

# NATIONAL ASSOCIATION *of* TEACHERS *of* SINGING

*The largest association of singing teachers in the world*



## 2023–2024 MEDIA KIT

(904) 992-9101 | [advertising@nats.org](mailto:advertising@nats.org) | [nats.org](https://nats.org)





# ADVERTISE WITH NATS

Reach 7,000+ voice teachers and  
their 150,000+ students

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***For an estimate on your next campaign with NATS:  
(904) 992-9101 • [advertising@nats.org](mailto:advertising@nats.org)***





# ABOUT NATS

*Celebrating the legacy as the largest professional association of voice teachers in the world*



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 more than 35 other countries.

NATS offers a variety of lifelong learning experiences to its members: workshops, intern programs, master classes, and conferences. Students, along with members, also have the opportunity to compete through the **National Association of Teachers of Singing Artist Awards (NATSAA)**, **National Musical Theatre Competition (NMTC)** and **NATS National Student Auditions**.

NATS supports the growth and enrichment of its members through the publication of *Journal of Singing*, a peer-reviewed journal comprised of articles on all aspects of singing and the teaching of singing, as well as its weekly *Intermezzo* e-newsletter and *Inter Nos*, a semiannual e-zine dedicated to the independent teacher. NATS also offers the [Live Learning Center](#) with recorded online videos and [Vocapedia](#), a unique information database about singing and the science of voice.

## NATS Members are Active Teachers

### Primary Profession

- Independent Studio Voice Teacher ..... 43%
- College/University Voice Teacher ..... 38%
- Active Professional Singer. .... 7%
- Choral Director ..... 5%
- Voice Instructor, K-12. .... 3%
- Collaborative pianist ..... 2%

**Of those who teach at a university, 57.2% are full-time.** Courses taught include:

- Voice Pedagogy: ..... 42%
- Lyric Diction: ..... 41%
- Voice Literature: ..... 33%
- Opera Workshop: ..... 30%
- Musical Theatre: ..... 23%
- Choirs: ..... 17%

**Average Students per teacher: 24**

## NATS Members are Engaged Consumers

- **24% spend \$751 — \$2,000 per year** on professional development activities related to teaching voice.
- **54% spend \$101 — \$750 per year** on professional development activities related to teaching voice.
- **47% spent \$100 — \$500 per year** on other materials and equipment for use in teaching.
- **29% pay subscription fees for online services** related to their profession.
- **59% are in the prime age group (30-59)** for disposable income and authority in purchase decisions.
- **74% of membership is female.**

## NATS Members are Committed Artists

- **51% of NATS members have been NATS members for 3 to 20 years.**
- **35% indicate NATS is their Primary Professional Organization.**  
Other Professional Memberships:
  - ACDA. .... 14%
  - MENC ..... 14%
  - MTNA ..... 14%
  - AGMA ..... 17%
- **96% find one or more articles or columns** in each *Journal of Singing* issue that apply to their teaching or singing.

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# JOURNAL OF SINGING

AD RESERVATION FORM



## Advertise in *Journal of Singing*

Reach more than 100,000 with your ad and effectively target teachers of singing with information about your programs, products, and services.

### *Journal of Singing* is ...

- **The only nationally distributed publication** devoted exclusively to the art of singing, vocal function, vocal literature, care of the professional voice, and the teaching of singing.
- **The publication most frequently consulted** by students and teachers of singing and is seen by more than 100,000 readers.
- **Published five times a year**, sent to members of National Association of Teachers of Singing, student subscribers, subscribers from singing and related professions, and subscribing educational institutions and libraries.
- **Produced in digital and print format**, with all subscribers having access to all current and previous JOS issues via NATS.org. Fully linked, interactive issues are also available for viewing and download on ISSUU.com.



