



75
YEARS
1944 · 2019

JOURNAL OF SINGING



Ask about Advertising Opportunities at the
NATS National Conference in Knoxville,
June 26–30, 2020. Plan NOW. Call 904-992-9101.
NATS.org/Knoxville2020

Official Journal of the National Association of Teachers of Singing, Inc.

RICHARD SJOERDSMA, EDITOR-IN-CHIEF

2019–2020 ADVERTISING RATES

SPACE	1X	2X	3X	4X	5X
Back Cover (glossy / color)* SOLD	\$2475	\$2335	\$2225	\$2100	\$1950
Inside Back Cover (glossy / color)* LIMITED	\$1895	\$1795	\$1700	\$1620	\$1500
Inside Front Cover (glossy / color)* LIMITED	\$1830	\$1735	\$1640	\$1560	\$1445
Full Page	\$1425	\$1345	\$1275	\$1210	\$1125
2/3 Page	\$950	\$895	\$850	\$800	\$750
1/2 Page	\$715	\$675	\$640	\$610	\$565
1/3 Page	\$580	\$545	\$520	\$495	\$460
1/4 Page	\$425	\$400	\$380	\$365	\$335
1/6 Page	\$330	\$315	\$295	\$280	\$260
Business Block**	\$180	\$170	\$160	\$155	\$150

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.

*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.

Design Requirements

Please create your advertisement to fit with one of the available sizes below. Dimensions are given in inches. All ads are black and white (grayscale) except for the back cover.

A design service is provided for advertisers who are unable to furnish ads in PDF or other digital format. Please call 904-992-9101 for more information.

	FULL PAGE & INSIDE COVERS, (non-bleed)*** 8 x 10.5 inches max		FULL PAGE & INSIDE COVERS, (bleed)*** 8.75 x 11.25 inches		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 PAGE Vertical: 4.583 x 9.45 in.		2/3 PAGE Horizontal: 7 x 6.3 in.		1/2 PAGE Vertical: 3.333 x 9.3 in.		1/2 PAGE Horizontal: 7 x 4.72 in.		1/4 PAGE Vertical: 3.333 x 4.375 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.		BUSINESS BLOCK*** 2.167 x 2.36 in.		

***Note: 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.

Website Advertising and More

NATS also offers a variety of advertising opportunities, including online banner ads and sponsored email promotions. Details can be found at: nats.org/nats_advertising_opportunities.

You are invited to join in support of the NATS 56th National Conference in Knoxville, Tennessee, June 26–30, 2020. Promote your organization by becoming a Program Book Advertiser, Exhibitor, or College Showcase Participant. Visit nats.org/knoxville2020 for information.

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, maximum-quality JPG, or EPS format. Do not supply electronic files in Microsoft Publisher or PowerPoint format; such ads should be supplied as PDFs only. TIFF and JPG ads must be 300 dpi. All ads should be supplied in black and white only (grayscale) except for Back Cover, Inside Front Cover, and Inside Back Cover ads.

Policies and Terms

All advertising requests must be made by submitting the online ad reservation form at 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. Payment is due within 30 days in U.S. dollars, by international money order, by check drawn on a U.S. bank, or Visa or MasterCard. A service charge of 1 1/2% per month or 18% per year is charged on all balances not paid within 30 days.

The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms of this rate card. *Journal of Singing* reserves the right to reject advertising that does not meet with its approval.

2019–2020 Publications Deadlines

ISSUE	AD DEADLINE	MAIL DATE
#1 Sept/Oct 2019	June 24, 2019	August 22, 2019
#2 Nov/Dec 2019	August 22, 2019	October 22, 2019
#3 Jan/Feb 2020	October 24, 2019	December 26, 2019
#4 Mar/Apr 2020	December 20, 2019	February 21, 2020
#5 May/June 2020	February 21, 2020	April 21, 2020

General

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. *Journal of Singing* is the publication most frequently consulted by students and teachers of singing. It is estimated that over 100,000 readers see each *Journal of Singing* issue.

Journal of Singing is published five times a year in September/October, November/December, January/February, March/April, and May/June. It is mailed to members of The National Association of Teachers of Singing, to student subscribers, to subscribers from singing and related professions, as well as the subscribing educational institutions and libraries. *Journal of Singing* is also fully accessible online to NATS members.

Advertising Sales and Support

Paul Witkowski Marketing and Communications Manager Email: paul@nats.org	Tina Hooks Office Manager/Advertising Coordinator Email: tina@nats.org	Phone: 904-992-9101 Office hours: Mon.–Fri., 8 a.m. – 4 p.m. Eastern Time Fax: 904-262-2587	Mailing address: NATS, Inc. 9957 Moorings Drive Suite 401, Jacksonville, FL 32257
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