NATIONAL ASSOCIATION OF TEACHERS OF SINGING
The largest association of singing teachers in the world

75 YEARS

2019–2020 MEDIA KIT

(904) 992-9101 | info@nats.org
www.nats.org/nats_advertising_opportunities
Advertise with NATS

Reach More Than 7,000 Voice Teachers
And Their 150,000+ Students

About NATS ................................................................. 3
Print Advertising: Journal of Singing ........................................ 4–5
NATS 56th National Conference: Advertise! Exhibit! Sponsor! ................................. 6–7
Digital Advertising: Display Ads on www.nats.org .............................................. 8
e-Mail Blasts: Sponsored Promotions ............................................................. 9
Direct Mail: NATS Membership List ................................................................. 10
e-Newsletter: Intermezzo and Inter Nos ........................................................... 11
Other Sponsorship Opportunities ................................................................. 12

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

#NATSinKNOX
NATIONAL ASSOCIATION of
TEACHERS of SINGING

Knoxville 2020
56th NATIONAL CONFERENCE
NATS.ORG/KNOXVILLE2020
JUNE 26-30, 2020

SOUTHERN HOSPITALITY &
MUSICAL HERITAGE
Advertise! Exhibit! Sponsor!
Partner with NATS at the
2020 National Conference.
See pages 6–7.
Founded in 1944, 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 more than 35 other countries.

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 (NATSAA), National Music Theater Competition (NMTC) and NATS National Student Auditions.

NATS supports the growth and enrichment of its members through the publication of Journal of Singing, a scholarly journal comprised of 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. NATS also offers the Live Learning Center with recorded online content and Vocapedia, a unique information database about singing and the science of voice.

NATS Members are Active Teachers

Primary Profession
- Independent Studio Voice Teacher .................. 40%
- College/University Voice Teacher .................. 40%
- Active Professional Singer ....... 7%
- Choral Director .................. 5%
- Voice Instructor, K-12 .......... 3%

Of those who teach at a university, 57.2% 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% spend $751 — $2,000 per year on professional development activities related to teaching voice.
- 54% spend $101 — $750 per year on professional development activities related to teaching voice.
- 47% spent $100 — $500 per year on other materials and equipment for use in teaching.
- 29% pay subscription fees for online services related to their profession.
- 61% are in the prime age group (30-59) for disposable income and authority in purchase decisions.
- 74% of membership is female.

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

Sources: 2018 NATS Membership Database, 2011 NATS Member Survey

(904) 992-9101 • info@nats.org • www.nats.org/nats_advertising_opportunities
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 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

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

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.

Journal of Singing 2019–20 Publication Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Deadline</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Sept/Oct 2019</td>
<td>June 24, 2019</td>
<td>Aug 22, 2019</td>
</tr>
<tr>
<td>#2 Nov/Dec 2019</td>
<td>August 22, 2019</td>
<td>Oct 22, 2019</td>
</tr>
<tr>
<td>#3 Jan/Feb 2020</td>
<td>October 24, 2019</td>
<td>Dec 26, 2019</td>
</tr>
<tr>
<td>#4 March/April 2020</td>
<td>December 20, 2019</td>
<td>Feb 21, 2020</td>
</tr>
<tr>
<td>#5 May/June 2020</td>
<td>February 21, 2020</td>
<td>April 21, 2020</td>
</tr>
</tbody>
</table>

*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.
Journal of Singing Design Requirements

Dimensions are given in inches. A design service is provided for advertisers who are unable to furnish ads in PDF or other digital format. 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.

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, JPEG, 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, Inside Front Cover, and Inside Back Cover color ads.

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, MasterCard, or Discover) 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.
Join members of National Association of Teachers of Singing, along with voice professionals and enthusiasts from around the world for five days of networking, learning sessions, recitals and so much more!

**Program Book Advertising**
The Conference Program book is distributed to all attendees and features all-inclusive information of the day’s events. All ad placements are 4-color. Page size is 8.5” x 11.”

- Back Cover: $1,800
- Inside Front Cover: $850
- Inside Back Cover: $850
- Premium Full Page: $550 (preferred placement)
- Full Page: $500
- Half Page (horizontal): $400
- Quarter Page (vertical): $325

**Competition/Recital Program Covers**
Exclusive banner position on the program covers for the competition and performance events during the conference. Ad placement is 4-color. Size is 7.5” x 2.5.”

