



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!

**MONTHLY
READERS**

40K+

**MONTHLY
PAGEVIEWS**

70K+

**EMAIL
SUBSCRIBERS**

15K+

**SOCIAL MEDIA
FOLLOWERS**

14K+

**ARTICLES PUBLISHED
PER SEASON**

500+

Contact Claudia Campazzo, claudia@sfcv.org

*SF Ballet in Danielle Rowe's Madcap | Credit: Lindsay Thomas ** A scene from David McVicar's production of Pelléas and Mélisande | Credit: Richard Campbell/Scottish Opera

*** Davóné Tines and Julia Bullock in the original 2017 production of Girls of the Golden West | Credit: Cory Weaver/San Francisco Opera

**** Joyce DiDonato in a past production of Hector Berlioz's Les Troyens | Courtesy of the artist

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.

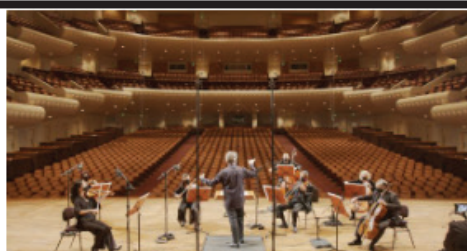


Artist Spotlight by Tom Jacobs

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:
merola.org • (415) 864-3330



MEROLA
OPERA PROGRAM

Every Tuesday

The SFCV Bay Area Weekly newsletter reaches 12,700-plus dedicated arts patrons every week with an average open rate of 36%.

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!



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

SF SYMPHONY

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

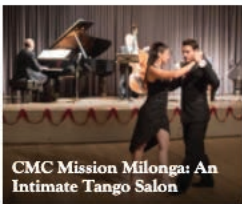
Event

Log in




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EVENTS SHOWCASE



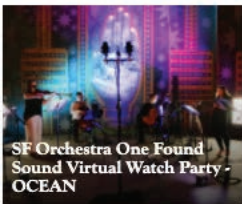
CMC Mission Milonga: An Intimate Tango Salon
Community Music Center
Sat, October 12, 2019 - 8:00pm



Classical Tahoe 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

Q 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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THE VIRTUAL GREENROOM
Insightful video interviews with great musicians
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NACUSA 2021
virtual new music festival
437-5.02

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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 and number of tickets to offer. 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, 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.

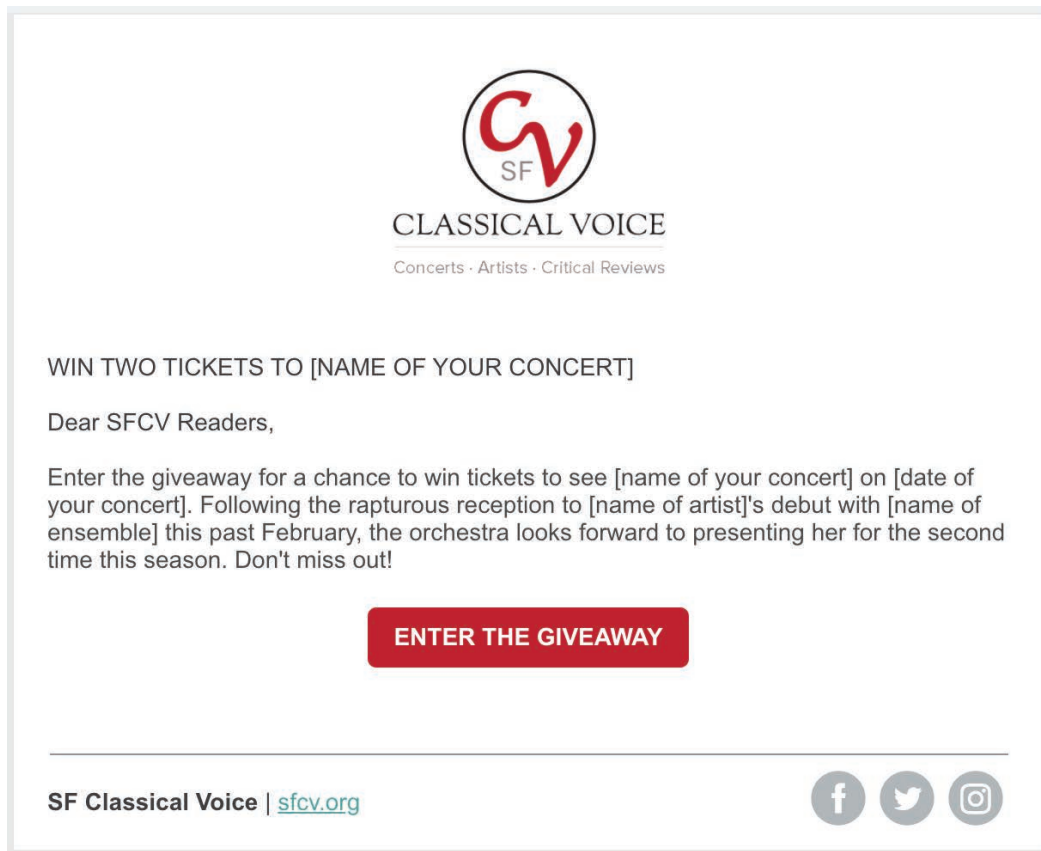
TICKET GIVEAWAY

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



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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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, 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.

2023-24 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 9/1/2023 to 8/31/2024. 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

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