### Print Advertising: *Journal of Singing* Rates

Space	1X	2X	3X	4X	5X
Back Cover (glossy/color)* <b>SOLD</b>	\$2600	\$2450	\$2335	\$2200	\$2050
Inside Front Cover (glossy/color)*	\$2000	\$1885	\$1785	\$1700	\$1575
Inside Back Cover (glossy/color)*	\$1925	\$1825	\$1725	\$1635	\$1525
Full Page	\$1500	\$1415	\$1335	\$1275	\$1185
2/3 Page	\$1000	\$945	\$900	\$850	\$785
1/2 Page	\$750	\$715	\$675	\$650	\$600
1/3 Page	\$615	\$575	\$550	\$525	\$485
1/4 Page	\$450	\$425	\$400	\$385	\$350
1/6 Page	\$340	\$335	\$315	\$300	\$275
Business Block**	\$190	\$180	\$175	\$165	\$160

\*Note: Back Cover, Inside Front Cover, and Inside Back Cover ads are sold on a first-come, first-served basis. Please call 904-992-9101 for more information.

\*\*In order to keep text legible, Business Block ads should be text-only, limited to approximately 40 words.

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 which extends more than one issue into the subsequent volume year.

### *Journal of Singing* 2023–24 Publication Deadlines

Issue	Ad Deadline	Mail Date
#1 Sept/Oct 2023	June 20, 2023	Aug 15, 2023
#2 Nov/Dec 2023	August 20, 2023	Oct 13, 2023
#3 Jan/Feb 2024	October 20, 2023	Dec 15, 2023
#4 March/April 2024	December 20, 2023	Feb 15, 2024
#5 May/June 2024	February 20, 2024	April 15, 2024

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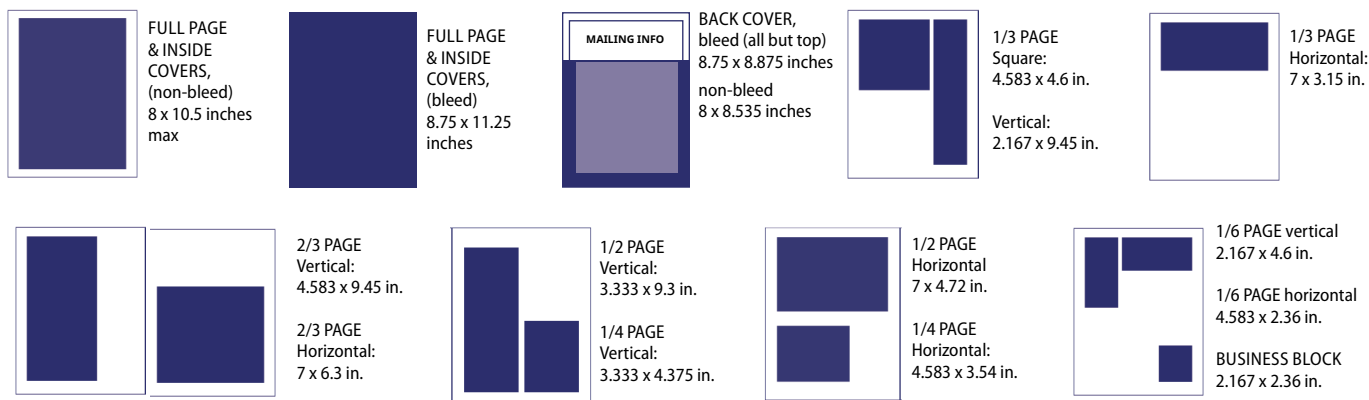
# JOURNAL OF SINGING

AD RESERVATION FORM



## *Journal of Singing* Design Requirements

Dimensions are given in inches. 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.



## *Journal of Singing* File Submission Requirements

Files may be sent electronically to [advertising@nats.org](mailto:advertising@nats.org). The preferred file format for ads is a high-res PDF file, with all fonts embedded, created using print- or press-optimized PDF 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, Inside Front Cover, and Inside Back Cover color ads.**

## *Journal of Singing* Policies and Terms

- All advertising requests must be made by emailing the ad reservation form to [advertising@nats.org](mailto:advertising@nats.org).
- Payment must be made by credit card at time of reservation.
- The publisher (NATS, Inc.) 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.

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## Advertise on NATS.org

With NATS.org averaging more than 20,000 visitors and up to 120,000 page views per month, your message will reach 7,000+ NATS members, their 150,000+ students and vocal professionals around the world.

