

TEACHING music

MEDIA KIT 2021-22



Published 4x per year, *Teaching Music* is NAFME's popular, highly regarded flagship magazine. The publication appears in beautifully designed print as well as a robust digital edition.

Print advertisers are automatically included in the digital edition with your ad hyperlinked to a url of your choice. NAFME maintains an online archive of all magazine issues as an ongoing resource for members and subscribers.

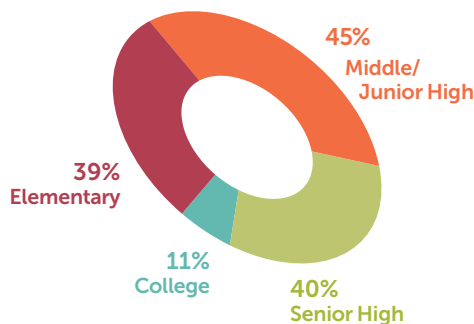
Editorial focus:

- Immediately usable content to help music educators perform better in and out of the classroom.
- Actionable analysis of research and trends so teachers can be more relevant and effective than ever before.
- Case studies and inspirational stories that help music educators borrow brilliance from their NAFME colleagues across North America.

What *Teaching Music* can do for you:

- Imagine your product or service message delivered seamlessly to a community of buyers and influencers who are looking for just what you have to offer.
- Imagine the opportunity to tell your brand's unique story in sponsored content.
- Imagine finally connecting with the people who have the power to tell you yes.

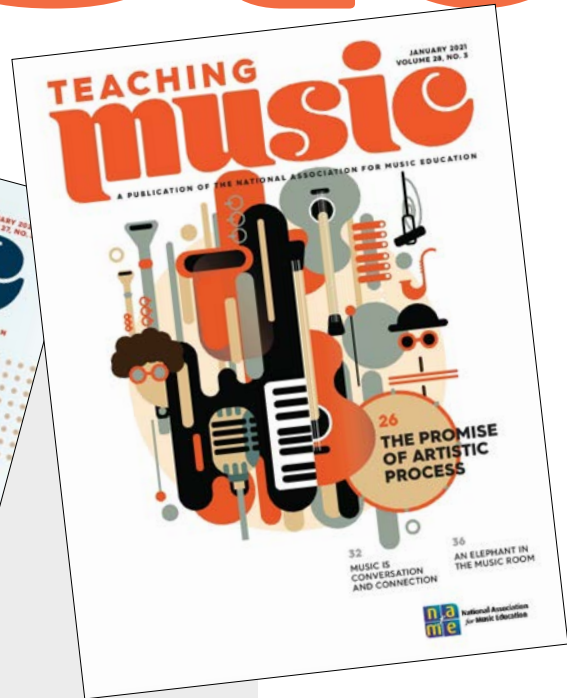
Contact: Ellie Dunn
ellie@carldunn.com | 856.582.0690 ext. 2



*Many members teach multiple grades.



TEACHING music



ADVERTISING SPECIFICATIONS

Ads without bleeds:

Should be created to actual reproduction size and must include a border or crop marks. If none are included, ad will be positioned for best reproduction.

Full-Page Ads:

Should be created at the Trim Size. Live area (ad content) should be a minimum of .25" from the trim on all sides or within the 7" x 10" live area. Bleeds must extend .125" on all sides.

Required File Format:

PDF/X-1a 300 DPI. All fonts and images should be embedded.

PDF Preferred:

Include crop marks to trim size. Set bleeds to .125" all sides.

Maximum Ink Density:

300 DPI. Minimum Dot: 5%.

Color:

Files must be presented as CMYK. Do not use Pantone or spot colors, convert all to CMYK.

To guarantee insertion of your advertisement, we must receive an insertion order by email on or before the space reservation deadline.

TEACHING MUSIC SUBSCRIBERS*

7,000+

Research &
Teacher Education

10,000+

Orchestra

11,000+

Jazz

25,000+

Band

36,000+

Choral/Voice

50,000+

General Music

*Some subscribers teach in multiple areas.

PREMIUM POSITION

Requested Position:

Add 10% to rate.

