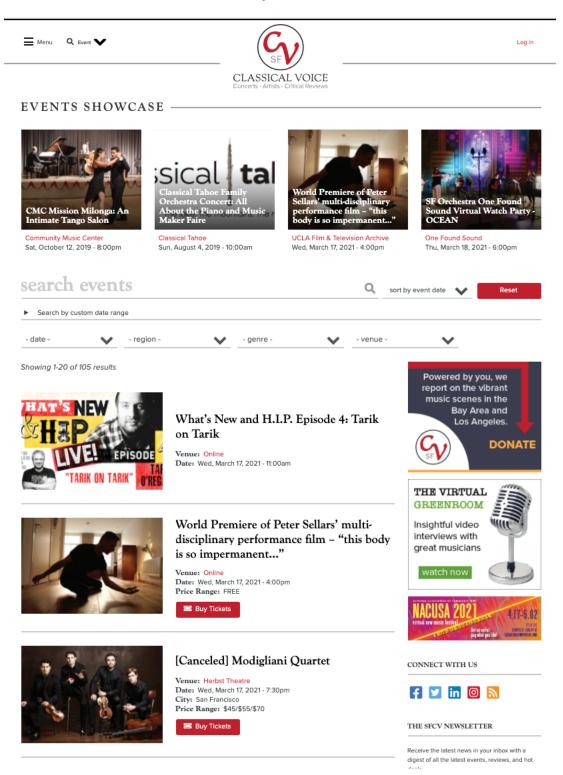
LACO's 2022/23 season concludes with a celebration of global and local traditions! GRAMMY-nominated sitar virtuoso Anoushka Shankar performs her father Ravi Shankar's Third Sitar Concerto. The concert also features a world premiere by LA-based composer Marc Lowenstein, the final Sound Investment premiere of the season, and brief excursions to Spain and France with lively performances of Falla's *El sombrero de tres picos* and Bizet's Symphony No. 1 in C major.



EVENT SHOWCASE

Showcase your event in one of the most visited pages on SFCV.

This advertising option puts your event in the spotlight for an entire week, for only \$110. The calendar page receives an average of 8,000 views per month. Only 8 spots available each week - book yours now!



Contact Claudia Campazzo, claudia@sfcv.org

HOT DEAL

SFCV Members have the opportunity to promote their events by creating a Hot Deal - a ticket discount you will offer to SFCV readers for a particular event. You decide on the discount. We promote it on our homepage. This option is included with your membership at no additional cost.

How to set up a Hot Deal:

Here's how to set up a Hot Deal:

1. Enter your event in SFCV's calendar.

2. Decide on the amount of the discount. For example, you can offer a 10 % discount, or a buy one, get one free option.

3. With your ticketing software, create a discount code that our readers will enter at checkout to get the discount.

4. Decide when you want to start and end the Hot Deal.

5. Email the information to Claudia Campazzo, claudia@sfcv.org.

Entering Events on SFCV's Calendar:

1. Log in or register to SFCV by clicking the link on the top right hand side of the screen.

2. Once you have registered or logged in, you'll be in your account page.

3. Choose the first option, "Create Event Calendar Entry", from the menu on the right hand side of the page.

4. Fill out the form and when you are finished, click on "Save" at the bottom of the form.

Please note that if you are entering a new venue or organization (because your venue or organization does not come up in the dropdown menu) you will have to wait until we review your venue/organization submission and publish it before you can enter your event. Submissions are reviewed by our staff and published within 2 business days.

TICKET GIVEAWAY

With your membership, you are eligible to offer ticket giveaways to our audience at no additional cost. We have a very limited amount of spots for ticket giveaways, so plan yours early!

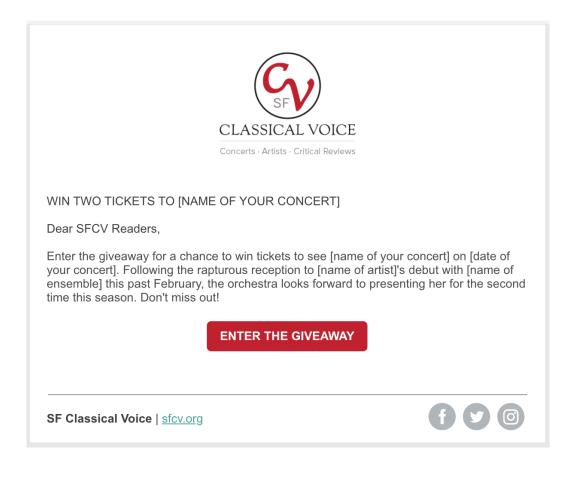
Here's how to set up a ticket giveaway:

1. Decide on the number of tickets you want to offer, then email us with this information and the date of the concert(s). We will let you know about availability.