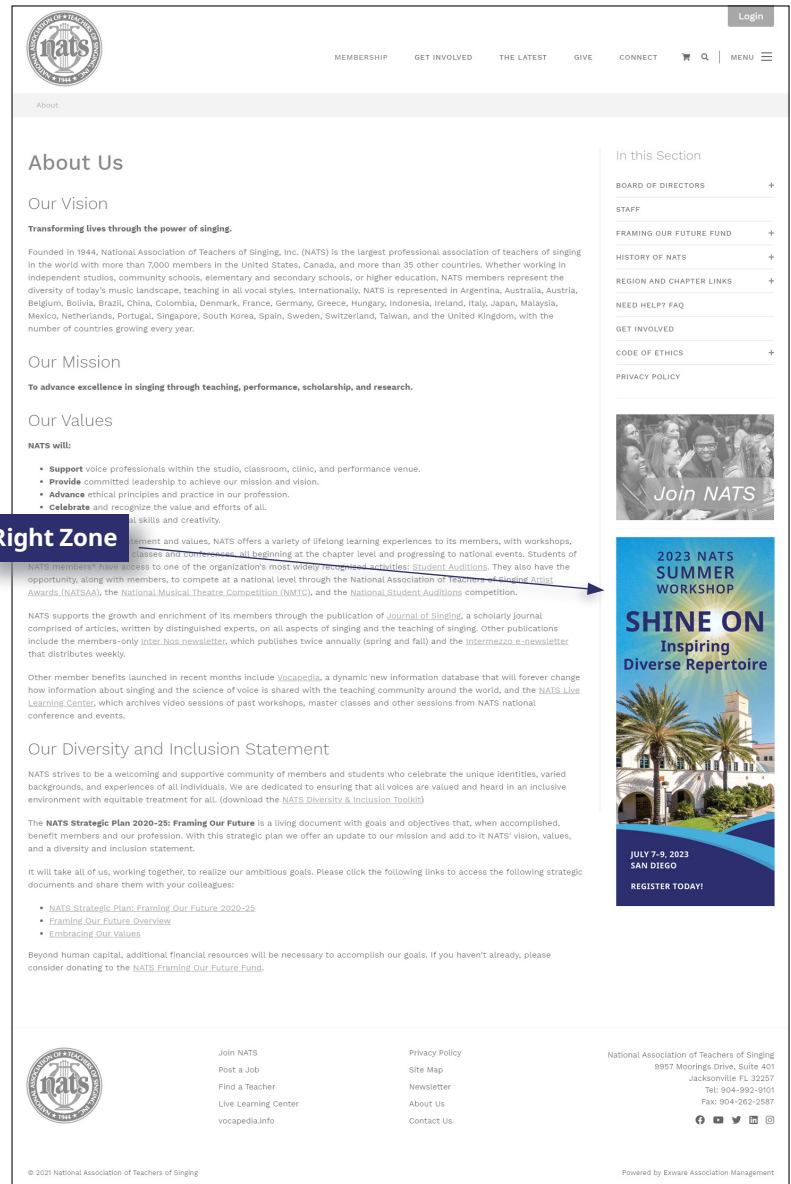
- NATS offers limited online banner advertising to organizations and individuals offering products and services that are related to the mission of NATS.
- Link your display ad directly to your URL or email address.
- Banner ads appear throughout NATS.org subpages in rotation (maximum of 5 ads).

### Digital Advertising Specs

We accept JPG, GIF and PNG formats.

#### Banner Location & Size

- Right Zone — 367 wide x 853 high (vertical)



## Digital Advertising Rates — NATS.org

Banner Location & Size	1 month	2 months (save 5%)	3 months (save 8%)	6 months (save 9%)	1 year (save 10%)
Right Zones – run-of-site (all subpages). Placement is first come, first serve basis.	\$375	\$712	\$1,035	\$2,047	\$4,050

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# NATS JOB CENTER

## Post Your Job Openings on NATS.org

### Here is what the NATS Job Center offers:

- Your listing reaches more than 7,000 NATS members and thousands of music professionals who regularly view the NATS website.
- The Job Center link is featured on the NATS home page.
- New job listings are featured in the weekly *Intermezzo* e-newsletter, received by all NATS members.
- We send an email announcement to NATS members.
- Job Center links are featured on [NATS LinkedIn](#) page.
- Place an ad on [NATS.org](#) in our Job Center where you can reach more than 7,000 members of NATS, as well as other voice professionals, and the public. Job postings are promoted in the NATS weekly email to members and on LinkedIn.

