



CLASSICAL VOICE
Concerts · Artists · Critical Reviews

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!

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READERS**

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**ARTICLES PUBLISHED
PER SEASON**

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

HOMEPAGE

CLASSICAL VOICE
 Putting the Jazz in the Music Festival
 Andrew Gilbert | June 19, 2023

Artist Spotlight
 Pianist Hilda Huang and the Bach Connection
 by Anne | June 19, 2023

Feature
 Putting the Jazz in the Music Festival
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Feature
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970X250
\$730/7 DAYS

LATEST

REVIEW
 SF Opera Has a Winner With *Frida y Diego*
 Gabriela Lena Frank and Nilo Cruz's new opera hits the bull's-eye in every possible way and engages audiences to boot.

ARTIST SPOTLIGHT
 Diving in the Moment With Singer-Songwriter Anika Aki
 The Berkeley-based musician chats with SFCV about their Peruvian roots and creating the time and space for healing.

REVIEW
 Kaija Saariaho's *Adriano Matar* Is Harrowing and Beautiful at SF Symphony
 By Nita Saffari's semiregular production, everything from the orchestra to the principal performance is absolutely right.

MUSIC NEWS
 Terence Blanchard, SFJAZZ's New Executive Artistic Director
 The great trumpeter and composer will take over Randall Kirsh's job at the fall.

REVIEW
 Renee Fleming's Star Is Undimmed in LA Opera Recital
 The soprano's interpretive skills make the case for André Previn's final work, *Penelope*, among other selections.

PREVIEW
 Juste avant de Revenir, Opera House Will Be a Community Collaboration
 Choreographer Juana Magdalena and Zachro Dance Theatre are planning for a performance that sets everyone involved.

REVIEW
 Sacred Music of Jazz Masters Revived by Los Angeles Master Chorale
 The Clayton-Hamilton Jazz Orchestra backs the Master Chorale and guest vocalists in music by Duke Ellington and May.

300X250
\$475/7 DAYS

DANCE

Juste avant de Revenir Opera House Will Be a Community Collaboration
 June 19, 2023

San Francisco International Art Festival's New Mission
 June 6, 2023

Alvin Ailey Takes Up Residence at LA's Music Center
 May 19, 2023

Theatre Flamenco of San Francisco Returns Home
 May 9, 2023

[See All Dance Articles >](#)

JAZZ

Putting the Jazz in the Music Festival
 June 19, 2023

Sacred Music of Jazz Masters Revived by Los Angeles Master Chorale
 June 19, 2023

Terence Blanchard, SFJAZZ's New Executive Artistic Director
 June 6, 2023

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 June 6, 2023

[See All Jazz Articles >](#)

OPERA

SF Opera Has a Winner With *Frida y Diego*
 June 19, 2023

Renee Fleming's Star Is Undimmed in LA Opera Recital
 June 19, 2023

Kaija Saariaho's *Adriano Matar* Is Harrowing and Beautiful at SF Symphony
 June 19, 2023

300X100
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The SFCV Weekly Newsletter
 Receive the latest news delivered straight to your inbox with a digest of all the latest events, reviews, and hot deals.

300X250
\$475/7 DAYS

FIND EVENTS

All Dates
 All Regions
 All Genres
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POPULAR

REVIEW
 SF Opera Has a Winner With *Frida y Diego*
 Liza Hirschi | June 10, 2023
 Gabriela Lena Frank and Nilo Cruz's new opera hits the bull's-eye in every possible way and engages audiences to boot.

FEATURE
 Putting the Jazz in the Music Festival
 Andrew Gilbert | June 19, 2023
 A jazz festival should honor the tradition and its contemporary practitioners by headlining them.

300X250
\$475/7 DAYS

REVIEW
 SF Opera's *Madama Butterfly* Gets Its Lift From the Singers
 June 6, 2023

REVIEW
 Johann Palustris' Pioneering and Charming of Unsung Music
 June 6, 2023

300X100
\$310/7 DAYS

REVIEW
 Pacific Chorale and Symphony Spark Life Into James MacMillan's *Piaz Lax*
 June 19, 2023

REVIEW
 At USC, Research Shows the Benefits of Music Extend From Childhood to Old Age
 June 6, 2023

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\$730/7 DAYS

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.