2. We will email our audience with the offer and place a generic giveaway ad on our website.

3. When we pick the winner(s), we will notify them and email you with their name and email so that you can hold their tickets at will call.

SAMPLE EMAIL



LOOK GOOD ON SFCV

A successful campaign needs a great image to make it clickable!

Many of our arts organizations are small to midsize, often with an administrator multi-tasking as graphic designer. Whether you hire a designer or DIY, here are some helpful guidelines.

Pick a great image.

A high-quality, appealing image is the most important factor determining whether a reader clicks on your ad or not. We recommend images that are easy to recognize, and not, for example, a long shot or too detailed.

Strong Call to Action

No matter how beautiful your image, readers won't click unless they know where they're clicking to, and why. Invite them to **check out** the event, **buy tickets**, or **learn more!**

Put a border around your banner.

Click-through rates are higher when the banner is defined on the page.

Test your image.

Make sure your image works on different devices, computers, tablets, and cell phones. Is your text readable on all devices? Is your image recognizable?

Not sure if your image will work?

While we do not offer creative services, we are happy to work with you to select images and give creative guidance.



Contact Claudia Campazzo:

claudia@sfcv.org

AD SPECIFICATIONS

Website Banners:

- 970 x 250 pixels banner, JPG, PNG or GIF, 72 dpi.
- 300 x 250 pixels banner, JPG, PNG or GIF, 72 dpi.
- 300 x 100 pixels banner, JPG, PNG or GIF, 72 dpi.
- 700 x 450 pixels Pop-up banner, JPG, PNG or GIF, 72 dpi.

*If you are sending an animated GIF, please make sure the rotation is 5 seconds or slower.

SFCV Weekly Newsletter

- 600 x 180 banner, JPG, PNG or GIF, 72 dpi.
- Sponsored Content:
 - Title
 - 600x300 image, JPG, PNG or GIF, 72 dpi.
 - URL of the article
 - Short description of the article (25 words or less)

Sponsored Email

To send your email, we need all of the following

- Logo: the width should be 600w pixels JPG, PNG or GIF, 72 dpi.
- A title for the header
- An image, 600w x 300h JPG, PNG or GIF, 72 dpi.
- The message in a word document (suggested 1000 characters including spaces)
- The URL that you want the images and any links to go to
- A subject line

Event Calendar Showcase

Enter your event in our calendar, and we will upload your entry to the showcase

- Log in or register to SFCV by clicking the link on the top right hand side of the screen.

- Once you have registered or logged in, you'll be in your account page.

- Choose the first option, "Create Event Calendar Entry", from the menu on the right hand side of the page.

- Fill out the form and when you are finished, click on "Save" at the bottom of the form.

Please note that if you are entering a new venue or organization (because your venue or organization does not come up in the dropdown menu) you will have to wait until we review your venue/organization submission and publish it before you can enter your event. Submissions are reviewed by our staff and published within 2 business days.

2024-25 SEASON ADVERTISING & MEMBERSHIP RATES

You must be an SFCV member to advertise. Ticket giveways and hot deals are included with your membership. Rates for banner ads on SFCV.org are for 7 consecutive days, except for the pop-up banner, which runs for 3 consecutive days. Rates for sponsored content and newsletter banners are per newsletter. These rates are effective from 9/1/2024 to 8/31/2025.

| Ad Type | Rate | |
|-------------------------------------|------------------------|-----------------|
| 970 x 250 banner on sfcv.org | \$370 | L.A. readership |
| 300 x 250 banner on sfcv.org | \$245 | L.A. readership |
| 300 x 100 banner on sfcv.org | \$160 | L.A. readership |
| 700 x 450 Pop-up banner on sfcv.org | \$315 | L.A. readership |
| Calendar Showcase on sfcv.org | \$110 | |
| 600 x 180 Newsletter banner | \$160 | L.A. Newsletter |
| Sponsored Content in newsletter | \$260 | L.A. Newsletter |
| Sponsored Email | \$275 | L.A. List |
| Annual Operating Budget | Annual Membership Rate | |
| <\$150,000 | \$80 | |
| \$150,000 - \$500,000 | \$160 | |
| \$500,000 - \$2,000,000 | \$290 | |
| >\$2,000,000 | \$600 | |