### Job Center

Position	Company	City	Deadline	
Music Director	Broadmoor Baptist Church	BATON ROUGE, LA	July 30, 2023	<a href="#">Read More</a>
Vocal Coach and Opera Accompanist	California State University Long Beach	Long Beach, CA	June 20, 2023	<a href="#">Read More</a>
Visiting Assistant Professor of Music – Voice	University of North Alabama	Florence, AL	June 30, 2023	<a href="#">Read More</a>
Assistant Professor of Music - Director of Choral Activities	John Brown University	Siloam Springs, AR	July 31, 2023	<a href="#">Read More</a>
Interim Lecturer of Opera and Vocal Coaching	University of Oklahoma	Norman, OK	June 15, 2023	<a href="#">Read More</a>
Lecturer of Voice	California State University Long Beach	Long Beach, CA	August 1, 2023	<a href="#">Read More</a>
Assistant Professor of Applied Voice and Commercial Music (3723)	Idaho State University	Pocatello, ID	June 26, 2023	<a href="#">Read More</a>

- The cost to post a job on NATS.org is \$250 per listing.
- Prepayment is required. Postings paid by credit card will be activated the next business day. Postings paid by check will not be activated until the check is received at the NATS Executive Office.

Questions? Please contact the NATS executive office at 904-992-9101 or [advertising@nats.org](mailto:advertising@nats.org).

[SUBMIT JOB](#)



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# E-MAIL MARKETING

SEND AN E-MAIL TO

[ADVERTISING@NATS.ORG](mailto:ADVERTISING@NATS.ORG)



FOR MORE INFORMATION.

## Send Sponsored Promotions by E-mail

to the NATS member list with your paid advertising message.  
Segment by country, state, or region to reach out to members  
who have provided NATS with their e-mail address.

The banner features the NATS logo and the text "SPONSORED PROMOTION" and "NATIONAL ASSOCIATION OF TEACHERS OF SINGING". Below this is a photo of a choir. The text reads: "UMass Amherst Department of Music & Dance Voice Area Open House & Mock Audition Saturday, Oct. 16 • 10am – 1pm, Bezanson Hall FREE". It describes an informational session with Q&A and mock auditions for high school students, parents, and teachers. The session is presided over by voice faculty members Jamie-Rose Guarrine, William Hite and Marjorie Melnick along with the Director of Choral Studies, Tony Thornton. A link "click here" is provided for more information, and a "Register Here" button is at the bottom.

***NATS boasts strong open rates for its sponsored e-mail blasts. Typical open rates are around 57%, which is more than twice the industry average (23%).***

## E-Mail Blasts: Sponsored Promotion Specs

In planning for your Sponsored Promotion, please prepare:

- **Subject and preheader fields** for your Sponsored Promotion (maximum of 50 alphanumeric characters).
- **Optional: Graphic display ad**, which will be primary content of the email, in JPG or PNG format (maximum of 800 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 to drive traffic to your site.
- **Optional: Body text of the e-mail**. You may provide additional text to supplement your graphic. Please provide text to us via Word document or email.
- **Select from the following demographics:**
  - Entire List: approximately 6,000 NATS members in USA, Canada and Internationally who have e-mail addresses on file
  - Country: select a specific country
  - NATS Member Region: [15 regions available](#)
  - State or Province: in any combination

## Sponsored Promotion E-mail Blast Rates

1000 or less addresses .....	\$0.50 each
1001 to 3000 addresses .....	\$0.40 each
3001+ addresses .....	\$0.30 each

**50% off repeat orders (EXACT same content)**

**Minimum charge: \$100**

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# MAILING LISTS

SEND AN E-MAIL TO

[ADVERTISING@NATS.ORG](mailto:ADVERTISING@NATS.ORG)



FOR MORE INFORMATION.

## Send Direct Mail to NATS Members

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

### Direct Mail Rates

**Mailing lists (Excel file)** for any or all NATS members (physical addresses only — no e-mail addresses): \$0.20 per name (minimum charge: \$100). Finalized file will be e-mailed.

**Multiple-Use discounts** are available for purchase. Vendor must pay full price for the first list, with a 20% discount offered for each use thereafter up to four. To receive the multiple-use discount, the lists must be purchased in advance. An updated mailing list will be provided for each mailing. The list use must occur within 12 months of purchase.

