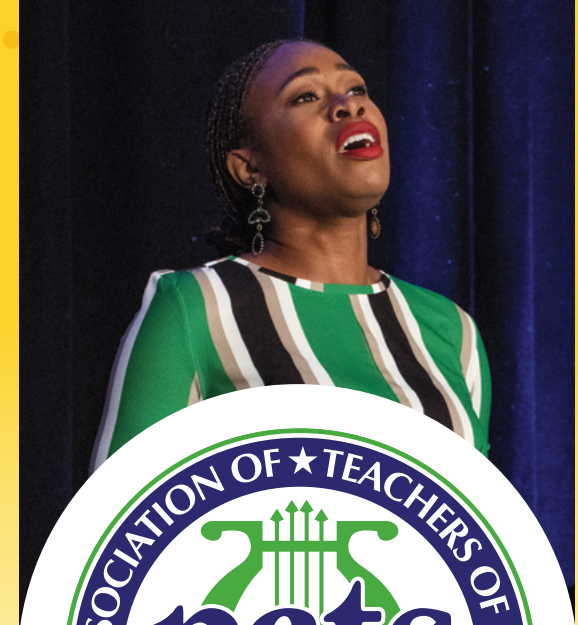


NATIONAL ASSOCIATION OF TEACHERS OF SINGING

The largest association of singing teachers in the world

1944 · 2019

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

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



SOUTHERN HOSPITALITY & MUSICAL HERITAGE
Advertise! Exhibit! Sponsor! Partner with NATS at the 2020 National Conference.
See pages 6–7.

About NATS

Celebrating the legacy as the largest professional association of voice teachers in the world



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 dedciated 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

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Journal of Singing

75 YEARS 1944·2019
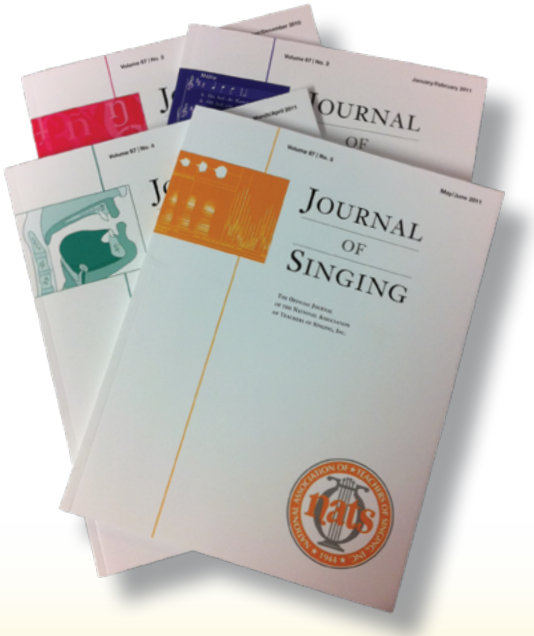
Click here for online reservation form.
Click here for downloadable reservation form document.

Advertise in *Journal of Singing*

Your print advertisement will reach more than 100,000 voice scholars. PLUS, your ad will be archived in digital form on NATS.org.

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

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

Journal of Singing 2019–20 Publication Deadlines

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

*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.

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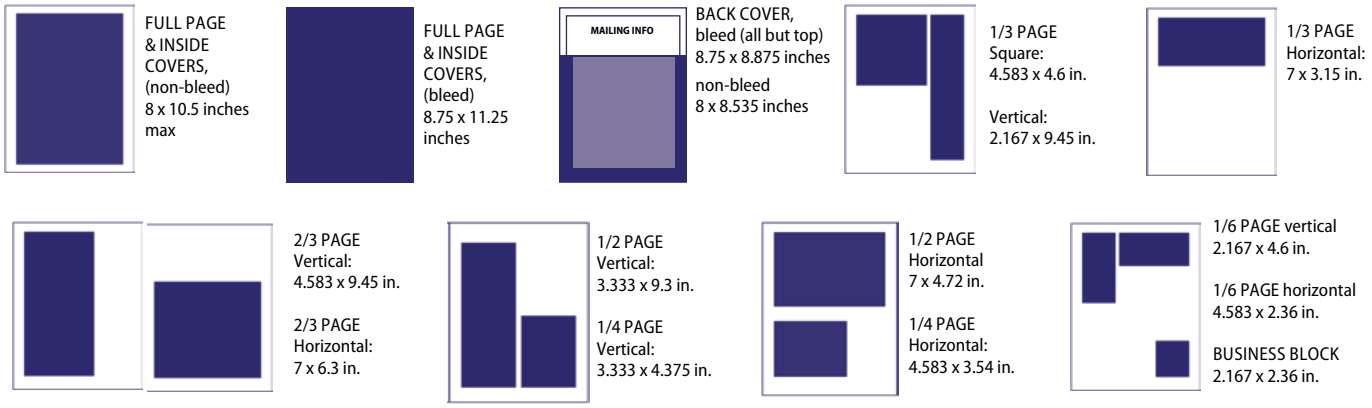
Journal of Singing

75 YEARS 1944·2019

Click here for online reservation form.
Click here for downloadable reservation form document.

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, JPG, 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.

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2020 NATIONAL CONFERENCE

Advertise! Exhibit!

56th National Conference Rate Sheets

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, NMTC 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

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2020 NATIONAL CONFERENCE

Sponsor!

56th National Conference Rate Sheets

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!

