

NATIONAL ASSOCIATION *of* TEACHERS *of* SINGING

The largest association of singing teachers in the world



2024–2025 MEDIA KIT

(904) 992-9101 | advertising@nats.org | nats.org



ADVERTISE WITH NATS

Reach 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 • advertising@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 peer-reviewed 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 videos 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.
- **59% 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.

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JOURNAL OF SINGING

AD RESERVATION FORM



Advertise in *Journal of Singing*

Reach more than 100,000 with your ad and effectively target teachers of singing with information about your programs, products, and services.

Journal of Singing is ...

- **The only nationally distributed publication** 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**, sent to members of National Association of Teachers of Singing, student subscribers, subscribers from singing and related professions, and subscribing educational institutions and libraries.
- **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 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)* 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 |

*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 2024–25 Publication Deadlines

| Issue | Ad Deadline | Mail Date |
|---------------------|-------------------|----------------|
| #1 Sept/Oct 2024 | June 20, 2024 | Aug 23, 2024 |
| #2 Nov/Dec 2024 | August 20, 2024 | Oct 23, 2024 |
| #3 Jan/Feb 2025 | October 20, 2025 | Dec 24, 2024 |
| #4 March/April 2025 | December 20, 2025 | Feb 28, 2025 |
| #5 May/June 2025 | February 20, 2025 | April 24, 2025 |

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JOURNAL OF SINGING

AD RESERVATION FORM



Journal of Singing Design Requirements

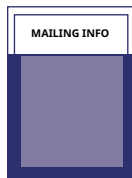
Dimensions are given in inches. Please make document size (“trim” size) 8.5 x 11 inches for all full-page ads. For full-bleed ads, please extend an additional one-eighth-inch bleed on all four sides, making total ad dimensions 8.75 x 11.25 in. The “live” area in a bleeding ad should be confined to the 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

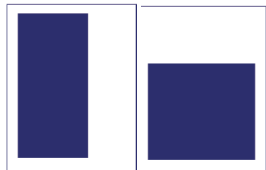


1/3 PAGE
Square:
4.583 x 4.6 in.

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. 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 photos should be 300 dpi; line art should be scanned at 600 dpi minimum.

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 emailing the ad reservation form to advertising@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.

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NATS.ORG

SEND AN E-MAIL TO

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.

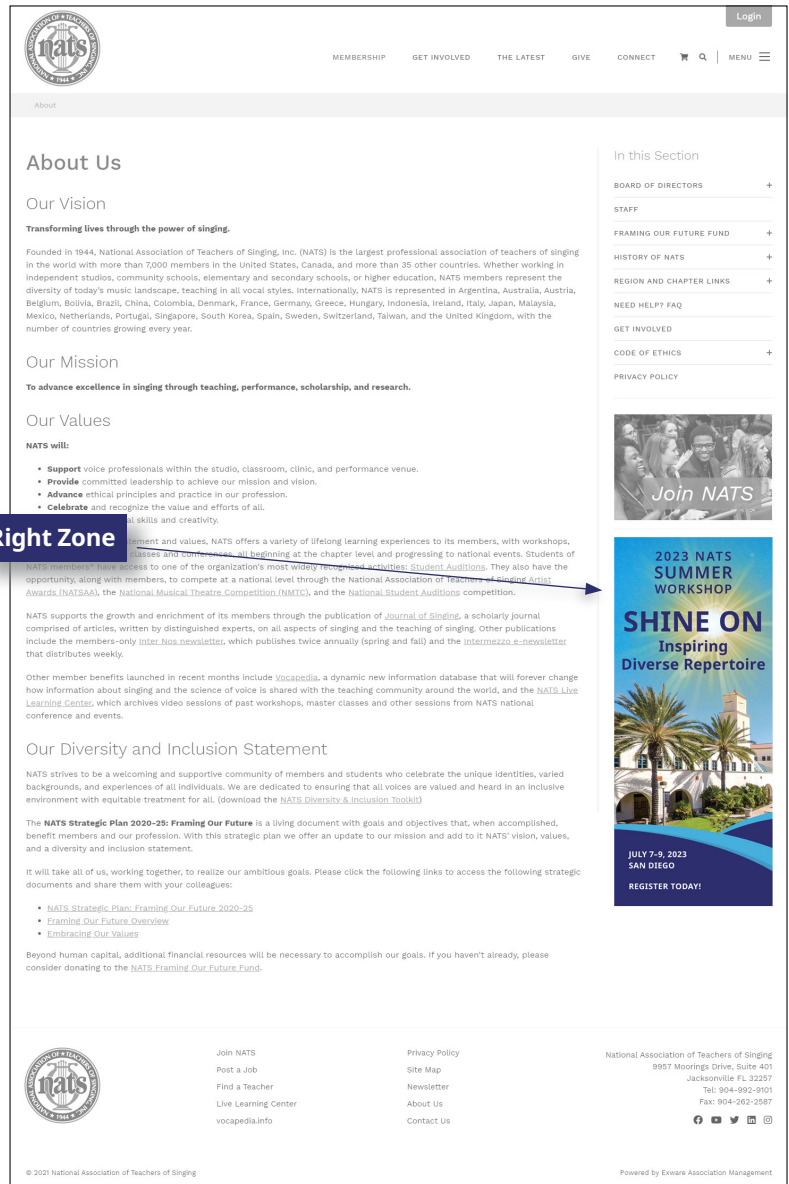
- **NATS offers limited online banner advertising to organizations and individuals offering products and services that are related to the mission of NATS.**
- **Link your display ad directly to your URL or email address.**
- **Banner ads appear throughout NATS.org subpages in rotation (maximum of 5 ads).**