INTERIOR PAGE

CLASSICAL VOICE
 Putting the Jazz in the Music Festival
 Andrew Gilbert on June 19, 2023

300X250
\$475/7 DAYS

300X250
\$475/7 DAYS

300X250
\$475/7 DAYS

300X100
\$310/7 DAYS

300X250
\$475/7 DAYS

300X100
\$310/7 DAYS

970X250
\$730/7 DAYS

300X250
\$475/7 DAYS

300X100
\$310/7 DAYS

300X250
\$475/7 DAYS

300X100
\$310/7 DAYS

970X250
\$730/7 DAYS

Contact Claudia Campazzo, claudia@sfcv.org

NEWSLETTER BANNER & SPONSORED CONTENT



Features Reviews News Artists Previews



Feature by Jeff Kaliss

The Recording Wizard Who Keeps Music@Menlo Sounding Pristine

Da-Hong Seetoo trained as a virtuoso violinist, but for the past several decades, he's made his biggest impact as an audio engineer.

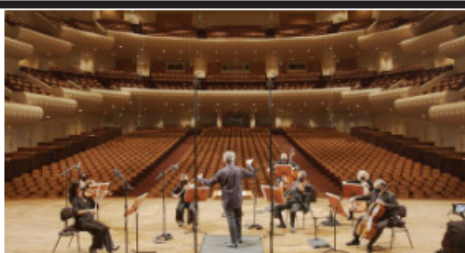


Artist Spotlight by Tom Jacobs

Daniela Candillari's Path to the Opera Podium

The star conductor says she draws on all her training, from studying jazz to speaking six languages, when preparing a performance.

600x180 NEWSLETTER BANNER
\$200/NEWSLETTER



Sponsored Content

Title of your article

Description of your article



Schwabacher Summer Concert

Thursday, July 14, 7:30 PM • Saturday, July 16, 3:00 PM
San Francisco Conservatory of Music Concert Hall

Buy Tickets:
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MEROLA
OPERA PROGRAM

Every Tuesday

The SFCV Bay Area Weekly newsletter reaches 12,450-plus dedicated arts patrons every week with an average open rate of 35%.

Banner Ads

Your ad flows seamlessly with SFCV's editorial content. The image will link to an online destination of your choice. \$200/newsletter.

Sponsored Content

Tell your own story and direct readers to your site. \$500/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

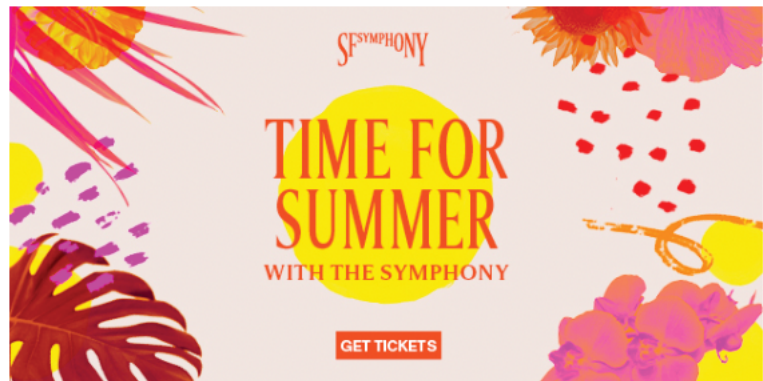
Make a big impact with this 700 x 450 banner ad on SFCV. Your ad will appear the first time a user visits the website each day. Pop-ups run for three consecutive days and cost \$570. They are a great tool to promote your event just a few days before it. We have very limited availability for this banner, so book yours early!



Contact Claudia Campazzo, claudia@sfcv.org

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 9,000+ opt-in subscribers on the date of your choice. The cost is \$815 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 36%.



Time for Summer with the San Francisco Symphony

Enjoy a season of music that's just as vibrant, colorful, and thrilling as a summer in San Francisco. It's time for Summer with the Symphony!

Time for Classics: Experience classical masterworks like Dvořák's *New World* Symphony and Elgar's *Enigma* Variations, along with a showcase of classic Hollywood film scores.