### 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 USPS regulations.
- NATS cannot guarantee the outcome of the mailing and will not be liable for those mail pieces that are returned. **ALL ORDERS ARE PROCESSED ON A PREPAYMENT BASIS ONLY**, as the number of members is constantly changing.



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# E-NEWSLETTERS

SEND AN E-MAIL TO

ADVERTISING@NATS.ORG



FOR MORE INFORMATION.

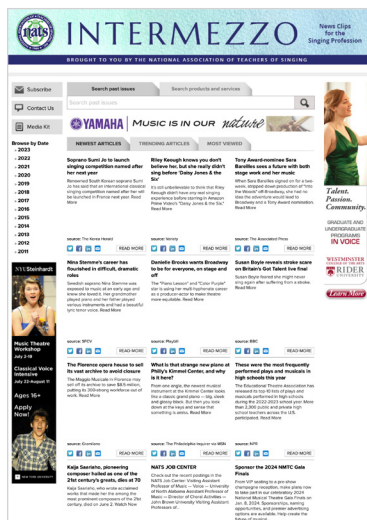
## NATS e-newsletters reach our members weekly

Reach more than 7,000 NATS members and hundreds of other friends who work in the industry directly through their e-mail.

### Intermezzo

Reach 11,000+ subscribers weekly

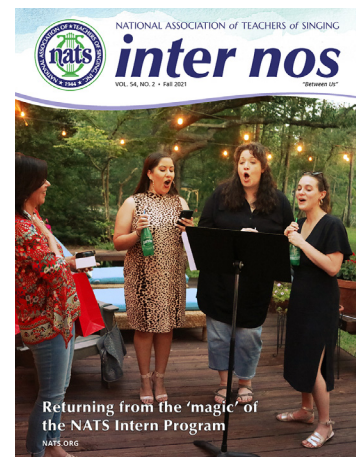
*Intermezzo* is a weekly compilation of news clips about the singing profession, in addition to NATS news, that is delivered to each member's inbox. *Intermezzo* tackles today's most relevant issues, gathered from sources like the Associated Press, the New York Times, Billboard and other leading industry publications. It is delivered to the inboxes of teachers of singing in the United States, Canada and more than 35 other countries.



### Inter Nos

e-Published twice annually  
(March/September)

*Inter Nos* is a semiannual newsletter that provides information about the work of NATS to its members. A major feature of each issue is the "Independent Voices" section, which shares stories and tips from independent teachers.



NATS distributes *Inter Nos* to all members via e-mail and archives the issues in the members-only section at NATS.org.

### Sponsored Promotion

The production of *Intermezzo* is coordinated through the NATS Executive Office in association with Multibriefs. For more information about advertising in *Intermezzo*, contact Multibriefs Advertising. Email [salesinquiries@multiview.com](mailto:salesinquiries@multiview.com) or call (972) 402-7070.

### Ad Placements (per issue)

Limited space available

Full Page: \$275 Half-Page: \$175 Quarter Page: \$100  
(See page 5 for size specifications. Same as JQS sizing.)

### Sponsored Promotion

A presenting sponsorship of *Inter Nos* consists of:

- Full Page Ad within the publication
- Name recognition/Web Link on even-page folios

One Issue - \$750 Two Issues - \$1,200

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# OTHER OPPORTUNITIES

SEND AN E-MAIL TO

[ADVERTISING@NATS.ORG](mailto:ADVERTISING@NATS.ORG)



FOR MORE INFORMATION.

## NATS Programs & Competitions

### Annual and biennial events for members/students

NATS coordinates a series of programs and competitions for its members and voice students around the world:

- National Student Auditions for students of all ages and styles!
- National Musical Theatre Competition
- NATS Artist Awards (NATSAA)
- Art Song Composition Award
- Emerging Leaders Awards
- NATS Intern Program
- National Conferences and Workshops
- Mentoring Program for Composers

**Learn more about how you can reach thousands of NATS members and their students by sponsoring these events!**



**NATS Chat Sponsor:** \$400 per session (\$3,000 for full season)

## NATS Chats

### Monthly video chat discussions for voice teachers and singers

This monthly video chat event, hosted via GoToWebinar, features a variety of guest artists discussing topics including vocal technique, repertoire, teaching strategies, business strategies for private studio teachers, resources for university teachers, and arts advocacy. Guests have included prominent teachers, authors, composers, and artists. All chats are recorded and posted online, available to NATS members and the general public.