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. | \$375 | \$712 | \$1,035 | \$2,047 | \$4,050 |

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NATS JOB CENTER

Post Your Job Openings on NATS.org

Here is what the NATS Job Center offers:

- Your listing reaches more than 7,000 NATS members and thousands of music professionals who regularly view the NATS website.
- The Job Center link is featured on the NATS home page.
- New job listings are featured in the weekly *Intermezzo* e-newsletter, received by all NATS members.
- We send an email announcement to NATS members.
- Job Center links are featured on [NATS LinkedIn](#) page.
- Place an ad on [NATS.org](#) in our Job Center where you can reach more than 7,000 members of NATS, as well as other voice professionals, and the public. Job postings are promoted in the NATS weekly email to members and on LinkedIn.

Job Center

| Position | Company | City | Deadline | |
|--|--|--------------------|----------------|---------------------------|
| Music Director | Broadmoor Baptist Church | BATON ROUGE, LA | July 30, 2023 | Read More |
| Vocal Coach and Opera Accompanist | California State University Long Beach | Long Beach, CA | June 20, 2023 | Read More |
| Visiting Assistant Professor of Music - Voice | University of North Alabama | Florence, AL | June 30, 2023 | Read More |
| Assistant Professor of Music - Director of Choral Activities | John Brown University | Siloam Springs, AR | July 31, 2023 | Read More |
| Interim Lecturer of Opera and Vocal Coaching | University of Oklahoma | Norman, OK | June 15, 2023 | Read More |
| Lecturer of Voice | California State University Long Beach | Long Beach, CA | August 1, 2023 | Read More |
| Assistant Professor of Applied Voice and Commercial Music (3723) | Idaho State University | Pocatello, ID | June 26, 2023 | Read More |

- The cost to post a job on NATS.org is \$250 per listing.
- Prepayment is required. Postings paid by credit card will be activated the next business day. Postings paid by check will not be activated until the check is received at the NATS Executive Office.

Questions? Please contact the NATS executive office at 904-992-9101 or advertising@nats.org.

[SUBMIT JOB](#)



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E-MAIL MARKETING

SEND AN E-MAIL TO

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.

The screenshot shows an email header with the NATS logo and the text "SPONSORED PROMOTION" and "NATIONAL ASSOCIATION OF TEACHERS OF SINGING". Below the header is a photograph of a choir. The main text of the email reads: "UMass Amherst Department of Music & Dance Voice Area Open House & Mock Audition Saturday, Oct. 16 • 10am - 1pm, Bezanson Hall FREE". It includes a description of the event and a "Register Here" button.

NATS boasts strong open rates for its sponsored e-mail blasts. Typical open rates are around 57%, which is more than twice the industry average (23%).

