

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



**2015-2016**

**Media Kit**

(904) 992-9101

info@nats.org

[http://www.nats.org/nats\\_advertising\\_opportunities.html](http://www.nats.org/nats_advertising_opportunities.html)



# Advertise with NATS

**REACH MORE THAN 7,000 VOICE TEACHERS  
and their 150,000+ students**

About NATS .....	3
Print Advertising : <i>Journal of Singing</i> .....	4-5
Digital Advertising : Display Ads on <a href="http://www.nats.org">www.nats.org</a> .....	6
E-mail Blasts : Sponsored Promotions .....	7
Direct Mail : NATS Membership List .....	8
e-Newsletter : <i>Intermezzo</i> and <i>Inter Nos</i> .....	9
Other Sponsorship Opportunities .....	10

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



# About NATS



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 25 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: National Student Auditions. Students, along with members, also have the opportunity to compete through the National Association of Teachers of Singing **Artist Awards (NATSAA)**, **National Music Theater Competition (NMTC)** and **NATS National Student Auditions**. 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, as well as **Inter Nos**, an annual newsletter dedicated to the independent teacher. In 2014, NATS also launched the **NATS Live Learning Portal** with recorded online content.

## NATS MEMBER PROFILE\*

Average Students per teacher : 24

### • NATS Member Gender

Male	:	25.4%
Female	:	74.6%

### • NATS Member Ages

20-29	:	4.5%
30-39	:	19.5%
40-49	:	20.0%
50-59	:	26.2%
60+	:	29.8%

### • Primary Profession

Independent Studio Voice Teacher	38.3%
College/University Voice Teacher	41.0%
Active Professional Singer	6.4%
Choral Director	5.7%
Voice Instructor, K-12	3.2%

• 51% of NATS members have been NATS members for 3 to 20 years.

• 41.5% earn \$15-\$50K annually

• 54.1% spend \$101-750 per year on professional development activities related to teaching voice.

• 24.3% spend \$751-2000 per year.

• Of those who teach at a university, 57.2% are full-time. 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%

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

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

• 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%

• NATS members are regular users of:

E-mail	:	99.1%
YouTube	:	75.3%
Facebook	:	66.2%
iTunes	:	50.6%

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

\* Sources: 2011 NATS Member Survey, 2015 NATS Membership Database



# Journal of Singing

[Click here for Online Reservation Form](#)

## Advertise in *Journal of Singing*

Your print advertisement will reach more than 100,000 voice scholars  
**PLUS** be archived in digital form on NATS.org

### 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.
- **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**, 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.
- **Is produced in digital and print format**, with all subscribers having access to all current and previous JOS issues via NATS.org.



### 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.

### *Journal of Singing*, Volume 72 Deadlines

Issue	Ad Deadline	Delivery Date
#1 Sept./Oct. 2015	July 7, 2015	Sept. 1, 2015
#2 Nov./Dec. 2015	Sept. 4, 2015	Nov. 1, 2015
#3 Jan./Feb. 2016	Nov. 6, 2015	Jan. 1, 2016
#4 March/April 2016	Jan. 8, 2016	March 1, 2016
#5 May/June 2016	March 4, 2016	May 1, 2016





# Journal of Singing

[Click here for Online Reservation Form](#)

## 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</p>	<p>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>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.**

### New Advertisiers

New advertisers must pay for their first ad in advance.

### 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 30 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). Payment can be made by credit card at the time of reservation or billing can be requested.
- Invoices, accompanied by one tear-sheet, will be sent within 10 days of the delivery date.
- 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.



# NATS.org

e-mail [info@nats.org](mailto:info@nats.org) for more information

## Advertise on the redesigned NATS.org

With the nats.org home page averaging 18,250 visitors and 80,000 page views per month, you can reach more than 7,000 NATS members, their 150,000+ students, and the general public

- NATS offers limited online banner advertising to organizations and individuals who provide 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 (Run of Site), in rotation (maximum of 15 in any position for leaderboard placements). All ads receive equal impressions.
- NATS.org receives 80,000 page views per month.

### Digital Advertising Specs

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

#### Banner Location & Size

Leaderboards - 728x90 (wide skyscraper)

Subpage Left Zone Button - 215x500 (vertical)

### Digital Advertising Rates - NATS.org

Banner Location & Size	1x	2x	3x	6x	12x
Run of Site, Top Leaderboard - 728x90	\$500	\$900	\$1,200	\$1,950	\$3,600
Run of Site, Mid Leaderboard - 728x90	\$425	\$765	\$1,020	\$1,658	\$3,060
Run of Site, Low Leaderboard - 728x90	\$425	\$765	\$1,020	\$1,658	\$3,060
Run of Site, Sub Left Zone Button - 215x500	\$250	\$500	\$750	\$1,200	\$2,200
Single Subpage Left Zone Button - 215x500	\$100	\$200	\$300	\$600	\$1,200





# E-mail Marketing

e-mail [info@nats.org](mailto:info@nats.org) for more information

**Send Sponsored Promotions by E-mail to the NATS member list with your message. Segment by country, state, or region to reach out to members who have provided NATS with their e-mail address**

NATIONAL ASSOCIATION OF TEACHERS OF SINGING  
*Sponsored Promotion*  
This is a paid advertisement.

