SFCV’s 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!
WEBSITE BANNERS

THREE BANNER SIZES: 970x250, 300x250, 300x100
Ads rotate evenly throughout all ad positions on the website (homepage, and interior pages). When more than one advertiser is booked, impressions will be split evenly.

HOMEPAGE

INTERIOR PAGE

Contact Claudia Campazzo, claudia@sfcv.org
SFCV's newsletters (Bay Area and L.A.) reach 13,500-plus dedicated arts patrons every week with an average open rate of 19%.

**Every Tuesday**

**Banner Ads**
Your ad flows seamlessly with SFCV's editorial content. The image will link to an online destination of your choice. $190/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.

Contact Claudia Campazzo, claudia@sfcv.org
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 $515. 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 13,000+ opt-in subscribers on the date of your choice. The cost is $775 per email. Sponsored emails are great for time-sensitive offers, and a chance to send your message without any other 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 14%, and click-through rate is 4%.

STREAMING NOW
CURRENTS: Rhythm Spirits with Zakir Hussain

Dear SFCV Readers,

Explore the intersection between classical music and Indian classical musical culture.

Curated by legendary tabla maestro Zakir Hussain, CURRENTS: Rhythm Spirits, is a journey that sees unique musical and cultural perspectives coming together. Watch as Hussain, Indian classical violinist Kala Ramnath, and San Francisco Symphony musicians interpret Indian folk traditions to the tune of today.

Stream now for only $15 or sign up to unlock the entire SFSymphony+ season featuring twelve world-class performances.

Watch Now

Coming Up on SFSymphony+

MAR 11: Soundbox Lineage

SF Symphony Collaborative Partner and classical vocalist Julia Bullock curates a SoundBox program, featuring members of the SF Symphony and Chorus, pianist Sarah Cahill, and violinist Benjamin Beilman.

This century-spanning program bridges defiant contrasts and unearths surprising connections. See the sparks fly when history bends and legacies collide.

SF Classical Voice | sfcv.org

Contact Claudia Campazzo, claudia@sfcv.org
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 $105. The calendar page receives an average of 4,140 views per month. Only six spots available each week - book yours now!

EVENT SHOWCASE

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

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

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

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

search events

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

[Canceled] Modigliani Quartet
Venue: Herbst Theatre
Date: Wed, March 17, 2021 - 7:30pm
City: San Francisco
Price Range: $55/$55/$70

Contact Claudia Campazzo, claudia@sfcv.org
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 and number of tickets to offer. For example, you can offer a 10% discount, or a buy one, get one free option.
3. Create a discount code. If you use ticketing software, like Brown Paper Tickets, our readers will enter the code 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.
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 give-aways, 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 the homepage.
3. When we pick the winner(s), we will notify them and email you with the name and email so that you can hold their tickets at will call.

SAMPLE EMAIL

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!

[Contact Information]

Contact Claudia Campazzo, claudia@sfcv.org
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
Website Banners:
- 970 x 250 pixels banner, JPG, PNG, or GIF at 72 dpi
- 300 x 250 pixels banner, JPG, PNG, or GIF at 72 dpi
- 300 x 100 pixels banner, JPG, PNG, or GIF at 72 dpi
- 700 x 450 pixels Pop-up banner, JPG or PNG or GIF at 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 or PNG at 72 dpi. No animated files.
- Sponsored Content:
  - Title
  - 170 x 170 image, JPG or PNG at 72 dpi
  - URL of the article

Sponsored Email
To send your email, we need all of the following

- Logo: the width should be 260 pixels at 72 dpi, JPG or PNG.
- A title for the header
- An image, 600w x 300h at 72 dpi, JPG or PNG
- The message in a word document (1000 character limit including spaces)
- The URL that you want the images and any links to go to
- A subject line
### 2021 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 1/1/2021 to 8/31/2022.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
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<tbody>
<tr>
<td>970 x 250 banner on sfcv.org</td>
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<td>300 x 250 banner on sfcv.org</td>
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<td>Calendar Showcase on sfcv.org</td>
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<td>600 x 180 Newsletter banner</td>
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<td>Sponsored Content in newsletter</td>
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<tr>
<td>Sponsored Email</td>
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<table>
<thead>
<tr>
<th>Annual Operating Budget</th>
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<tr>
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</table>

Contact Claudia Campazzo, claudia@sfcv.org