



JOURNAL OF SINGING

Effective May 1, 2014

Official Journal of the National Association of Teachers of Singing, Inc.
RICHARD SJOERDSMA, EDITOR-IN-CHIEF

ADVERTISING RATES

| Space | 1X | 2X | 3X | 4X | 5X |
|--------------------------------|--------|--------|--------|--------|--------|
| Back Cover (glossy color)* | \$2250 | \$2165 | \$2095 | \$2025 | \$1915 |
| Back Cover (b&w glossy)* | \$1850 | \$1775 | \$1730 | \$1665 | \$1575 |
| Inside Front/Inside Back Cover | \$1665 | \$1605 | \$1545 | \$1499 | \$1415 |
| Full Page | \$1295 | \$1245 | \$1205 | \$1165 | \$1100 |
| 2/3 Page | 865 | 830 | 805 | 775 | 735 |
| 1/2 Page | 650 | 625 | 605 | 585 | 555 |
| 1/3 Page | 525 | 505 | 490 | 475 | 450 |
| 1/4 Page | 385 | 370 | 360 | 350 | 330 |
| 1/6 Page | 300 | 290 | 280 | 270 | 255 |
| 1/12 Page | 165 | 160 | 155 | 150 | 145 |

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, however, which extends more than one issue into the subsequent volume year.

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

Design Requirements

Please create your advertisement to fit with one of the available sizes below. 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 call for more information (additional charges may apply).

**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

NATS also offers online advertising on its website. Details can be found at: nats.org/journal-of-singing.html.

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 color ads.

Policies and Terms

All advertising requests must be made by submitting the online ad reservation form at www.nats.org or by submitting a printed ad reservation form. Payment can be made by credit card at the time of reservation or billing can be requested. New advertisers must pay for their first ad in advance.

Invoices, accompanied by one tear-sheet, will be sent within 10 days of the delivery date. Payment is due within 30 days in U.S. dollars, by international money order, by check drawn on a U.S. bank, or Visa or MasterCard. A service charge of 1½% per month or 18% per year is charged on all balances not paid within thirty days.

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. The *Journal of Singing* reserves the right to reject advertising that does not meet with its approval.

Publications Deadlines

| Issue | Ad/Mechanical Deadline | Delivery Date |
|-------------|------------------------|---------------|
| #1 Sept/Oct | July 7 | September 1 |
| #2 Nov/Dec | September 3 | November 1 |
| #3 Jan/Feb | November 3 | January 1 |
| #4 Mar/Apr | January 5 | March 1 |
| #5 May/June | March 6 | May 1 |

General

The *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 *Journal of Singing* is the publication most frequently consulted by students and teachers of singing. It is estimated that over 100,000 readers see each issue of the *Journal of Singing*.

The *Journal of Singing* is published 5 times a year in Sep/Oct, Nov/Dec, Jan/Feb, Mar/Apr, 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.

Shipping Instructions

Direct all advertising correspondence to: **Tom Strother, Marketing & Communications Administrator**

Mailing/Shipping address: NATS, Inc. 9957 Moorings Drive, Suite 401, Jacksonville, FL 32257

Phone: 904-992-9101

Fax: 904-262-2587

E-mail: tom@nats.org

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Ad Reservation Form Volume 71, 2014–2015

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

Name of Advertiser

Name of Contact Person

Address

City, State, Zip Code

Phone Number (day)

Phone Number (evening)

Fax Number

Email Address

Space ordered:

- Back Cover, color* Back Cover, b&w*
- Inside Front Cover Inside Back Cover
- Full Page (interior)
- 2/3 Page: ___ vertical ___ horizontal
- 1/2 Page: ___ vertical ___ horizontal
- 1/3 Page: ___ vertical ___ horizontal ___ square
- 1/4 Page: ___ vertical ___ horizontal
- 1/6 Page: ___ vertical ___ horizontal
- 1/12 Page

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

Insertion date:

Ad Materials Due:

- Sept/Oct 2014 July 7, 2014
- Nov/Dec 2014 Sept 3, 2014
- Jan/Feb 2015 Nov 3, 2014
- Mar/Apr 2015 Jan 5, 2015
- May/June 2015 Mar 6, 2015

*Please contact Tom Strother at NATS
(904-992-9101, tom@nats.org)
to discuss payment arrangements.*

Pricing:

Ad rate (see page 1 for ad rates based on frequency): \$ _____

Billing:

I would like to pay by: Check Credit card Authorized Signature: _____

Card No: _____ Exp. Date: _____ Verification Code: _____

I will need you to create my ad. Please contact me with more information.

Special Instructions: _____

Please send completed form to:

Tom Strother, tom@nats.org
9957 Moorings Drive, Suite 401, Jacksonville, FL 32257 or Fax: 904-262-2587

