

NATIONAL ASSOCIATION OF TEACHERS OF SINGING

The largest association of singing teachers in the world

2020–2021 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 • info@nats.org or tina@nats.org

NATIONAL ASSOCIATION OF TEACHERS OF SINGING
57TH NATIONAL CONFERENCE

 **SAVE THE DATE AND
JOIN US IN CHICAGO**

July 2-6, 2022

Marriott Downtown Magnificent Mile

**Advertise!
Exhibit! Sponsor!
Partner with NATS
at the 2022 National
Conference.
Details coming
soon!**



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 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 Teacher40%
- College/University Voice Teacher40%
- 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:
– ACDA14%
– MENC14%
– MTNA14%
– AGMA17%
- **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

[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)* 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

*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.

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 2020–21 Publication Deadlines

Issue	Ad Deadline	Mail Date
#1 Sept/Oct 2020	June 23, 2020	Aug 21, 2020
#2 Nov/Dec 2020	August 24, 2020	Oct 22, 2020
#3 Jan/Feb 2021	October 23, 2020	Dec 24, 2020
#4 March/April 2021	December 23, 2020	Feb 24, 2021
#5 May/June 2021	February 23, 2021	April 22, 2021

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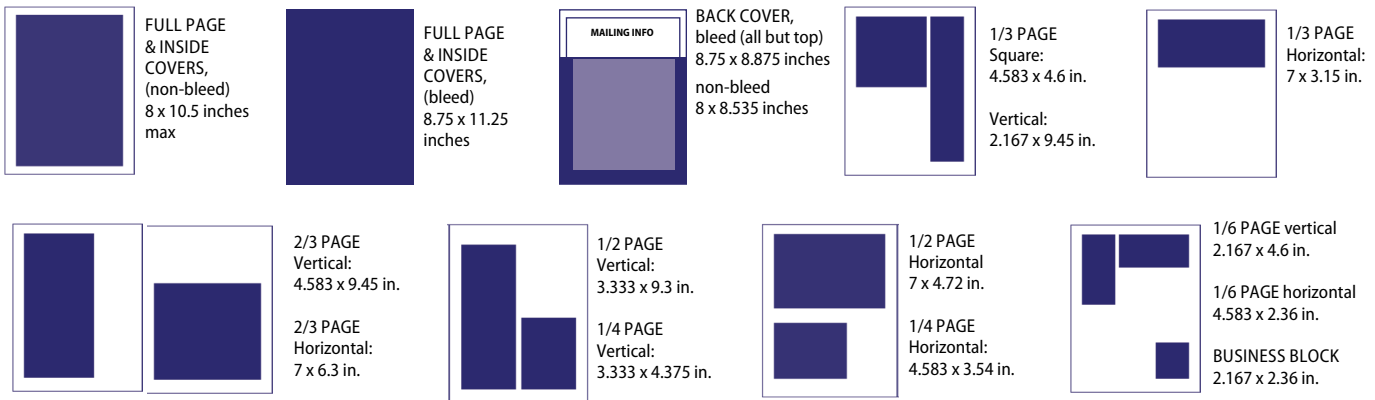
Journal of Singing

[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 print- or press-optimized PDF 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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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 Zones A or B - run-of-site (all subpages). Placement is first come, first serve basis.	\$250	\$500	\$750	\$1,200	\$2,200

The screenshot shows the NATS.org homepage with several callouts for advertising locations:

- Leaderboard A:** Points to the top banner area.
- Left Zone A:** Points to the left sidebar area.
- Left Zone B:** Points to the left sidebar area below Zone A.
- Leaderboard B:** Points to the mid-page banner area.
- Leaderboard A:** Points to the bottom banner area.

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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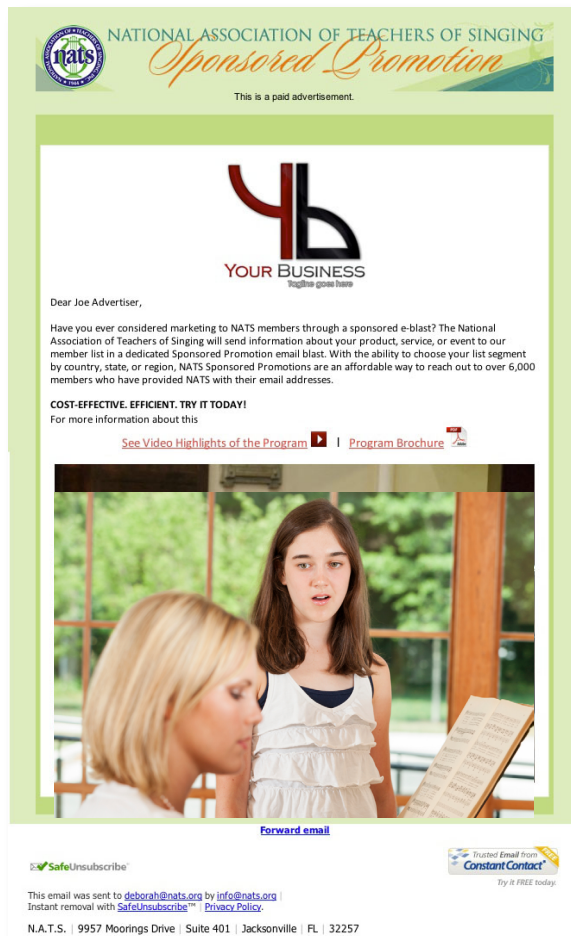


e-Mail Marketing

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

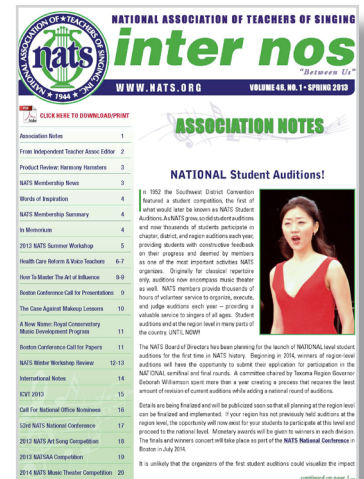
Intermezzo, powered by Multibriefs, is a weekly compilation of news clips about the singing profession, in addition to NATS news, that is delivered to each member's inbox. **Intermezzo** tackles today's most relevant issues, gathered from sources like The Associated Press, The New York Times, Financial 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.



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

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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.

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 is 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 Sjoerdsma, Editor-in-Chief

[Download Current Issue](#)

[Search the Journal of Singing Index](#)



**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!



NATIONAL ASSOCIATION of TEACHERS of SINGING			JANUARY 8-10 -2021-
MOVING FORWARD			
SINGING, TEACHING, AND SELF-CARE DURING COVID-19			
2021 NATS VIRTUAL WINTER WORKSHOP			
MEMBER RATE \$199	NON-MEMBER RATE \$249	STUDENT RATE \$79	REGISTER AT NATS.ORG ONLINE REGISTRATION DEADLINE JAN 5, 2021

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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Advertise with NATS

**Contact us to discuss
your next advertising campaign**

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