**NATS Chat attracts approximately 2,750 registrants for the live webinars and nearly 6,000 average replay views. Learn more about NATS Chats and sponsor a session or season today!**

## NATS Workshops

### Winter and summer gatherings held annually around the country

Each January, and in summer during conference off-years, NATS members gather for topical workshops featuring some of the industry's finest voice teachers and experts in their fields.

**Sponsorship opportunities exist to reach hundreds of NATS members live at the event and through archived presentations.**



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# GALA FINALS



National Association of Teachers of Singing

*National Association of Teachers of Singing presents:*

## National Musical Theatre Competition Gala Finals

A special concert event with the next generation of musical theatre stars!

**Monday, January 8, 2024**

**Neidorff-Karpati Hall at Manhattan School of Music**

**New this year, VIP pre-show champagne reception with industry insiders.**

More than 1,000 singer/actors have participated in six previous competitions since NMTC premiered in 2012. A powerful collaboration between New York professional theatre, the world's largest network of voice teachers, and visionary investors in musical theatre The competition cultivates young, diverse, promising talent to carry the banner of musical theatre into the future.

### Sponsoring the National Musical Theatre Competition

Supporting the National Musical Theatre Competition as a sponsor can be done for as little as \$1,000. As a sponsor you are expressing your commitment to seeing the hardest working, most talented aspiring singing actors have an opportunity to be seen by the New York professional theatre community.

#### NMTC Sponsorship Levels:

- NMTC Sponsor – \$1,000
- Preferred Sponsor – \$2,500
- Featured Sponsor – \$5,000
- Champagne Reception Sponsor – \$10,000 – Exclusive
- Mock Auditions Sponsor – \$25,000 – Exclusive
- Presenting Sponsor – \$50,000 – Exclusive

[READ MORE](#)



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## 2024 NATIONAL CONFERENCE

# ADVERTISE! EXHIBIT!

## 58th National Conference Rate Sheets

Join members of National Association of Teachers of Singing, along with voice professionals and enthusiasts from around the world for six days of networking, learning sessions, recitals and so much more!

### Program Book Advertising

The Conference Program book is distributed to all attendees and features all-inclusive information of the day's events. All ad placements are 4-color. Page size is 8.5" x 11."

Back Cover . . . . .	\$2,000
Inside Front Cover . . . . .	\$1,000
Inside Back Cover . . . . .	\$1,000
Premium Full Page . . . . .	\$700 (preferred placement)
Full Page . . . . .	\$600
Half Page (horizontal) . . . . .	\$500
Quarter Page (vertical) . . . . .	\$400

### Competition/Recital Program Covers

Exclusive banner position on the program covers for the competition and performance events during the conference. Ad placement is 4-color. Size is 7.5" x 2.5."

Featured Artist Cover . . . . .	\$850
All other covers . . . . .	\$450

(NATSAA Winner, NMTC Winner, NSA Finals)

### Flyer Inclusion in Attendee Registration Packet

Each registrant will receive a bag with essential items to help them prepare for the week.

Flyer or materials: Standard rate . . . . .	\$400 per insertion
Flyer or materials: Advertiser/	
Exhibitor rate . . . . .	\$250 per insertion
Flyer Printing: 4-color, no bleed. . . . .	\$300 per 1,000 copies



### Sponsored E-Blasts

Reach attendees by E-mail in advance of their conference arrival and let them know about you. Your sponsored message will be delivered in June 2024.

Attendee E-Blast to conference registrants . . . . .	\$325
Student E-Blast to NSA competition participants. . . . .	\$150

### Exhibit Space

More than 1,000 attendees come to learn, gather ideas, and shop. They cite the Exhibit Hall among the conference highlights. Space is 8'x10' and includes two exhibitor badges. Each additional person in your booth must have a badge or be registered for the conference.

Exhibit Booth (One company per booth) . . . . .	\$675
Additional Exhibitor Badge	
(Maximum two per booth.) . . . . .	\$350

### Exhibitor Showcase—Limited Availability

Take this opportunity to showcase your brand with a guaranteed presentation session.

