

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



2016-2017

Media Kit

(904) 992-9101

info@nats.org

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 www.nats.org	6
E-mail Blasts: Sponsored Promotions	7
Direct Mail: NATS Membership List.....	8
e-Newsletter and e-Zine: <i>Intermezzo</i> and <i>Inter Nos</i>	9
Other Sponsorship Opportunities.....	10
Contact Details.....	11

For an estimate on your next ad campaign with NATS:
(904) 992-9101 • greg@nats.org or tina@nats.org



About NATS



Founded in 1944, the **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 worldwide.

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**, **National Music Theater Competition** and **NATS National Student Auditions**.

NATS supports the growth and enrichment of its members through the publication of the **Journal of Singing**, a scholarly journal comprising 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, plus the **NATS Live Learning Portal** with recorded online content, and **Vocapedia**, a unique information database about singing.

NATS Members are Active Teachers

- **Primary Profession**
 - Independent Studio Voice Teacher 38%
 - College/University Voice Teacher 41%
 - Active Professional Singer 7%
 - Choral Director 6%
 - Voice Instructor, K-12 3%
- **Of those who teach at a university, 57% are full-time.** Courses taught include:

Voice Pedagogy	:	42%
Lyric Diction	:	41%
Voice Literature	:	33%
Opera Workshop	:	30%
Music Theater	:	23%
Choirs	:	17%

• **Average students per teacher : 24**

NATS Members are Engaged Consumers

- **24% of members spend \$751 - \$2,000 per year** on professional development activities related to teaching voice.
- **54% of members spend \$101 - \$750 per year** on professional development activities related to teaching voice.
- **47% spend \$100 - \$500 per year** on other materials and equipment for use in teaching.
- **29% pay subscription fees for online services** related to their profession.

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 issue of *Journal of Singing* that apply to their teaching or their singing.

Sources: 2015 NATS Membership Database, 2011 NATS Member Survey



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 digitally archived 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 the 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 73, Deadlines

Issue	Ad Deadline	Mail Date
#1 Sept./Oct. 2016	June 21, 2016	Aug. 25, 2016
#2 Nov./Dec. 2016	Aug. 26, 2016	Oct. 19, 2016
#3 Jan./Feb. 2017	Oct. 25, 2016	Dec. 23, 2016
#4 March/April 2017	Dec. 23, 2016	Feb. 23, 2017
#5 May/June 2017	Feb. 23, 2017	April 21, 2017



Journal of Singing

[Click here for Online Reservation Form](#)

Journal of Singing Design Requirements

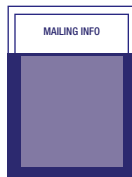
Dimensions are given in inches. Please make document size ("trim" size) 8.5 x 11 inches for all full-page ads. For full-bleed ads, please extend a one-eighth-inch bleed on all four sides, making total ad dimensions 8.75 x 11.25 in. The "live" area in a bleeding ad should be confined to the inner 8 x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



FULL PAGE
& INSIDE
COVERS,
(non-bleed)**
8 x 10.5 inches
max



FULL PAGE
& INSIDE
COVERS,
(bleed)**
8.75 x 11.25
inches



MAILING INFO
BACK COVER,
bleed (all but top)
8.75 X 8.875
INCHES
NON-BLEED
8 X 8.535 INCHES



1/3 PAGE
Square:
4.583 x 4.6 in.

Vertical:
2.167 x 9.45 in.



1/3 PAGE
Horizontal:
7 X 3.15 IN.



2/3 Vertical:
4.583 x 9.45 in.
2/3 Horizontal:
7 x 6.3 in.



1/2 Vertical:
3.333 x 9.3 in.
1/4 Vertical:
3.333 x 4.375 in.



1/2 PAGE
Horizontal
7 x 4.72 in.

1/4 PAGE
Horizontal:
4.583 X 3.54 IN.



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.

Journal of Singing File Submission Requirements

Files may be sent electronically to 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.** A design service is available to advertisers who are unable to furnish ads in PDF or other digital format.

