

**National Association of Teachers of Singing**  
the largest association of singing teachers in the world



# 2011-2012 Media Kit

(904) 992-9101

info@nats.org

<http://advertising.nats.org>

# National Association of Teachers of Singing

the largest association of singing teachers in the world



Reach more than  
**7,000 Voice Teachers**  
and their **150,000+** students

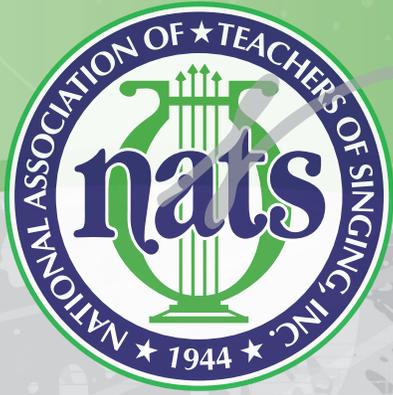
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# NATS Members

Founded in 1944, National Association of Teachers of Singing, Inc. (NATS) is the largest professional association of teachers of singing in the world with more than 7,000 members in the United States, Canada, and over twenty-five other countries. NATS offers a variety of lifelong learning experiences to its members: workshops, intern programs, master classes, and conferences. Students of NATS members have access to one of the organization's most widely recognized activities: Student Auditions. They have the opportunity, along with members, to compete at a national level through National Association of Teachers of Singing Artist Awards (NATSAA). In 2012, NATS will begin auditioning for the first National Musical Theater Competition (NMTC). Final Rounds for NATSAA and NMTC will take place at the NATS 52nd National Conference in Orlando. NATS supports the growth and enrichment of its members through the publication of Journal of Singing, a scholarly journal comprised of articles on all aspects of singing and the teaching of singing, written by distinguished scholars in their fields.

Average  
Number of  
Students per  
teacher : 24\*



41.5% earn \$15-  
\$50K annually  
from voice/  
music teaching \*

## NATS Member Gender

Male : 24.8%  
Female : 75.2% \*

## NATS Member Ages

20-35 : 13.2%  
36-45 : 15.3%  
46-55 : 25.6%  
56-65 : 28.6%  
66+ : 18.3% \*

\* Source: 2011 NATS Member Survey



# Journal of Singing: Reach over 100,000 Voice Scholars Nationwide

## Journal of Singing

- is the only nationally distributed magazine devoted exclusively to the art of singing, vocal function, vocal literature, care of the professional voice, and the teaching of singing.
- is the publication most frequently consulted by students and teachers of singing and is seen by over 100,000 readers.
- is published five times a year, mailed to members of National Association of Teachers of Singing, to student subscribers, to subscribers from singing and related professions, and to the subscribing educational institutions and libraries.



95.5% find one or more articles or columns in each issue Journal of Singing that apply to their teaching or singing.\*

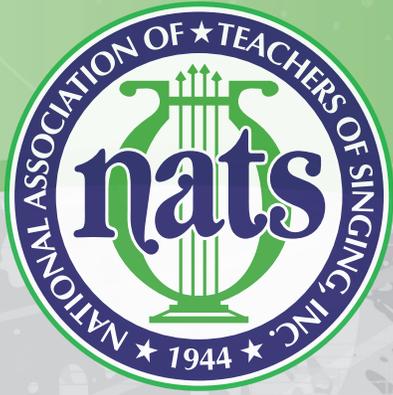


34.5% count NATS as their Primary Professional Organization.\*

## Other Professional Memberships

ACDA	: 14.2%
MENC	: 13.5%
MTNA	: 14.0%
AGMA	: 16.7%
None	: 31.2%*

\* Source: 2011 NATS Member Survey



# Get Seen on NATS.org

## More than 10,000 Unique Pageviews per month

### Targeted Effective Affordable

With the home page of [www.nats.org](http://www.nats.org) averaging around 20,000 visitors per month, you can reach more than 7,000 NATS members, their 150,000+ students, and the general public, targeting your message to singers and teachers of singing.

