

JOURNAL OF SINGING



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

RICHARD SJOERDSMA, EDITOR-IN-CHIEF

2022-2023 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.










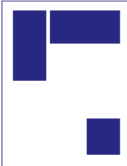

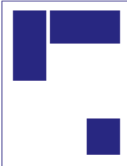
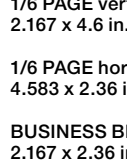

*Note: Back Cover, Inside Front Cover, and Inside Back Cover ads are sold on a first-come, first-served basis. Please call 904-992-9101 for more information.

**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.		1/2 PAGE Horizontal 7 x 4.72 in.		1/4 PAGE Horizontal: 4.583 x 3.54 in.
	1/4 PAGE Vertical: 3.333 x 4.375 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.

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 emailing this ad reservation form 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.

2022–2023 Publications Deadlines

ISSUE	AD DEADLINE	MAIL DATE
#1 Sept./Oct. 2022	June 23, 2022	August 23, 2022
#2 Nov./Dec. 2022	August 24, 2022	October 24, 2022
#3 Jan./Feb. 2023	October 25, 2022	December 29, 2022
#4 March/April 2023	December 27, 2022	February 23, 2023
#5 May/June 2023	February 22, 2023	April 21, 2023

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
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Ad Reservation Form Volume 79, 2022–2023

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:

- | | | |
|--------------------------|---------------|-------------------|
| <input type="checkbox"/> | Sept/Oct 2022 | June 23, 2022 |
| <input type="checkbox"/> | Nov/Dec 2022 | August 24, 2022 |
| <input type="checkbox"/> | Jan/Feb 2023 | October 25, 2022 |
| <input type="checkbox"/> | Mar/Apr 2023 | December 27, 2022 |
| <input type="checkbox"/> | May/June 2023 | February 22, 2023 |

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.

Email Form

Print Form

Clear Form