



CLASSICAL VOICE

Concerts · Artists · Critical Reviews

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!

L.A. MONTHLY
READERS

4K

Total 42K

L.A. MONTHLY
PAGEVIEWS

6.7K+

Total 70+K

L.A. EMAIL

800+

Total 11K+

FACEBOOK

6.3K+

TWITTER

5K+

Contact Claudia Campazzo, claudia@sfcv.org

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

CLASSICAL VOICE

970X250 BANNER \$350/week

LATEST

300X250 BLOCK \$230/week

DANCE JAZZ OPERA

300X100 BLOCK \$150/week

Listen to KDFC Facebook Twitter Instagram

300X250 BLOCK \$230/week SFCV NEWSLETTER SIGN UP ENTER/FIND EVENTS

POPULAR

SPOTIFY

300X250 BLOCK \$230/week

300X100 BLOCK \$150/week

FEATURES REVIEWS MUSIC NEWS

ARTIST SPOTLIGHTS PREVIEWS MEDIA

FROM THE ARCHIVE

Events Advertise Donate Listen to KDFC Hot Deals My Profile

970X250 BANNER \$350/week

INTERIOR PAGE

CLASSICAL VOICE

970x250 BANNER \$350/week

300x250 BLOCK \$230/week

300X250 BLOCK \$230/week

300X100 BLOCK \$150/week

MORE FROM STEVEN WISN

970x250 BANNER \$350/week
 Only available on article pages, not on other interior pages.

CONNECT WITH US

THE SFCV NEWSLETTER

300X250 BLOCK \$230/week

300X100 BLOCK \$150/week

Events Advertise Donate Listen to KDFC Hot Deals My Profile

970x250 BANNER \$350/week

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.

600 x 180 Newsletter Banner
\$150/newsletter



Sponsored Content

Article Title

Article Description



Preview by Victoria Looseleaf

Every Tuesday

The SFCV L.A. Weekly newsletter reaches 800-plus dedicated arts patrons every week with an average open rate of 48%.

Banner Ads

Your ad flows seamlessly with SFCV's editorial content. The image will link to an online destination of your choice. \$150/newsletter.

Sponsored Content

Tell your own story and direct readers to your site. \$250/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

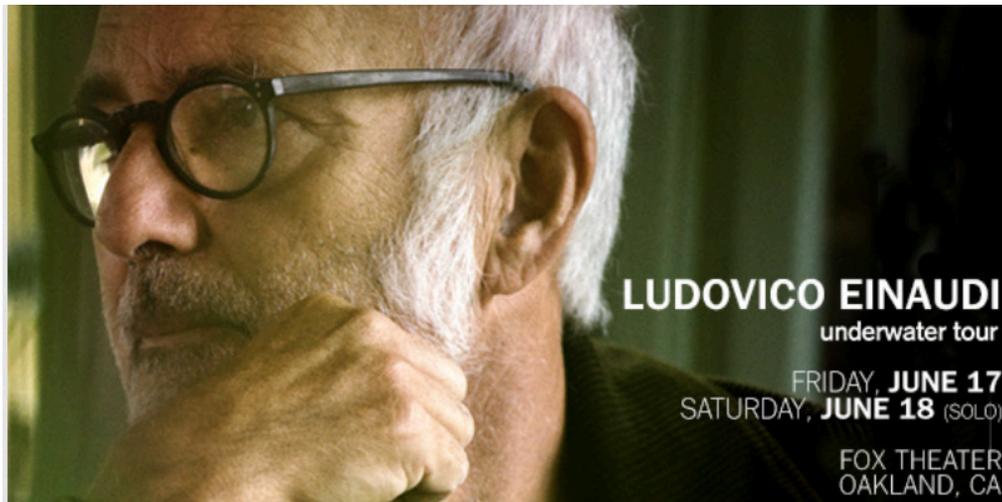
Make a big impact with this 700 x 450 banner ad on SFCV. Your ad will appear the first time a user visits the website each day. Pop-ups run for three consecutive days and cost \$300. They are a great tool to promote your event just a few days before it. We have very limited availability for this banner, 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 800+ opt-in subscribers on the date of your choice. The cost is \$260 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 48%.



Two Special Nights with Ludovico Einaudi at the Fox Theater – Oakland

Pianist and composer Ludovico Einaudi will bring his "Underwater Tour" to the Fox Theater in Oakland for two special performances on Friday, June 17 and Saturday, June 18. Two separate and distinct sets, the Saturday, June 18 show will be an intimate solo performance. Experience a fresh and immediate approach to music, an intimate conversation, between the piano and Ludovico Einaudi. Reserved seats are on sale now at [Ticketmaster.com](https://www.ticketmaster.com).

TICKETS

FOX
OAKLAND

SF Classical Voice | [sfcv.org](https://www.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 5,700 views per month. Only 4 spots available each week - book yours now!

