

**NATIONAL ASSOCIATION OF TEACHERS OF SINGING**

*The largest association of singing teachers in the world*

# 2021–2022 MEDIA KIT





# Advertise with NATS

**Reach 7,000+ voice teachers and  
their 150,000+ students**

About NATS.....	3
Print advertising: <i>Journal of Singing</i> .....	4–5
NATS 57th National Conference: Advertise! Exhibit! Sponsor! .....	6–7
Digital advertising: Display ads on nats.org .....	8
E-mail blasts: sponsored promotions .....	9
Direct mail: NATS membership list .....	10
E-newsletters: <i>Intermezzo</i> and <i>Inter Nos</i> .....	11
Other sponsorship opportunities .....	12

***For an estimate on your next campaign with NATS:  
(904) 992-9101 • [advertising@nats.org](mailto:advertising@nats.org)***

**CHICAGO**  
*let's go!*

**Advertise!  
Exhibit! Sponsor!  
Partner with  
NATS at the 2022  
National Conference.  
Details p. 6–7.**

**NATS 57TH NATIONAL CONFERENCE**

**JULY 1–6, 2022**

**Marriott Downtown Magnificent Mile**

*For more information, visit [nats.org](http://nats.org).*





# 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 Musical Theatre 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 .....43%
- College/University Voice Teacher .....38%
- Active Professional Singer ..... 7%
- Choral Director .....5%
- Voice Instructor, K-12..... 3%
- Collaborative pianist ..... 2%

**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%
- Musical Theatre:.....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: 2020 NATS Membership Database, 2011 NATS Member Survey*

[CLICK HERE TO RETURN TO TABLE OF CONTENTS](#)



# Journal of Singing

## 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. Fully linked, interactive issues beginning with Sept./Oct. 2020 are also available for viewing and download on ISSUU.com.

### Print Advertising: *Journal of Singing* Rates

Space	1X	2X	3X	4X	5X
Back Cover (glossy/color)* <b>SOLD</b>	\$2475	\$2335	\$2225	\$2100	\$1950
Inside Front Cover (glossy/color)* <b>LIMITED</b>	\$1895	\$1795	\$1700	\$1620	\$1500
Inside Back Cover (glossy/color)* <b>LIMITED</b>	\$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* 2021–22 Publication Deadlines

Issue	Ad Deadline	Mail Date
#1 Sept/Oct 2021	June 23, 2021	Aug 23, 2021
#2 Nov/Dec 2021	August 23, 2021	Oct 21, 2021
#3 Jan/Feb 2022	October 25, 2021	Dec 28, 2021
#4 March/April 2022	December 23, 2021	Feb 22, 2022
#5 May/June 2022	February 22, 2022	April 22, 2022













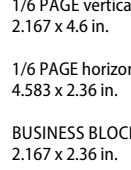
[CLICK HERE TO RETURN TO TABLE OF CONTENTS](#)



# Journal of Singing

## 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.

	FULL PAGE & INSIDE COVERS, (non-bleed) 8 x 10.5 inches max		FULL PAGE & INSIDE COVERS, (bleed) 8.75 x 11.25 inches		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.  1/4 PAGE Horizontal: 4.583 x 3.54 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.

## Journal of Singing File Submission Requirements

Files may be sent electronically to [advertising@nats.org](mailto:advertising@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.**

## Journal of Singing Policies and Terms

- All advertising requests must be made by submitting the ad reservation form at [nats.org](http://nats.org). Payment must be made by credit card at time of reservation.
- 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.

[CLICK HERE TO RETURN TO TABLE OF CONTENTS](#)



## 2022 NATIONAL CONFERENCE

# Advertise! Exhibit!

## 57<sup>th</sup> National Conference Rate Sheets

Join members of National Association of Teachers of Singing, along with voice professionals and enthusiasts from around the world for six 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. ....	<b>SOLD</b>	\$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. ....	\$850
All other covers. ....	\$450
(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 2022.

Attendee E-Blast to conference registrants. ....	\$200
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). ...	\$250

### 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. ....	\$700
---	-------

**To reserve your space, contact us at (904) 992-9101 or [conference@nats.org](mailto:conference@nats.org) • [nats.org/chicago2022](https://nats.org/chicago2022)**

[CLICK HERE TO RETURN TO TABLE OF CONTENTS](#)





## 2022 NATIONAL CONFERENCE

# Sponsor!

## 57<sup>th</sup> National Conference Rate Sheets

The NATS 57<sup>th</sup> 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
<i>Journal of Singing</i> 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/chicago2022](https://nats.org/chicago2022).