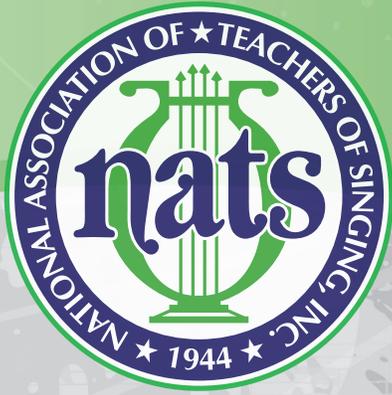
- Link your display ad directly to your URL or email address.
- Banners ads appear on the NATS home page in rotation.

74.4% regularly recommend NATS membership to others.\*

97.8% are likely to renew their NATS membership.\*



\* Source: 2011 NATS Member Survey



# Dedicated Email Blasts to NATS Members for as low as 20 cents each

## Send Sponsored Promotions

to the NATS member list with your message. Segment by country, state, or region to reach out to over 6,000 members who have provided NATS with their email addresses.



29.1% pay  
subscription fees  
for online services  
related to their  
profession.\*

### Regular Users of

Email : 99.1%  
YouTube : 75.3%  
Facebook : 66.2%  
iTunes : 50.6%\*

74.4% spent  
\$101-750 last  
year on music for  
their personal/  
teaching library.\*

\* Source: 2011 NATS Member Survey



# Get into the Hands of Voice Teachers

**Send Direct Mail to up to 7,000 NATS Members.**

**Purchase mailing lists or labels segmented by state, region, or country to promote your product or service.**



**31.1% conduct a choral ensemble on a regular basis.\***

**Primary Influencer to Join NATS:**  
Colleague who is a member 38.1%  
Professor or Private voice teacher 37.3%\*

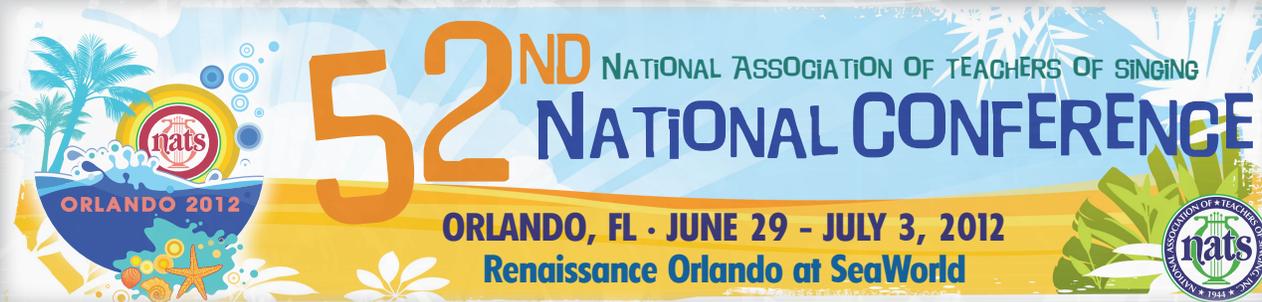
**46.7% spent \$100-500 last year on other materials and equipment for use in teaching.\***



\* Source: 2011 NATS Member Survey



# NATS National Conference Marketing: Exhibit! Sponsor! Advertise!



Support the important programs, master classes, and competitions that are part of the NATS National Conference while promoting your product or service.

51% have been  
NATS members  
for 3 to 20  
years.\*

54.1% spend \$101-750  
per year on professional  
development activities  
related to teaching voice.  
24.3% spend \$751-2000/year.\*

Of the 50% who teach at  
a university, 57.2% are  
full-time. Other courses  
taught include

Voice Pedagogy	:	42.4%
Lyric Diction	:	41.7%
Voice Literature	:	33.7%
Opera Workshop	:	30.0%
Music Theater	:	23.0%
Choirs	:	16.7%*