Premium Showcase Event—Featured event with	
45-minute dedicated time slots. . . . .	<b>LIMITED SPACE</b> \$1,000

To reserve your space, contact us at (904) 992-9101 or [conference@nats.org](mailto:conference@nats.org) • [nats.org/knoxville2024](https://nats.org/knoxville2024)

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# 2024 NATIONAL CONFERENCE SPONSOR!

## 58th National Conference Rate Sheets

The NATS 58th National Conference offers exceptional exposure to the largest concentration of singing teachers in the world. Sponsorship opportunities revolve around our most popular conference events and promotional items. Your brand will be promoted front and center before, during, and after our conference.

### Grand Sponsor .....\$12,000

You will receive exclusive recognition as the premier sponsor on all conference promotional items and signs, as well as these complimentary perks: 2 exhibit booths; premium exhibitor showcase; featured full page program book advertisement, flyer insert in to attendee bags, e-blast to all attendees, students, and members, and much more!

### Gold Sponsor .....\$9,500

Recognition as the Gold sponsor on all conference promotional items and signs, as well as these complimentary perks: 1 exhibit booth; exhibitor showcase, e-blast to all attendees, premium full page program book advertisement, flyer insert for attendee bags, and much more!

### Silver Sponsor .....\$6,000

Recognition as the Silver sponsor on all conference promotional items and signs, as well as these complimentary perks: 1 exhibit booth; e-blast to all attendees, flyer insert for attendee bags, premium full page program book advertisement, and much more!

### Bronze Sponsor .....\$3,500

Recognition as the Bronze sponsor on all conference promotional items, as well as these complimentary perks: e-blast to all attendees, flyer insert for attendee bags, full page program book advertisement, discounted exhibit booth, and much more!

Events, Receptions & Hospitality Sponsorship Opportunities (all include a variety of special perks)		
Opening Night Reception	Two-hour reception in the exhibition hall for all attendees, students, and exhibitors.	\$8,000
President's Reception	Invitation-only event featuring NATS leaders and invited friends.	\$5,000
Leadership Luncheon	Luncheon with NATS officers, incoming officers, and staff.	\$3,500
Refreshment Break—Saturday	Beverages offered to all conference attendees during morning sessions.	\$3,000
Refreshment Break—Sunday	Beverages offered to all conference attendees during morning sessions.	\$3,000
Refreshment Break—Monday	Beverages offered to all conference attendees during morning sessions.	\$3,000
Intern Program Reunion	All past master teachers and students who participated in NATS Intern Program.	\$1,000
SNATS Gathering	Student NATS members, leaders and chapter advisors gather for lunch and discussion.	\$1,000
<i>Journal of Singing</i> Luncheon	Contributors and JOS Editor Lynn Holding gather for conversation and lunch.	\$1,000
Branded Resources		
Attendee Bags	Branded bags given to all attendees, student, exhibitors with conference materials.	\$4,500
Mobile Application	Branded mobile app with conference info and real-time news (90% downloaded in 2016!).	\$4,500
Attendee Folders	Document pocket envelope given to attendees; PLUS front position for your flyer.	\$2,000
Conference Notebooks	Add your brand to notebooks given to all attendees.	\$2,000
Selfie Spot Sponsor	Your brand can be added to the "Selfie Spot" that will be displayed all four days.	\$2,000

To reserve your space, contact us at (904) 992-9101 or [conference@nats.org](mailto:conference@nats.org) • [nats.org/knoxville2024](https://nats.org/knoxville2024)

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# ADVERTISE WITH NATS

## More Savings

NATS rewards you with savings across multiple advertising platforms. Create a discount package that can include *Journal of Singing* advertising, sponsored e-blasts, banner advertising on NATS.org, NATS membership mailing addresses, *Inter Nos* e-zine, and more.

*Book any two platforms and receive 5% off*

*Book any three platforms and receive 10% off*

*Book four or more platforms and receive 15% off*

**Contact our marketing team  
to discuss your next  
advertising campaign.**

National Association of  
Teachers of Singing, Inc.

(904) 992-9101

advertising@nats.org

9957 Moorings Drive

Suite 401

Jacksonville, FL 32257

