

NATIONAL ASSOCIATION of TEACHERS of SINGING

The largest association of singing teachers in the world



2026–2027 MEDIA KIT

(904) 992-9101 | advertising@nats.org | 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***



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 NATS [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.
- 71% of membership is female.

NATS Members are Committed Artists

- 50% of NATS members have been NATS members for 12+ years.
- 35% indicate NATS is their Primary Professional Organization.
- Other Professional Memberships:
 - ACDA 11%
 - MENC 14%
 - MTNA 14%
 - AGMA 12%
- 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.

Advertising Rates

Space	1X	2X	3X	4X	5X
Back Cover (glossy/color)*	\$2780	\$2620	\$2500	\$2355	\$2195
Inside Front Cover (glossy/color)*	\$2140	\$2015	\$1910	\$1820	\$1685
Inside Back Cover (glossy/color)*	\$2060	\$1955	\$1845	\$1750	\$1630
Full Page	\$1605	\$1515	\$1430	\$1365	\$1270
2/3 Page	\$1070	\$1010	\$965	\$910	\$840
1/2 Page	\$805	\$765	\$720	\$695	\$640
1/3 Page	\$660	\$615	\$590	\$560	\$520
1/4 Page	\$480	\$455	\$430	\$410	\$375
1/6 Page	\$365	\$360	\$335	\$320	\$295
Business Block**	\$205	\$195	\$185	\$175	\$170

*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 2026–27 Publication Deadlines

Issue	Ad Deadline	Mail Date
#1 Sept/Oct 2026	June 20, 2026	Aug 24, 2026
#2 Nov/Dec 2026	August 20, 2026	Oct 23, 2026
#3 Jan/Feb 2027	October 20, 2026	Dec 23, 2026
#4 March/April 2027	December 20, 2026	Feb 23, 2027
#5 May/June 2027	February 20, 2027	April 21, 2027



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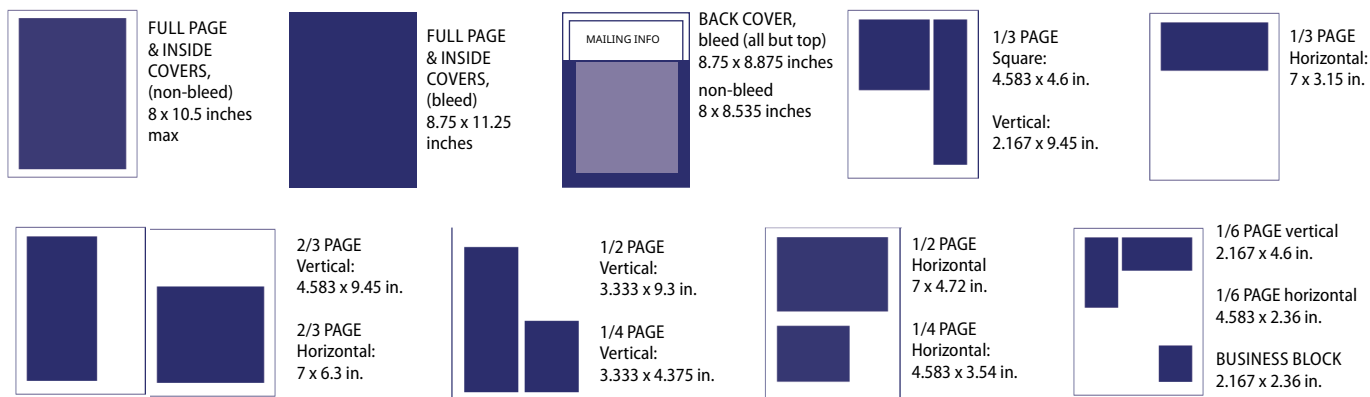
JOURNAL OF SINGING

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 an additional 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. 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 photos should be 300 dpi; line art should be scanned at 600 dpi minimum.

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.
- 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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2027 Winter Workshop

Advertise & Sponsor the Annual Winter Workshop

EVENT SPONSORSHIPS

NOLA Sponsor - \$5,000

Recognition:

- Recognition as NOLA Sponsor on all Winter Workshop promotional materials and signage
- Public acknowledgment and link to your business website on nats.org
- Public acknowledgment and recognition during the Opening Session
- "All That Jazz" Reception Naming Rights

Visibility:

- Two-minute speech during the "All That Jazz" Reception
- Pre-conference posts highlighting your business on NATS FB and IG channels
- Post-conference advertising e-blast to all Winter Workshop attendees (approx. 100 - 150 registrants)
- Premium placement of full-page ad in conference program (print and digital)
- Sponsor may place up to 2 vertical pop-up banners at Workshop location

Includes:

- 2 Complimentary Winter Workshop registrations
- 2 Complimentary tickets to the "All That Jazz" reception

Coffee Break Sponsor - \$750

Recognition:

- Recognition as Coffee Break Sponsor on conference promotional materials and signage
- Public acknowledgment and link to your business website on nats.org
- Public acknowledgment during the Opening Session