\* Source: 2011 NATS Member Survey



# Rate Card



Print Advertising: Journal of Singing Rates					
Space	1X	2X	3X	4X	5X
Back Cover (glossy color)	\$2250	\$2165	\$2095	\$2025	\$1915
Back Cover (b&w glossy)	\$1850	\$1775	\$1730	\$1665	\$1575
Inside Front/Inside Back Cover	\$1665	\$1605	\$1545	\$1499	\$1415
Full Page	\$1295	\$1245	\$1205	\$1165	\$1100
2/3 Page	\$865	\$830	\$805	\$775	\$735
1/2 Page	\$650	\$625	\$605	\$585	\$555
1/3 Page	\$525	\$505	\$490	\$475	\$450
1/4 Page	\$385	\$370	\$360	\$350	\$330
1/6 Page	\$300	\$290	\$280	\$270	\$255
1/12 Page	\$165	\$160	\$155	\$150	\$145

The above rates apply to each insertion of an ad. Multiple-insertion rates apply to the total number of insertions of the same size ad within a 12-month period. No multiple-insertion contract will be accepted, however, which extends more than one issue into the subsequent volume year. Front and back cover ads are sold on a first come, first served basis.

## Direct Mail Rates

Mailing lists (Excel or tab-delimited file on CD) or labels for any or all NATS members (physical addresses only - no email addresses): \$0.12 per name, plus \$10.00 shipping & handling. RUSH ORDER SERVICE (less than 5 business days to process): \$50 additional for FedEx Priority Overnight service. Specify segment by state, region, or country.

## Sponsored Promotion

### Email Blast Rates

1000 or less addresses : \$0.40 each  
 1001 to 3000 addresses : \$0.30 each  
 3001+ addresses : \$0.20 each



Digital Advertising Rates					
Banner Location & Size	1x	2x	3x	4x	5x
Left Zone - 180x150 (rectangle)	\$450	\$425	\$405	\$360	\$320
Left Zone - 160x600 (wide skyscraper)	\$1,600	\$1,505	\$1,440	\$1,280	\$1,135
Right Zone - 120x90 (button 1)	\$125	\$120	\$115	\$105	\$95
Right Zone - 120x60 (button 2)	\$85	\$80	\$75	\$70	\$65
Right Zone - 120x240 (vertical banner)	\$335	\$320	\$310	\$290	\$250
Lower Zone - 468x60 (full banner)	\$400	\$385	\$375	\$350	\$310
Lower Zone - 728x90 (leaderboard)	\$935	\$900	\$875	\$820	\$725



# Rate Card



## Conference Sponsorship Packages available from \$2,500 and up

Exhibit Space Rates	
Exhibit Booth	\$425
Additional Exhibit Booth(s)	\$325
Additional Exhibitor Badges (each booth reserved receives two badges)	\$100

Conference Advertising Rates	
Distribute Your Flyer or Brochure in Attendee Registration Packets	\$250
Discounted Rate for Exhibitors and Advertisers	\$150

Publisher Showcase Rates	
Premium: Featured event with a dedicated time slot (45 minutes)	\$550
Regular: 30 minute time slots running simultaneously	\$450

Conference Program Book Advertising Rates	
Back Cover – 8-1/2" x 11" h	\$500
Inside Front Cover – 8-1/2" x 11"	\$425
Inside Back Cover – 8-1/2" x 11"	\$425
Premium Full Page – 8-1/2" x 11"	\$400
Full Page – 8-1/2" x 11"	\$375
Half Page – 7-1/2" x 4 7/8"	\$295
Quarter Page – 3-5/8" x 4 7/8"	\$225

**SPECIAL OFFER!**  
 For Conference Exhibitors or Advertisers: One-time 50% discount off any size NATS.org website display advertisement for orders placed before 12/31/2012.





# Ad Specs

## Journal of Singing Design Requirements

Dimensions are given in inches. A design service is provided for advertisers who are unable to furnish ads in PDF or other digital format. Please make document size ("trim" size) 8.5 x 11 inches for all full-page ads. For full-bleed ads, please extend a one-eighth-inch bleed on all four sides, making total ad dimensions 8.75 x 11.25 in. The "live" area in a bleeding ad should be confined to the inner 8 x 10.5 inches for safety; make sure no important text or graphic elements extend past that inner border.