Time for Stars: Hear thrilling concerts by Queen of Mariachi Aída Cuevas, the famed San Francisco Gay Men's Chorus' Wizard of Oz/Elton John mashup, and a seamless fusion of classical music's Tchaikovsky and hip-hop artist Drake.

Time for Film: Watch blockbuster favorites like *Ratatouille*, *Raiders of the Lost Ark*, and *The Batman* with the scores performed live by the San Francisco Symphony.

Time for Music Outdoors: Hear the Symphony fill the summer air with music at Stanford Live's beautiful Frost Amphitheater.

SUMMER WITH THE SYMPHONY

BUY TICKETS

SFSYMPHONY

EVENT SHOWCASE

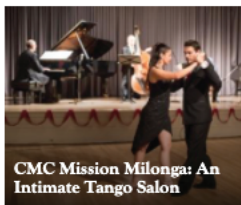
Showcase your event in one of the most visited pages on SFCV.

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!

Menu Event  Log in

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EVENTS SHOWCASE



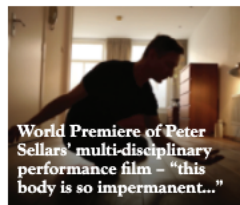
CMC Mission Milonga: An Intimate Tango Salon

Community Music Center
Sat, October 12, 2019 - 8:00pm



Classical Tahoe Family Orchestra Concert: All About the Piano and Music Maker Faire

Classical Tahoe
Sun, August 4, 2019 - 10:00am



World Premiere of Peter Sellars' multi-disciplinary performance film - "this body is so impermanent..."

UCLA Film & Television Archive
Wed, March 17, 2021 - 4:00pm



SF Orchestra One Found Sound Virtual Watch Party - OCEAN

One Found Sound
Thu, March 18, 2021 - 6:00pm

search events



sort by event date

Reset

Search by custom date range

- date -

- region -

- genre -

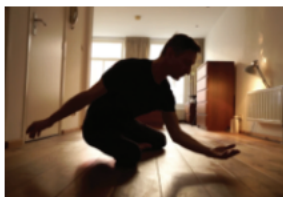
- venue -

Showing 1-20 of 105 results



What's New and H.I.P. Episode 4: Tarik on Tarik

Venue: Online
Date: Wed, March 17, 2021 - 11:00am



World Premiere of Peter Sellars' multi-disciplinary performance film - "this body is so impermanent..."

Venue: Online
Date: Wed, March 17, 2021 - 4:00pm
Price Range: FREE

Buy Tickets



[Canceled] Modigliani Quartet

Venue: Herbst Theatre
Date: Wed, March 17, 2021 - 7:30pm
City: San Francisco
Price Range: \$45/\$55/\$70

Buy Tickets

Powered by you, we report on the vibrant music scenes in the Bay Area and Los Angeles.



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CONNECT WITH US



THE SFCV NEWSLETTER

Receive the latest news in your inbox with a digest of all the latest events, reviews, and hot...

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



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WIN TWO TICKETS TO [NAME OF YOUR CONCERT]

Dear SFCV Readers,

Enter the giveaway for a chance to win tickets to see [name of your concert] on [date of your concert]. Following the rapturous reception to [name of artist]'s debut with [name of ensemble] this past February, the orchestra looks forward to presenting her for the second time this season. Don't miss out!

[ENTER THE GIVEAWAY](#)

SF Classical Voice | sfcv.org



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.



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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 giveaways 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. Please email us for L.A. area rates (claudia@sfcv.org).

Ad Type	Rate
970 x 250 banner on sfcv.org	\$730
300 x 250 banner on sfcv.org	\$475
300 x 100 banner on sfcv.org	\$310
700 x 450 Pop-up banner on sfcv.org	\$570
Calendar Showcase on sfcv.org	\$110
600 x 180 Newsletter banner	\$200
Sponsored Content in newsletter	\$500
Sponsored Email	\$815

Annual Operating Budget	Annual Membership Rate
<\$150,000	\$160
\$150,000 - \$500,000	\$290
\$500,000 - \$2,000,000	\$600
>\$2,000,000	\$1,260

Contact Claudia Campazzo, claudia@sfcv.org