Visibility:

- Pre-conference posts on NATS FB and IG channels.
- Exclusive recognition and signage during the Coffee Break event
- Sponsor may place 1 vertical pop-up banner at Coffee Break location

Gift Raffle Sponsor

Recognition:

- Recognition as Raffle Sponsor on all Winter Workshop promotional materials and signage
- Public acknowledgment and link to your business website on nats.org

Visibility:

- Pre-conference posts highlighting your business on NATS FB and IG channels
- Signage at raffle all three days of the fundraiser
- Business listing in conference program (print and digital)

Examples: Gift certificates, books, experiences, products

DIGITAL ADVERTISING

Sponsored E-Blast

Reach attendees by e-mail in advance of their conference arrival and let them know about you.

Attendee E-Blast to workshop registrants \$160

Digital Program Advertisement

Place your message directly inside the official program used throughout the workshop. Page size is 8.5" x 11."

Available sizes:

- Full page - \$300
- Half page (horizontal) - \$250
- Quarter page (vertical) - \$200

To reserve your space,
contact us at (904)
992-9101 or
advertising@nats.org



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)

Right Zone



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.	\$400	\$760	\$1,104	\$2,184	\$4,320

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	
Mindful Voice Associate Editor, Journal of Singing	National Association of Teachers of Singing	Remote	May 31, 2025	Read More
Voice Pedagogy Associate Editor, Journal of Singing	National Association of Teachers of Singing	Remote	May 31, 2025	Read More
Assistant Professor of Voice / R0068209	LIA Little Rock	Little Rock, AR	June 15, 2025	Read More
MUSIC VIP in ACCOMPANYING 2025-26	Davidson College	Davidson, NC	May 24, 2025	Read More
Lecturer in Voice	James Madison University	Harrisonburg, VA	June 6, 2025	Read More
Voice Teacher & Musical Theatre Vocal Pedagogue	James Madison University	Harrisonburg, VA	June 6, 2025	Read More

- The cost to post a job on NATS.org is **\$325** 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.

SUBMIT JOB



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E-MAIL MARKETING

SEND AN E-MAIL TO

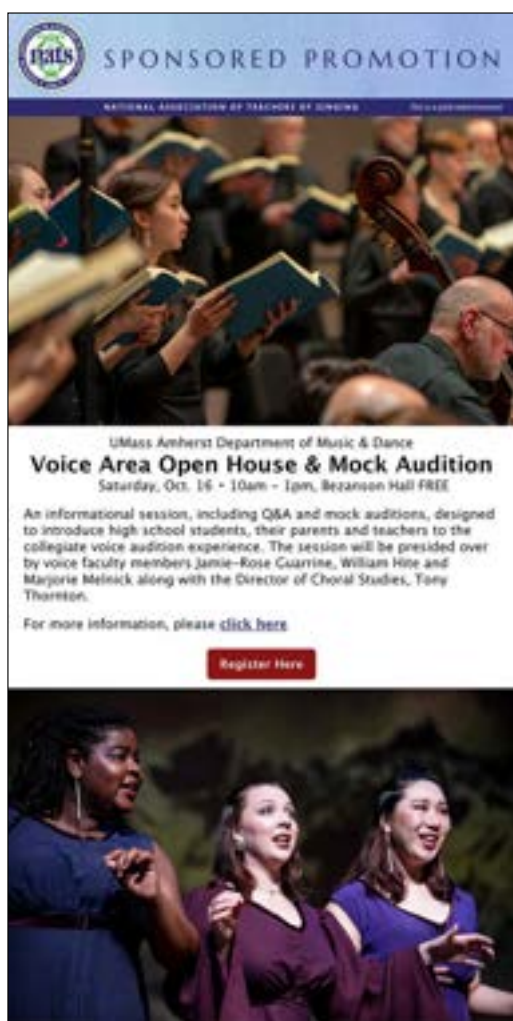
ADVERTISING@NATS.ORG



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.



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).
- **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	\$0.60 each
1001 to 3000 addresses	\$0.50 each
3001+ addresses	\$0.40 each

Minimum charge: \$150

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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.



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 or call (972) 402-7070.

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.

Ad Placements (per issue)

Limited space available

Inside Front Cover Full Page: \$550 Full page: \$325 Half-Page: \$165 (See page 5 for size specifications. Same as J05 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 - \$850 Two Issues - \$1,300

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SPONSORSHIP OPPORTUNITIES

SEND AN E-MAIL TO

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
- Mentoring Program for Composers
- And Many More!

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



NATS Chat Sponsor: \$500 per session (\$3,500 for full season)

NATS Chats

Monthly video chat discussions for voice teachers and singers

This monthly video chat event attracts approximately 2,750 registrants for the live webinars and nearly 6,000 average replay views. NATS Chats feature 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.

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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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

12724 Gran Bay Pkwy W

Suite 410

Jacksonville, FL 32258