E-Mail Blasts: Sponsored Promotion Specs

In planning for your Sponsored Promotion, please prepare:

- **Subject and preheader fields** for your Sponsored Promotion (maximum of 50 alphanumeric characters).
- **Optional: Graphic display ad**, which will be primary content of the email, in JPG or PNG format (maximum of 800 pixels wide).
- **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 to drive traffic to your site.
- **Optional: Body text of the e-mail.** You may provide additional text to supplement your graphic. Please provide text to us via Word document or email.
- **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: [15 regions available](#)
 - State or Province: in any combination

Sponsored Promotion E-mail Blast Rates

| | |
|------------------------------|-------------|
| 1000 or less addresses | \$0.50 each |
| 1001 to 3000 addresses | \$0.40 each |
| 3001+ addresses | \$0.30 each |

50% off repeat orders (EXACT same content)

Minimum charge: \$100

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MAILING LISTS

SEND AN E-MAIL TO

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): \$0.20 per name (minimum charge: \$100). 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

ADVERTISING@NATS.ORG



FOR MORE INFORMATION.

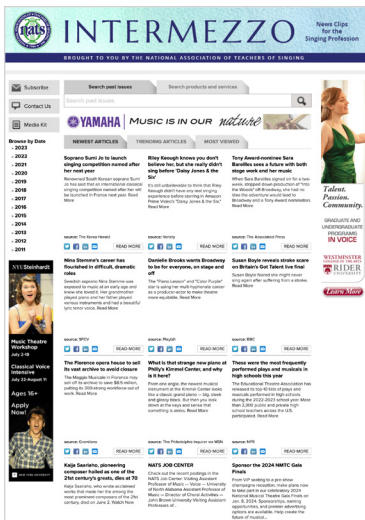
NATS e-newsletters reach our members weekly

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

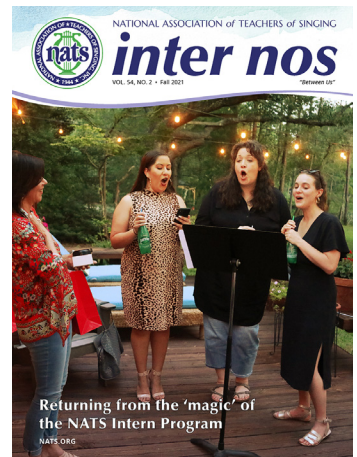
Intermezzo is a weekly compilation of news clips about the singing profession, in addition to NATS news, that is delivered to each member's inbox. *Intermezzo* tackles today's most relevant issues, gathered from sources like the Associated Press, the New York Times, Billboard and other leading industry 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/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.

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 or call (972) 402-7070.

Ad Placements (per issue)

Limited space available

Full Page: \$275 Half-Page: \$175 Quarter Page: \$100 (See page 5 for size specifications. Same as *JOS* sizing.)

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

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OTHER OPPORTUNITIES

SEND AN E-MAIL TO

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 for students of all ages and styles!
- National Musical Theatre Competition
- NATS Artist Awards (NATSAA)
- Art Song Composition Award
- Emerging Leaders Awards
- NATS Intern Program
- National Conferences and Workshops
- Mentoring Program for Composers

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



NATS Chat Sponsor: \$400 per session (\$3,000 for full season)

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.

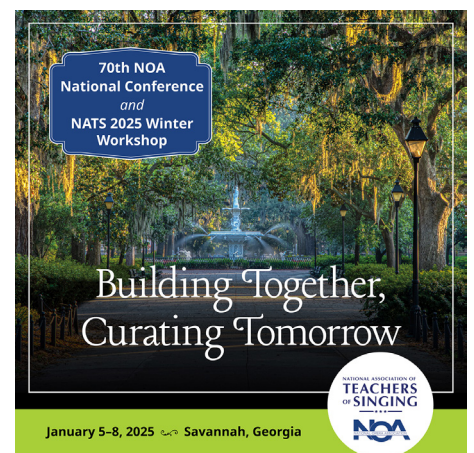
NATS Chat attracts approximately 2,750 registrants for the live webinars and nearly 6,000 average replay views. Learn more about NATS Chats and sponsor a session or season today!

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.



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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

