

JOURNAL OF SINGING



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

RICHARD SJOERDSMA, EDITOR-IN-CHIEF

2020–2021 ADVERTISING RATES

SPACE	1X	2X	3X	4X	5X
Back Cover (glossy / color)* SOLD	\$2475	\$2335	\$2225	\$2100	\$1950
Inside Front Cover (glossy / color)* LIMITED	\$1895	\$1795	\$1700	\$1620	\$1500
Inside Back 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.









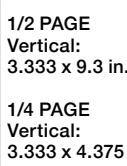

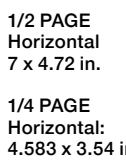

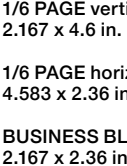
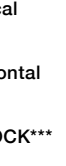
*Note: Back Cover, Inside Front Cover, and Inside Back Cover ads are sold on a first-come, first-served basis. Please call 904-992-9101 for more information.

**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.		1/4 PAGE 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.		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.

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.

2020–2021 Publications Deadlines

ISSUE	AD DEADLINE	MAIL DATE
#1 Sept./Oct. 2020	June 23, 2020	August 21, 2020
#2 Nov./Dec. 2020	August 24, 2020	October 22, 2020
#3 Jan./Feb. 2021	October 23, 2020	December 24, 2020
#4 March/April 2021	December 23, 2020	February 24, 2021
#5 May/June 2021	February 23, 2021	April 22, 2021

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

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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JOURNAL OF SINGING

Ad Reservation Form Volume 77, 2020–2021

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

Name of Advertiser (Name to appear in JOS advertiser index)

Name of Contact Person

Address

City, State, Zip Code

Phone Number (day)

Phone Number (alternate)

Email Address

Fax Number

Space ordered:

- | | | |
|----------------------|---------------------|------------|
| Back Cover* | | |
| Inside Front Cover* | Inside Back Cover* | |
| Full Page (interior) | | |
| 2/3 Page Vertical | 2/3 Page Horizontal | |
| 1/2 Page Vertical | 1/2 Page Horizontal | |
| 1/3 Page Vertical | 1/3 Page Horizontal | 1/3 Square |
| 1/4 Page Vertical | 1/4 Page Horizontal | |
| 1/6 Page Vertical | 1/6 Page Horizontal | |
| Business Block | | |

*Note: Back and inside cover ads are sold on a first-come, first-served basis. Please call for more information.

Insertion date:

Ad Materials Due:

- Sept/Oct 2020 June 23, 2020
- Nov/Dec 2020 August 24, 2020
- Jan/Feb 2021 October 23, 2020
- Mar/Apr 2021 December 23, 2020
- May/June 2021 February 23, 2021

**Please contact Tina Hooks at NATS
(904-992-9101, tina@nats.org)
to discuss payment arrangements.**

Pricing:

Ad rate, per issue (see page 1 for ad rates based on frequency): \$ _____ x no. of issues _____ = \$ _____ total

Billing:

I would like to pay by: Check Credit card Authorized Signature: _____

Card No: _____ Exp. Date: _____ Verification Code: _____
(Visa/MC/Discover)

I will need you to create my ad. Please contact me with more information.

Special Instructions: _____



When form is completed, click the "Email Form" button. You may also print and send completed form to:

Tina Hooks, Office Manager/Advertising Coordinator, National Association of Teachers of Singing
9957 Moorings Drive, Suite 401, Jacksonville, FL 32257 or Fax: 904-262-2587

Email Form

Print Form

Clear Form