

JOURNAL OF SINGING



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

RICHARD SJOERDSMA, EDITOR-IN-CHIEF

2021-2022 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	 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 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.	 1/6 PAGE vertical 2.167 x 4.6 in.
				 1/4 PAGE Horizontal: 4.583 x 3.54 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.

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 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 this ad reservation form online or submitting a scanned copy to advertising@nats.org. Payment must be made by credit card at time of reservation.

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.

2021–2022 Publications Deadlines

ISSUE	AD DEADLINE	MAIL DATE
#1 Sept./Oct. 2021	June 23, 2021	August 23, 2021
#2 Nov./Dec. 2021	August 23, 2021	October 21, 2021
#3 Jan./Feb. 2022	October 25, 2021	December 28, 2021
#4 March/April 2022	December 23, 2021	February 22, 2022
#5 May/June 2022	February 22, 2022	April 22, 2022

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 more than 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

Advertising & Marketing Team advertising@nats.org	Phone: 904-992-9101 Office hours: Monday-Friday, 8 a.m. – 4 p.m. Eastern Time Fax: 904-262-2587	Mailing address: NATS, Inc. 9957 Moorings Drive Suite 401, Jacksonville, FL 32257
---	--	---

JOURNAL OF SINGING

Ad Reservation Form Volume 78, 2021–2022

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 | | |

Insertion date:

Ad Materials Due:

- Sept/Oct 2021 June 23, 2021
- Nov/Dec 2021 August 23, 2021
- Jan/Feb 2022 October 25, 2021
- Mar/Apr 2022 December 23, 2021
- May/June 2022 February 23, 2022

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

Questions?
Contact advertising@nats.org
or (904) 992-9101.

Pricing:

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

Billing:

Please provide your credit card information. 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 scan and send completed form to advertising@nats.org.