Menu Event  Log in

CLASSICAL VOICE
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EVENTS SHOWCASE

 <p>CMC Mission Milonga: An Intimate Tango Salon</p> <p>Community Music Center Sat, October 12, 2019 - 8:00pm</p>	 <p>Classical Tahoe Orchestra Concert: All About the Piano and Music Maker Faire</p> <p>Classical Tahoe Sun, August 4, 2019 - 10:00am</p>	 <p>World Premiere of Peter Sellars' multi-disciplinary performance film - "this body is so impermanent..."</p> <p>UCLA Film & Television Archive Wed, March 17, 2021 - 4:00pm</p>	 <p>SF Orchestra One Found Sound Virtual Watch Party - OCEAN</p> <p>One Found Sound Thu, March 18, 2021 - 6:00pm</p>
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search events

Search by event date  

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





[Canceled] Modigliani Quartet

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



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

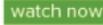


DONATE

THE VIRTUAL GREENROOM

Insightful video interviews with great musicians





NACUSA 2021

virtual new music festival

4.17-5.02

virtual new music festival

CONNECT WITH US



THE SFCV NEWSLETTER

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

Contact Claudia Campazzo, claudia@sfcv.org

HOT DEAL

The screenshot shows the SFCV homepage layout with the following sections and advertising positions:

- Header:** HOMEPAGE and CLAUDIA VOICE logo.
- Top Banner:** 970X250 BANNER POSITION 1, \$695/week.
- LATEST:** A grid of 8 placeholder boxes. One box on the right is labeled 300X250 BLOCK POSITION 1, \$455/week.
- Category Grid:** DANCE, JAZZ, OPERA. Each category has a 2x2 grid of placeholder boxes. One box in the OPERA section is labeled 300X100 BLOCK POSITION 7, \$295/week.
- Social Media:** Links for LinkedIn, Facebook, Twitter, and Instagram.
- Call-to-Action:** A red box labeled "Hot Deal Promoted Here", a "SFCV NEWSLETTER SIGN UP" box, and an "ENTER/FIND EVENTS" box.
- POPULAR:** A grid of 6 placeholder boxes. One box on the right is labeled SPOTIFY. Two other boxes on the right are labeled 300X250 BLOCK POSITION 3, \$455/week and 300X100 BLOCK POSITION 8, \$295/week.
- Content Grid:** FEATURES, REVIEWS, MUSIC NEWS, ARTIST SPOTLIGHTS, PREVIEWS, MEDIA. Each category has a 2x2 grid of placeholder boxes.
- FROM THE ARCHIVE:** A grid of 4 placeholder boxes.
- Bottom Banner:** 970X250 BANNER POSITION 2, \$695/week.
- Footer:** Links for Home, Advertise, Events, LinkedIn, Hot Deals, My Profile.

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.

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, go to your account page (you may already be there) by clicking on the top right link ("account") and choosing "My Account".
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 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 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!

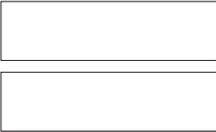
[ENTER THE GIVEAWAY](#)

SF Classical Voice | sfcv.org



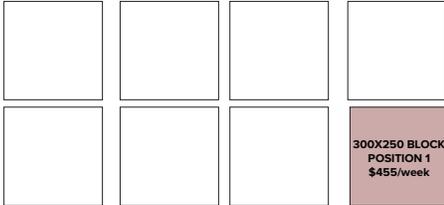
HOMEPAGE





970X250 BANNER POSITION 1
\$695/week

LATEST



DANCE JAZZ OPERA

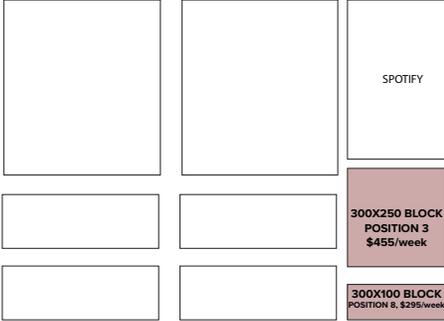


300X100 BLOCK POSITION 7, \$295/week

[Listen to KQPC](#) [Facebook](#) [Twitter](#) [Instagram](#)

Ticket giveaway promoted here SFCV NEWSLETTER SIGN UP ENTER/FIND EVENTS

POPULAR



FEATURES REVIEWS MUSIC NEWS



ARTIST SPOTLIGHTS PREVIEWS MEDIA



FROM THE ARCHIVE



[Events](#) [Advertise](#) [Donate](#) [Listen to KQPC](#) [Hot Deals](#) [My Profile](#)

970X250 BANNER POSITION 2
\$695/week

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 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
 - 600x300 image, JPG or PNG at 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 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 (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, go to your account page (you may already be there) by clicking on the top right link ("account") and choosing "My Account".
- 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.

2022-23 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 9/1/2022 to 8/31/2023.

Ad Type	Rate	
970 x 250 banner on sfcv.org	\$350	L.A. readership
300 x 250 banner on sfcv.org	\$230	L.A. readership
300 x 100 banner on sfcv.org	\$150	L.A. readership
700 x 450 Pop-up banner on sfcv.org	\$300	L.A. readership
Calendar Showcase on sfcv.org	\$105	
600 x 180 Newsletter banner	\$150	L.A. Newsletter
Sponsored Content in newsletter	\$250	L.A. Newsletter
Sponsored Email	\$260	L.A. List

Annual Operating Budget	Annual Membership Rate
<\$150,000	\$75
\$150,000 - \$500,000	\$150
\$500,000 - \$2,000,000	\$275
>\$2,000,000	\$575

Contact Claudia Campazzo, claudia@sfcv.org