- Featured Artist Cover: $750
- All other covers: $350
  (NATSAA Winner, NMTA Winner, NSA Finals)

**Flyer Inclusion in Attendee Registration Packet**
Each registrant will receive a bag with essential items to help them prepare for the week.

- Flyer or materials: Standard rate: $350 per insertion
- Flyer or materials: Advertiser/
  Exhibitor rate: $200 per insertion
- Flyer Printing: 4-color, no bleed: $200 per 1,000 copies

**Sponsored E-Blasts**
Reach attendees by E-mail in advance of their conference arrival and let them know about you. Your sponsored message will be delivered in June 2020.

- Attendee E-Blast to conference registrants: $175
- Student E-Blast to NSA competition participants: $75

**Exhibit Space**
More than 1,000 attendees come to learn, gather ideas, and shop. They cite the Exhibit Hall among the conference highlights. Space is 8’x10’ and includes two exhibitor badges. Each additional person in your booth must have a badge or be registered for the conference.

- Exhibit Booth (One company per booth): $575
- Additional Exhibitor Badge (Maximum two per booth): $200

**Exhibitor Showcase—Limited Availability**
Take this opportunity to showcase your brand with a guaranteed presentation session.

- Premium Showcase Event—Featured event with 45-minute dedicated time slots: $650
- Regular Showcase Event—Simultaneously running 30-minute time slots: $500

**College Showcase**
More than 500 students, with their parents and teachers, will be in attendance. Introduce your school to these rising stars! Package includes Table, Student contact list, Student e-blast, and Student bag insert.

- College Showcase Booth: $500
- Exhibitor Discounted Price: $250

To reserve your space, contact us at (904) 992–9101 or tina@nats.org • nats.org/knoxville2020
The NATS 56th National Conference offers exceptional exposure to the largest concentration of singing teachers in the world. Sponsorship opportunities revolve around our most popular conference events and promotional items. Your brand will be promoted front and center before, during, and after our conference.

**Grand Sponsor ....................... $10,000**
You will receive exclusive recognition as the premier sponsor on all conference promotional items and signs, as well as these complimentary perks: 2 exhibit booths; premium exhibitor showcase; featured full page program book advertisement, flyer insert in to attendee bags, e-blast to all attendees, students, and members, and much more!

**Gold Sponsor ....................... $7,500**
Recognition as the Gold sponsor on all conference promotional items and signs, as well as these complimentary perks: 1 exhibit booth; exhibitor showcase, e-blast to all attendees, premium full page program book advertisement, flyer insert for attendee bags, and much more!

**Silver Sponsor ....................... $5,000**
Recognition as the Silver sponsor on all conference promotional items and signs, as well as these complimentary perks: 1 exhibit booth; e-blast to all attendees, flyer insert for attendee bags, premium full page program book advertisement, and much more!

**Bronze Sponsor ....................... $2,500**
Recognition as the Bronze sponsor on all conference promotional items, as well as these complimentary perks: e-blast to all attendees, flyer insert for attendee bags, full page program book advertisement, discounted exhibit booth, and much more!

Many other complimentary perks for each sponsor level are listed on our conference page, NATS.org/knoxville2020.
Advertise on NATS.org

With the nats.org website averaging more than 20,000 visitors and up to 120,000 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 offering products and services 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 up to 120,000 page views per month.

Digital Advertising Rates — NATS.org

<table>
<thead>
<tr>
<th>Banner Location &amp; Size</th>
<th>1 mo.</th>
<th>2 mos.</th>
<th>3 mos.</th>
<th>6 mos.</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard A — run-of-site</td>
<td>$395</td>
<td>$725</td>
<td>$975</td>
<td>$1595</td>
<td>$2,950</td>
</tr>
<tr>
<td>Top and bottom rotating ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaderboard B — run-of-site</td>
<td>$195</td>
<td>$375</td>
<td>$495</td>
<td>$825</td>
<td>$1,500</td>
</tr>
<tr>
<td>Mid-page banner ad</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Left Zone — run-of-site</td>
<td>$250</td>
<td>$500</td>
<td>$750</td>
<td>$1,200</td>
<td>$2,200</td>
</tr>
<tr>
<td>(all subpages)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Digital Advertising Specs

We accept JPEG and GIF formats at 72 dpi with a maximum file size of 40K.