New Advertisers

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. 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 for more information

Advertise on www.NATS.org

With the NATS.org website averaging nearly 20,000 visitors and more than 118,000 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 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 more than 118,000 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 - 728 x 90 (wide skyscraper)
 Subpage Left Zone Button - 215 x 500 (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

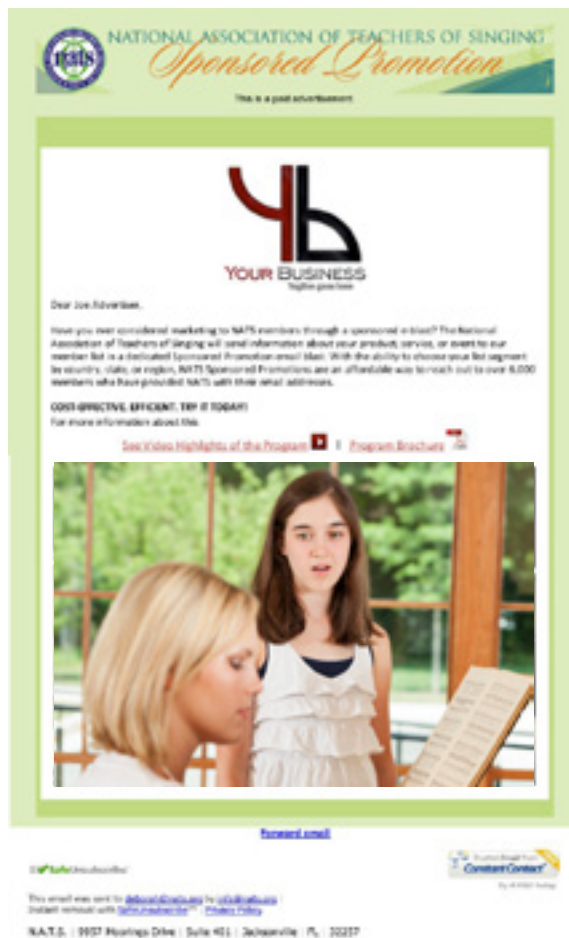




E-mail Marketing

e-mail info@nats.org for more information

Send Sponsored Promotions by E-mail
to the NATS member list with your message.
Promote your product or service, and segment
by country, state or region.



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
50% off repeat orders (with same content)		



Mailing Lists

e-mail 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.

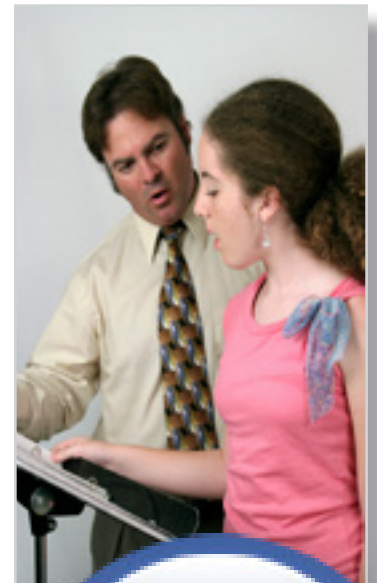
Direct Mail Rates

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-publications

e-mail info@nats.org for more information

NATS e-publications reach our 7,000+ members, providing timely news as well as in-depth information. Choose the product that works best for your message.

Intermezzo

Weekly delivery to members

Intermezzo, powered by Multibriefs, is a weekly compilation of timely news clips about the singing profession, in addition to NATS news, that's 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 other leading publications. It's delivered directly to teachers of singing in the United States, Canada and more than 25 other countries, and also promoted via NATS' social-media channels.



Inter Nos e-zine

Published twice annually (Spring/Fall)

Inter Nos is a semiannual e-zine that is delivered in the Spring and Fall of each year. In addition to providing important information about the work of NATS to its members, each issue of **Inter Nos** also features the much-anticipated "Independent Voices" section, which focuses on the work of independent teachers. Each issue of **Inter Nos** is delivered via e-mail to all members, is archived in the member section of NATS.org, and is distributed via issuu.com and promoted through our variety of social-media outlets.



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 Geoffrey Forneret, at Multibriefs Advertising, by e-mail at gforneret@multiview.com, or call 469.420.2629.

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 for more information

Journal of Singing Archive Online Database

A complete digital library



Beginning in fall 2013, *Journal of Singing* is 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



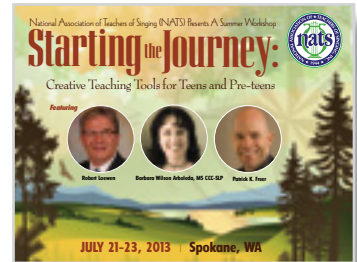
NATS coordinates a series of programs and competitions for its members and voice students around the world:

- 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



Our NATS Chats, hosted via GoToWebinar, feature 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.

In the last 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 an entire season today!

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



Advertise with NATS

**Contact us to discuss
your next advertising campaign**

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