Events, Receptions & Hospitality Sponsorship Opportunities (all include a variety of special perks)		
Opening Night Reception	Two-hour reception in the exhibition hall for all attendees, students, and exhibitors.	$7,500
President's Reception	Invitation-only event featuring NATS leaders and invited friends.	$4,000
Leadership Luncheon	Luncheon with NATS officers, incoming officers, and staff.	$2,500
Refreshment Break—Saturday	Beverages offered to all conference attendees during morning sessions.	$2,000
Refreshment Break—Sunday	Beverages offered to all conference attendees during morning sessions.	$2,000
Refreshment Break—Monday	Beverages offered to all conference attendees during morning sessions.	$2,000
Intern Program Reunion	All past master teachers and students who participated in NATS Intern Program.	$900
SNATS Gathering	Student NATS members, leaders and chapter advisors gather for lunch and discussion.	$900
Journal of Singing Luncheon	Contributors and JOS Editor Dick Sjoerdsma gather for conversation and lunch.	$850
Branded Resources		
Attendee Bags	Branded bags given to all attendees, student, exhibitors with conference materials.	$4,000
Mobile Application	Branded mobile app with conference info and real-time news (90% downloaded in 2016!).	$4,000
Attendee Folders	Document pocket envelope given to attendees; PLUS front position for your flyer.	$1,500
Conference Notebooks	Add your brand to notebooks given to all attendees.	$1,500
Selfie Spot Sponsor	Your brand can be added to the "Selfie Spot" that will be displayed all four days.	$1,500

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

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NATS.org

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

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

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

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)

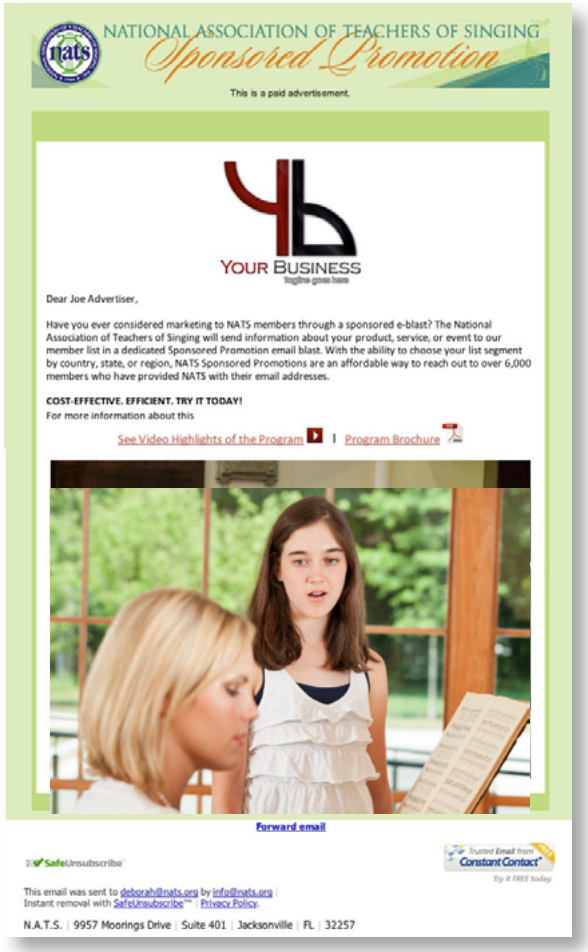
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e-Mail Marketing

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

Send Sponsored 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

1000 or less addresses	$0.40 each
1001 to 3000 addresses	$0.30 each
3001+ addresses	$0.20 each

50% off repeat orders (same content)

Minimum charge: $25

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Mailing Lists

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

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.

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e-Newsletters

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.

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.

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.

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 sponsorshop 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

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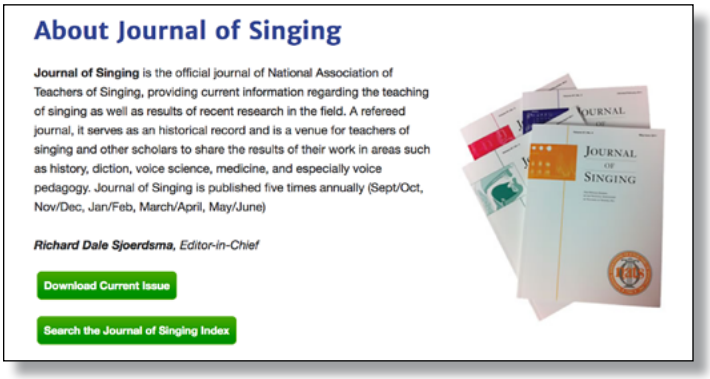
Other Opportunities

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

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.



Journal of Singing Digital Archive presented by [YOUR ORGANIZATION] . . . Let's talk about inserting your business here!

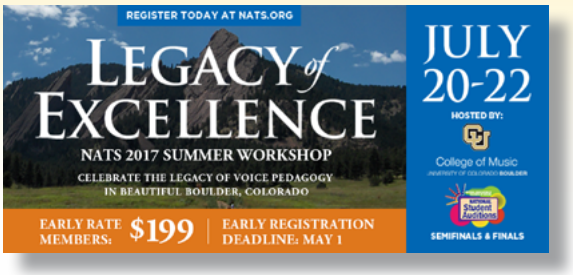
NATS Programs & Competitions

Annual and biennial events for members/ students

NATS coordinates a series of programs and competitions for its members and voice students around the world:

- National Student Auditions
- National Music Theater Competition
- NATS Artist Awards (NATSAA)
- Art Song Composition Award
- Emerging Leaders Awards
- NATS Intern Program

Learn more about how you can reach thousands of NATS members and their students by sponsoring these events!



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)

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1944 · 2019 75 YEARS

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