

JOURNAL OF SINGING



Official Journal of the National Association of Teachers of Singing, Inc.
LYNN HOLDING, EDITOR-IN-CHIEF

2024–2025 ADVERTISING RATES

SPACE	1X	2X	3X	4X	5X
Back Cover (glossy / color)* SOLD	\$2600	\$2450	\$2335	\$2200	\$2050
Inside Front Cover (glossy / color)*	\$2000	\$1885	\$1785	\$1700	\$1575
Inside Back Cover (glossy / color)*	\$1925	\$1825	\$1725	\$1635	\$1525
Full Page	\$1500	\$1415	\$1335	\$1275	\$1185
2/3 Page	\$1000	\$945	\$900	\$850	\$785
1/2 Page	\$750	\$715	\$675	\$650	\$600
1/3 Page	\$615	\$575	\$550	\$525	\$485
1/4 Page	\$450	\$425	\$400	\$385	\$350
1/6 Page	\$340	\$335	\$315	\$300	\$275
Business Block**	\$190	\$180	\$175	\$165	\$160

The above rates apply to each insertion of an ad. Multiple-insertion rates apply to the total number of insertions of the same size ad within a 12-month period. No multiple-insertion contract will be accepted which extends more than one issue into the subsequent volume year.

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

**In order to keep text legible, Business Block ads should be text-only, limited to approximately 40 words.

Design Requirements

Please create your advertisement to fit with one of the available sizes below. Dimensions are given in inches. All ads are black and white (grayscale) except for the back cover, inside front and inside back.

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

***Note: Please make document size ("trim" size) 8.5 x 11 inches for all full-page ads. For full-bleed ads, please extend a one-eighth-inch bleed on all four sides, making total ad dimensions 8.75 x 11.25 in. The "live" area in a bleeding ad should be confined to the inner 8 x 10.5 inches for safety; make sure no important text or graphic elements extend past that inner border.

Website Advertising and More

NATS also offers a variety of advertising opportunities, including online banner ads and sponsored email promotions. Details can be found at: nats.org.

File Submission Requirements

Files may be sent electronically to advertising@nats.org. The preferred file format for ads is a high-res PDF file, with all fonts embedded, created using Acrobat Distiller's print- or press-optimized settings. Ads may also be submitted in TIFF, maximum-quality JPG, or EPS format. Do not supply electronic files in Microsoft Publisher or PowerPoint format; such ads should be supplied as PDFs only. TIFF and JPG ads must be 300 dpi. All ads should be supplied in black and white only (grayscale) except for Back Cover, Inside Front Cover, and Inside Back Cover ads.

Policies and Terms

All advertising requests must be made by submitting this ad reservation form online or submitting a scanned copy to advertising@nats.org. Payment must be made by credit card at time of reservation.

The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms of this rate card. *Journal of Singing* reserves the right to reject advertising that does not meet with its approval.

2023–2024 Publications Deadlines

ISSUE	AD DEADLINE	MAIL DATE
#1 Sept./Oct. 2024	June 20, 2024	August 23, 2024
#2 Nov./Dec. 2024	August 20, 2024	October 23, 2024
#3 Jan./Feb. 2025	October 20, 2024	December 24, 2024
#4 March/April 2025	December 20, 2024	February 28, 2025
#5 May/June 2025	February 20, 2025	April 24, 2025

General

Journal of Singing is the only nationally distributed magazine devoted exclusively to the art of singing, vocal function, vocal literature, care of the professional voice, and the teaching of singing. *Journal of Singing* is the publication most frequently consulted by students and teachers of singing. It is estimated that more than 100,000 readers see each *Journal of Singing* issue.

Journal of Singing is published five times a year in September/October, November/December, January/February, March/April, and May/June. It is mailed to members of the National Association of Teachers of Singing, to student subscribers, to subscribers from singing and related professions, as well as the subscribing educational institutions and libraries. *Journal of Singing* is also fully accessible online to NATS members.

Advertising Sales and Support

Advertising & Marketing Team advertising@nats.org	Phone: 904-992-9101 Office hours: Monday-Friday, 8 a.m. – 4 p.m. Eastern Time Fax: 904-262-2587	Mailing address: NATS, Inc. 9957 Moorings Drive Suite 401, Jacksonville, FL 32257
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Ad Reservation Form Volume 81, 2024–2025

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

Name of Advertiser (Name to appear in JOS advertiser index)

Name of Contact Person

Address

City, State, Zip Code

Phone Number (day)

Phone Number (alternate)

Email Address

Fax Number

Space ordered:

- | | | |
|----------------------|---------------------|------------|
| Back Cover* | | |
| Inside Front Cover* | Inside Back Cover* | |
| Full Page (interior) | | |
| 2/3 Page Vertical | 2/3 Page Horizontal | |
| 1/2 Page Vertical | 1/2 Page Horizontal | |
| 1/3 Page Vertical | 1/3 Page Horizontal | 1/3 Square |
| 1/4 Page Vertical | 1/4 Page Horizontal | |
| 1/6 Page Vertical | 1/6 Page Horizontal | |
| Business Block | | |

*Note: Back and inside cover ads are sold on a first-come, first-served basis. Please call for more information.

Insertion date:

Ad Materials Due:

- Sept/Oct 2024 June 20, 2024
- Nov/Dec 2024 August 20, 2024
- Jan/Feb 2025 October 20, 2024
- Mar/Apr 2025 December 20, 2024
- May/Jun 2025 February 20, 2025

Questions?
Contact advertising@nats.org
or (904) 992-9101.

Pricing:

Ad rate, per issue (see page 1 for ad rates based on frequency): \$ _____ x no. of issues _____ = \$ _____ total

Billing:

Please provide your credit card information. Authorized Signature: _____

Card No: _____ Exp. Date: _____ Verification Code: _____
(Visa/MC/Discover)

Special Instructions: _____



When form is completed, click the "Email Form" button. You may also scan and send completed form to advertising@nats.org.

Email Form

Print Form

Clear Form