**YOUR BUSINESS**  
Higher goals lower

Dear Joe Advertiser,

Have you ever considered marketing to NATS members through a sponsored e-blast? The National Association of Teachers of Singing will send information about your product, service, or event to our member list in a dedicated Sponsored Promotion email blast. With the ability to choose your list segment by country, state, or region, NATS Sponsored Promotions are an affordable way to reach out to over 6,000 members who have provided NATS with their email addresses.

**COST-EFFECTIVE. EFFICIENT. TRY IT TODAY!**  
For more information about this

[See Video Highlights of the Program](#) | [Program Brochure](#)

[Forward email](#)

[SafeUnsubscribe](#) | [Trusted Email from Constant Contact](#)  
Try it FREE today!

This email was sent to [deborah@nats.org](mailto:deborah@nats.org) by [info@nats.org](mailto:info@nats.org)  
Instant removal with [SafeUnsubscribe](#) | [Privacy Policy](#)

N.A.T.S. | 9957 Moorings Drive | Suite 401 | Jacksonville | FL | 32257

## E-mail Blasts : Sponsored Promotion Specs

In planning for your Sponsored Promotion, please prepare:

- **Text of the Subject field** for your Sponsored Promotion (maximum of 50 alphanumeric characters).
- **Optional: 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.
- **Optional: 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 e-mail.** If you wish to link specific portions of text to the web, please provide basic HTML code.
- **Select from the following demographics:**
  - Entire List - approximately 6,500 NATS members in USA, Canada and Internationally who have e-mail addresses on file
  - Country - select a specific country
  - Region - 14 regions available
  - State or Province - in any combination

## Sponsored Promotion E-mail Blast Rates

1000 or less addresses	:	\$0.40 each
1001 to 3000 addresses	:	\$0.30 each
3001+ addresses	:	\$0.20 each
<b>50% off repeat orders (same content)</b>		





# Mailing Lists

e-mail [info@nats.org](mailto:info@nats.org) for more information

**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.**

## Direct Mail Rates

**Mailing lists (Excel or tab-delimited file)** or labels for any or all NATS members (physical addresses only - no e-mail addresses): \$0.12 per name, plus \$15 processing fee. Finalized file will be e-mailed unless specifically requested via mailed data CD.

**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.
- You may request labels on pressure sensitive labels or as an Excel or text delimited file delivered via e-mail or CD.







# e-Newsletters

e-mail [info@nats.org](mailto:info@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

Weekly Delivery to members

**Intermezzo**, powered by Multibriefs, 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, Financial Times and the leading industry publications. It is delivered to the inboxes of teachers of singing in the United States, Canada and over 25 other countries.



### Inter Nos

e-Published twice annually (March/October)

**Inter Nos** is a semiannual publication that is delivered in February and September. The newsletter provides important information about the work of NATS to its members. A major feature of each **Inter Nos** is the "Independent Voices" section, which is focused on the work of independent teachers.



- Issues of Inter Nos are delivered via e-mail to all members, are archived in the member section of NATS.org, and are distributed through Facebook and Twitter.

### Sponsored Promotion

The production of **Intermezzo** is coordinated through the NATS Executive Office in coordination with Multibriefs. For more information about advertising in Intermezzo, contact Colby Horton, vice president of publishing at Multibriefs, by e-mail at [horton@multibriefs.com](mailto:horton@multibriefs.com), or call 469.420.2601.

### Ad Placements (per issue)

Full Page: \$250 Half-Page: \$150 Quarter Page: \$75

### Sponsored Promotion

A presenting sponsorship of **Inter Nos** consists of:

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

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

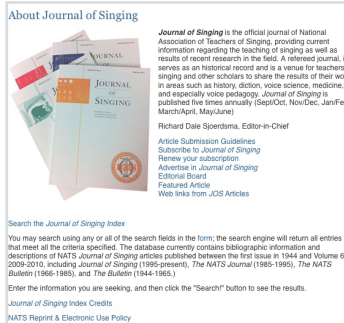


# Other Opportunities

e-mail [info@nats.org](mailto:info@nats.org) for more information

## Journal of Singing Archive Online Database

A complete digital library



Beginning in fall 2013, *Journal of Singing* will be available exclusively to NATS members and online subscribers. Complete editions and individual articles can be downloaded instantly.

**Journal of Singing Digital Archive, presented by [??] ...  
Let's talk about inserting your business here!**

## 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
- National Music Theater Competition
- NATS Artist Awards (NATSAA)
- Art Song Composition Award
- Emerging Leaders Awards
- NATS Intern Program

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

## NATS Workshops

Topical winter, Summer gatherings held annually around the country



Each January, and in July during conference off years, NATS members gather for a workshop 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.**

## NATS Chats

Monthly video chat discussions for voice teachers and singers



The monthly event moved to a video chat format hosted via GoToWebinar in 2014-15 and featured a variety of guest artists discussing topics including vocal technique, vocal 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 archived online and available to both NATS members and the general public.

**During the 2014-15 cycle of NATS Chats (September-May), the seven events attracted more than 1,200 visitors. Learn more about NATS Chats and sponsor a session or season today!**

**NATS Chat Sponsor: \$250 per session (\$1,500 for full year)**