<p>FULL PAGE &amp; INSIDE COVERS, (non-bleed)** 8 x 10.5 inches max</p>	<p>FULL PAGE &amp; INSIDE COVERS, (bleed)** 8.75 x 11.25 inches</p>	<p>MAILING INFO BACK COVER, bleed (all but top) 8.75 X 8.875 INCHES NON-BLEED 8 X 8.535 INCHES</p>	<p>1/3 PAGE Square: 4.583 x 4.6 in.  Vertical: 2.167 x 9.45 in.</p>	<p>1/3 PAGE Horizontal: 7 X 3.15 IN.</p>
<p>2/3 Vertical: 4.583 x 9.45 in.  2/3 Horizontal: 7 x 6.3 in.</p>	<p>1/2 Vertical: 3.333 x 9.3 in.  1/4 Vertical: 3.333 x 4.375 in.</p>	<p>1/2 PAGE Horizontal 7 x 4.72 in.  1/4 PAGE Horizontal: 4.583 X 3.54 IN.</p>	<p>1/6 PAGE vertical 2.167 x 4.6 in.  1/6 PAGE horizontal 4.583 x 2.36 in.  1/12 PAGE 2.167 x 2.36 in.</p>	

## Journal of Singing File Submission Requirements

Files may be sent electronically to [info@nats.org](mailto:info@nats.org). The preferred file format for ads is a high-res PDF file, with all fonts embedded, created using Acrobat Distiller's print- or press-optimized settings. Ads may also be submitted in TIFF, JPG, or EPS format. Do not supply electronic files in Microsoft Publisher or PowerPoint format; such ads should be supplied as PDFs only. All halftone (grayscale) scans should be 300 dpi; bitmaps (line art) should be scanned at 1200 dpi. All ads should be supplied in black and white only except for back cover color ads.



## Journal of Singing Deadlines

Issue	Ad/Mechanical Deadline	Delivery Date
#1 Sept/Oct	July 1	October 1
#2 Nov/Dec	September 1	December 1
#3 Jan/Feb	November 1	February 1
#4 Mar/Apr	January 1	April 1
#5 May/June	March 1	June 1



# Ad Specs

## Digital Advertising Specs

We accept JPEG and GIF formats at 72dpi with a maximum file size of 40K.

### Banner Location & Size

- Left Zone - 180x150 (rectangle)
- Left Zone - 160x600 (wide skyscraper)
- Right Zone - 120x90 (button 1)
- Right Zone - 120x60 (button 2)
- Right Zone - 120x240 (vertical banner)
- Lower Zone - 468x60 (full banner)
- Lower Zone - 728x90 (leaderboard)

## Conference Program Book Ad Specs

Please submit camera-ready files (TIF, JPG, PDF or EPS) at 100% of your completed ad size in 300dpi CMYK.

- Back Cover - 8-1/2" x 11"
- Inside Front Cover - 8-1/2" x 11"
- Inside Back Cover - 8-1/2" x 11"
- Premium Full Page - 8-1/2" x 11"
- Full Page - 8-1/2" x 11"
- Half Page - 7-1/2" x 4 7/8"
- Quarter Page - 3-5/8" x 4 7/8"

## Email Blasts : Sponsored Promotion Specs

In planning for your Sponsored Promotion, please prepare the following:

- Text of the Subject field for your Sponsored Promotion (maximum of 50 alphanumeric characters).
- Graphic display ad, which will be primary content of the email, in JPG format (maximum of 585 pixels wide). You may also supply a PDF file of the correct dimensions, and we will convert it to a JPG for you.
- URL to which you would like your graphic to link when a reader clicks on your Sponsored Promotion (e.g., <http://www.yoursitename.com>). We recommend that your graphic include a call-to-action such as "Click here for more information" to drive traffic to your site.
- Optional: Body text of the email. If you wish to link specific portions of text to the web, please provide basic HTML code.
- Segment list by country, region, or state.