[CLICK HERE TO RETURN TO TABLE OF CONTENTS](#)



# NATS.org

Send an e-mail to [advertising@nats.org](mailto:advertising@nats.org) for more information.

## Advertise on NATS.org

With NATS.org 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.

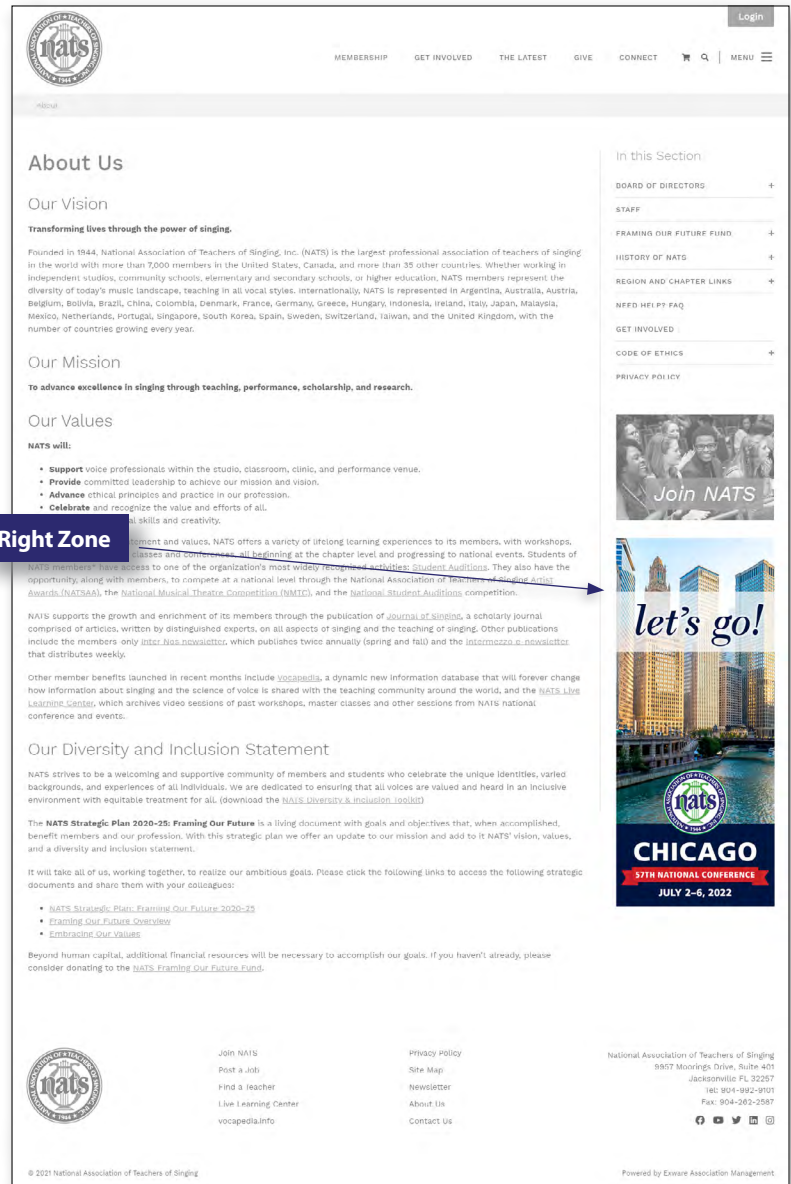
- **NATS offers limited online banner advertising** to organizations and individuals offering products and services that are related to the mission of NATS.
- **Link your display ad** directly to your URL or email address.
- **Banner ads appear throughout NATS.org** subpages in rotation (maximum of 5 ads).

### Digital Advertising Specs

We accept JPG, GIF and PNG formats.

#### Banner Location & Size

- **Right Zone** — 367 wide x 853 high (vertical)



## Digital Advertising Rates — NATS.org

Banner Location & Size	1 month	2 months (save 5%)	3 months (save 8%)	6 months (save 9%)	1 year (save 10%)
Right Zones - run-of-site (all subpages). Placement is first come, first serve basis.	\$350	\$500	\$750	\$1,200	\$2,200

[CLICK HERE TO RETURN TO TABLE OF CONTENTS](#)





# e-Mail Marketing

Send an e-mail to [advertising@nats.org](mailto:advertising@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.