Banner Location & Size
- Leaderboards — 728 wide x 90 high (horizontal)
- Left Zone — 215 wide x 500 high (vertical)
Send Sponsed Promotions by E-mail
to the NATS member list with your paid advertising message. Segment by country, state, or region to reach out to members who have provided NATS with their e-mail address.

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
  - NATS Member Region: **14 regions available**
  - State or Province: in any combination

**Sponsored Promotion E-mail Blast Rates**

<table>
<thead>
<tr>
<th>Number of Addresses</th>
<th>Rate per Address (Unlimited)</th>
<th>Rate per Address (Repeat Orders)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1000 or less</td>
<td>$0.40</td>
<td>$0.20</td>
</tr>
<tr>
<td>1001 to 3000</td>
<td>$0.30</td>
<td></td>
</tr>
<tr>
<td>3001+</td>
<td>$0.20</td>
<td>$0.10</td>
</tr>
</tbody>
</table>

50% off repeat orders (same content)
Minimum charge: $25
Mailing Lists

Send Direct Mail to up to 7,000 NATS Members

Purchase mailing lists or labels segmented by state, region or country to promote your product or service.

Direct Mail Rates

**Mailing lists (Excel file)** for any or all NATS members (physical addresses only — no e-mail addresses): $0.12 per name (minimum charge: $20). Finalized file will be e-mailed.

**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.

Send an e-mail to info@nats.org for more information.
NATS e-newsletters reach our members weekly

Reach more than 7,000 NATS members and hundreds of other friends who work in the industry directly through their e-mail.

Intermezzo
Weekly delivery to members

Intermezzo, powered by Multibriefs, is a weekly compilation of news clips about the singing profession, in addition to NATS news, that is 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 the leading industry publications. It is delivered to the inboxes of teachers of singing in the United States, Canada and more than 35 other countries.

Inter Nos
e-Published twice annually (March/October)

Inter Nos is a semiannual publication that is delivered in February and September. The newsletter provides important information about the work of NATS to its members. A major feature of each Inter Nos is the “Independent Voices” section, which is focused on the work of independent teachers. Issues of Inter Nos are delivered via e-mail to all members, are archived in the member section of NATS.org, and are distributed through Facebook and Twitter.

Sponsored Promotion
The production of Intermezzo is coordinated through the NATS Executive Office in association with Multibriefs. For more information about advertising in Intermezzo, contact Grant Connell at Multibriefs Advertising. E-mail gconnell@multiview.com or call (972) 910-7387.

Ad Placements (per issue)
Limited space available
Full Page: $250  Half-Page: $150  Quarter Page: $75
(See page 5 for size specifications.)

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
Journal of Singing Archive Online Database

A complete digital library

Journal of Singing online library is available exclusively to NATS members and online subscribers. Complete editions and individual articles can be downloaded instantly.

About Journal of Singing

Journal of Singing is the official journal of National Association of Teachers of Singing, providing current information regarding the teaching of singing as well as results of recent research in the field. A refereed journal, it serves as an historical record and a venue for teachers of singing and other scholars to share the results of their work in areas such as history, diction, voice science, medicine, and especially voice pedagogy. Journal of Singing is published five times annually (Sept/Oct, Nov/Dec, Jan/Feb, March/April, May/June).

Richard Dale Spoorstrome, Editor-in-Chief

NATS Workshops

Winter and summer gatherings held annually around the country

Each January, and in summer during conference off-years, NATS members gather for topical workshops 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

This monthly video chat event, hosted via GoToWebinar, features a variety of guest artists discussing topics including vocal technique, 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 recorded and posted online, available to NATS members and the general public.

NATS Chat attracts more than 1,200 participants and viewers per season. Learn more about NATS Chats and sponsor a session or season today!

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

Other Opportunities

Send an e-mail to info@nats.org for more information.
Advertise with NATS

We welcome your partnership in celebration of our legacy and in helping the National Association of Teachers of Singing grow for the next 75 years!

Contact us to discuss your next advertising campaign

PAUL WITKOWSKI
Marketing & Communications Manager
paul@nats.org
904/992-9101, x304

TINA HOOKS
Office Manager/Advertising Coordinator
tina@nats.org
904/992-9101, x301

www.nats.org

National Association of Teachers of Singing, Inc.
(904) 992-9101
info@nats.org
9957 Moorings Drive, Suite 401, Jacksonville, FL 32257

(904) 992-9101 • info@nats.org • www.nats.org/nats_advertising_opportunities