# Terms

## Payment Methods

Payment is accepted at the time advertising services are reserved in U.S. dollars by check (drawn on a U.S. bank), money order, purchase order, or credit card (Visa or MasterCard) at the time of reservation. If billing is requested, payment terms are Net 30. A service charge of 1.5% per month or 18% per year is charged on all balances not paid within thirty days.

## Journal of Singing Policies and Terms

- All advertising requests must be made by submitting the online ad reservation form at [www.nats.org](http://www.nats.org) or by submitting a printed ad reservation form. Payment can be made by credit card at the time of reservation or billing can be requested. New advertisers must pay for their first ad in advance.
- Invoices, accompanied by one tear-sheet, will be sent within 10 days of the delivery date.
- The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with these terms.
- Journal of Singing reserves the right to reject advertising that does not meet with its approval.

## Display Ad Terms and Conditions

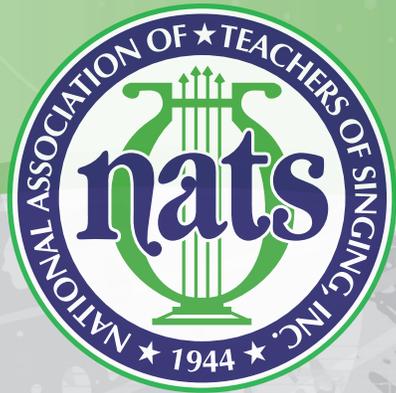
- NATS offers limited online banner advertising to organizations and individuals who provide products and services that are related to the mission of NATS.
- Orders must be prepaid.
- Full payment is required for campaigns that you discontinue after the campaign has begun.
- Orders that you cancel after the order is processed are subject to a service fee.
- While we are not able to guarantee impression and click-through rates, we are happy to provide you with these statistics upon request. All ads receive the same number of impressions.
- All campaigns are payable in full before the campaign goes live.

## Direct Mail Terms and Conditions

- NATS membership list rental is for a one-time use only.
- NATS reserves the right to approve the marketing piece in advance.
- Advertiser use of the NATS name and/or logo must be approved by the Executive Office prior to distribution.
- Please be aware that some addresses may be incorrect. Addresses are updated when new mailing addresses are provided.
- Our mailing list meets the USPS Move Update Requirement and is updated regularly per U.S. postal regulations.
- NATS cannot guarantee the outcome of the mailing and will not be liable for those mail pieces that are returned. ALL ORDERS ARE SHIPPED ON A PREPAYMENT BASIS ONLY, as the number of members is constantly changing.

## Email Blast Terms and Conditions

- Orders must be prepaid.
- Full payment is required for orders that you cancel after they are mailed out.
- Orders that you cancel after the order is processed are subject to a service fee.
- Please be aware that some email addresses may be incorrect if members have not updated their contact information with NATS.
- While we are not able to guarantee open and click-through rates, we are happy to provide you with these statistics upon request.



# Contact

For an estimate on your next campaign with NATS,  
contact Joan Adams  
Advertising Coordinator  
(904) 992-9101 ext. 303  
joan@nats.org



**Primary Profession:**  
Independent Studio  
Voice Teacher 31.2%  
College/University  
Voice Teacher 38.7% \*

71.1% find their  
NATS membership  
to be highly  
(or extremely)  
valuable. \*

Reach more than  
7,000 Voice Teachers  
and their 150,000+  
students by advertising  
with National Association  
of Teachers of Singing.

Students regularly participate in

Local Chapter NATS Auditions	: 52.4%
Regional NATS Auditions	: 26.3%
High School All-State Auditions	: 30.4%
Metropolitan Opera Auditions	: 11.5%
Classical Singer Auditions	: 15.6%
Local Voice Competitions	: 44.0%
Regional Voice Competitions	: 22.5%
National Voice Competitions	: 12.0% *

\* Source: 2011 NATS Member Survey