**SPONSORED PROMOTION**

NATIONAL ASSOCIATION OF TEACHERS OF SINGING

UMass Amherst Department of Music & Dance  
**Voice Area Open House & Mock Audition**  
Saturday, Oct. 16, 2021, 10am - 1pm, Bezanson Hall FREE

An informational session, including Q&A and mock auditions, designed to introduce high school students, their parents and teachers to the collegiate voice audition experience. The session will be presided over by voice faculty members Jamie-Rose Guarrine, William Hite and Marjorie Melnick along with the Director of Choral Studies, Tony Thornton.

For more information, please [click here](#)

[Register Here](#)

**NATS boasts strong open rates for its sponsored e-mail blasts. Typical open rates are around 44%, which is nearly twice the industry average (23%).**

## 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 6,000 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. ....	\$0.45 each
1001 to 3000 addresses .....	\$0.35 each
3001+ addresses .....	\$0.25 each

**50% off repeat orders (same content)**

**Minimum charge: \$25**

[CLICK HERE TO RETURN TO TABLE OF CONTENTS](#)



# Mailing Lists

Send an e-mail to [advertising@nats.org](mailto:advertising@nats.org) for more information.

## Send Direct Mail to NATS Members

**Purchase mailing lists 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): \$0.15 per name (minimum charge: \$25). 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.



[CLICK HERE TO RETURN TO TABLE OF CONTENTS](#)



# e-Newsletters

Send an e-mail to [advertising@nats.org](mailto:advertising@nats.org) for more information.

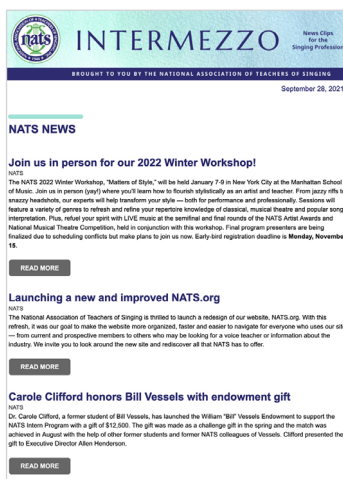
## NATS e-newsletters reach our members weekly

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

### Intermezzo

Reach 11,000+ subscribers weekly

**Intermezzo** 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 Multibriefs Advertising. Email [salesinquiries@multiview.com](mailto:salesinquiries@multiview.com) or call (972) 402-7070.

### Inter Nos

e-Published twice annually (March/September)

**Inter Nos** is a semiannual newsletter that provides information about the work of NATS to its members. A major feature of each issue is the "Independent Voices" section, which shares stories and tips from independent teachers.

NATS distributes **Inter Nos** to all members via e-mail and archives the issues in the members-only section at NATS.org.



### 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:

- Full Page Ad within the publication
- Name recognition/Web Link on even-page folios

**One Issue - \$750 Two Issues - \$1,200**

[CLICK HERE TO RETURN TO TABLE OF CONTENTS](#)





# Other Opportunities

Send an e-mail to [advertising@nats.org](mailto:advertising@nats.org) for more information.

## 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 Musical Theatre Competition
- NATS Artist Awards (NATSAA)
- Art Song Composition Award
- Emerging Leaders Awards
- NATS Intern Program
- National Conferences and Workshops

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



## 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 Sponsor:** \$250 per session  
(\$1,500 for full season)

**NATS Chat attracts approximately 2,750 registrants for the live webinars and nearly 6,000 average replay views. Learn more about NATS Chats and sponsor a session or season today!**

## 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.**



[CLICK HERE TO RETURN TO TABLE OF CONTENTS](#)



# Advertise with NATS

## More Savings

NATS rewards you with savings across multiple advertising platforms. Create a discount package that can include *Journal of Singing* advertising, sponsored e-blasts, banner advertising on NATS.org, NATS membership mailing addresses, *Inter Nos* e-zine, and more.

*Book any two platforms and receive 5% off*

*Book any three platforms and receive 10% off*

*Book four or more platforms and receive 15% off*

**Contact our marketing team  
to discuss your next  
advertising campaign**

---

**National Association of Teachers of Singing, Inc.**

(904) 992-9101

advertising@nats.org

9957 Moorings Drive

Suite 401

Jacksonville, FL 32257