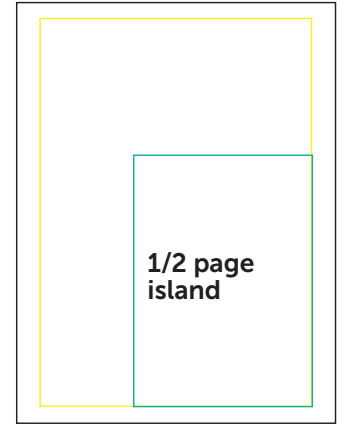
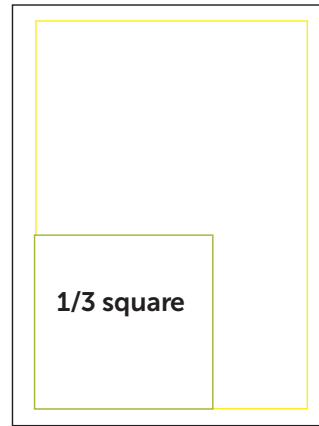
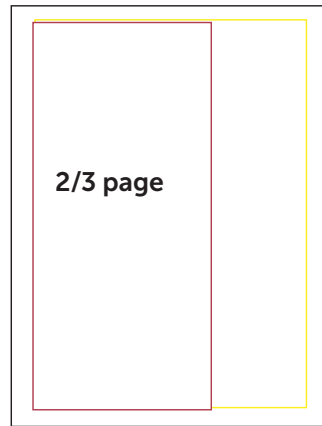
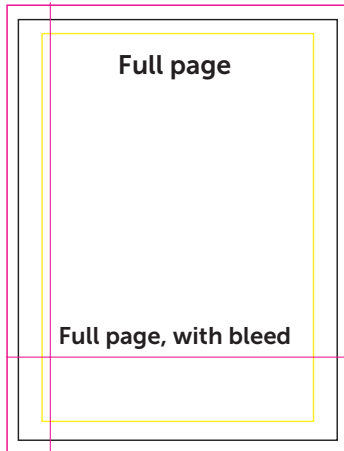
Positioning of advertising is at discretion of the publisher except where a request for a specific position is acknowledged by the sales rep in writing.

INVOICING

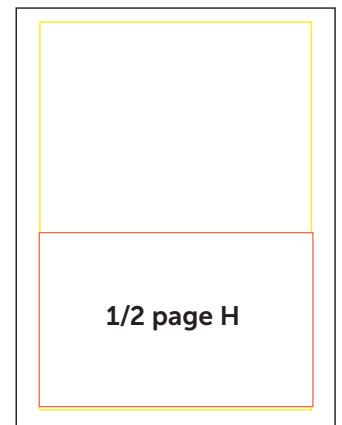
Advertisers are billed on the first day of the month of publication. Payment is due within 30 days of the invoice date.

AD MATERIALS

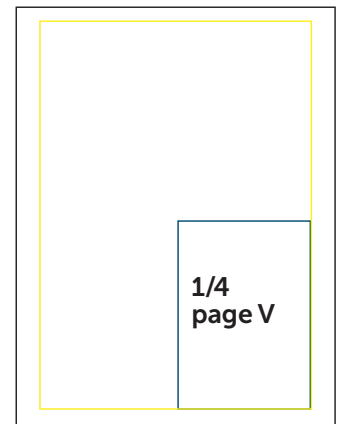
Please send PDF files to Jean Varn at jean@kalomedia.com



	WIDTH	DEPTH	with BLEEDS
Trim Size	8.25"	10.875"	Add .125 (1/8") to all sides
Two-page spread	16.5"	10.875"	16.75" x 11.125"
Full page, with bleed	8.25"	10.875"	8.5" x 11.125"
Full page, no bleed	7"	10"	NA
2/3 vertical	4.625"	10"	N/A
1/3 square	4.625"	4.875"	N/A
1/2 horizontal	7"	4.875"	NA
1/2 island	4.625"	6.5"	N/A
1/4 vertical	4.375"	4.875"	N/A
1/6 vertical	2"	4.75"	N/A



ADVERTISING RATES (same rate color or B/W)				
	1x	2x	3x	4x
Cover 2, 3, 4	\$4250	\$3825	\$3440	\$3090
Full page	\$3400	\$3060	\$2750	\$2470
1/2 Island	\$3100	\$2695	\$2395	\$2170
2/3 page	\$3100	\$2695	\$2395	\$2170
1/3 page	\$2180	\$1855	\$1620	\$1365
1/2 page	\$2570	\$2105	\$1880	\$1685
1/4 page	\$2160	\$1855	\$1625	\$1365



DEADLINES 2021-2022		
Issue Release	Space Reservation	Materials Due
August 2021	June 15, 2021	June 18, 2021
October 2021	August 16, 2021	August 30, 2021
January 2022	October 15, 2021	October 29, 2021
April 2022	February 15, 2022	February 21, 2022

We look forward to developing a custom marketing plan that maximizes your exposure to the buying power of the NAfME community.

Contact: ellie@carldunn.com.

NAfME DIGITAL AD OPPORTUNITIES



The ALL-NEW NAfME Notes e-Newsletter

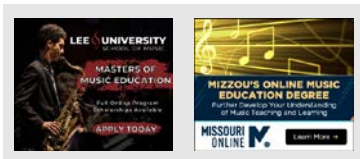
Delivered every other week to the inboxes of over 100,000 NAfME members and music education decision-makers

- Completely redesigned and reimagined, debuting June 2021
- Features original content and headline news
- Limited ad spaces available each issue help your message stand out
- Available in 6x and 12x frequencies
- Includes monthly analytics report

e-Newsletter Ad Sizes and Rates

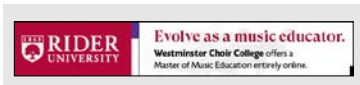
Box ad (264x220 px)

Frequency	Rate
6x	\$500
12x	\$450



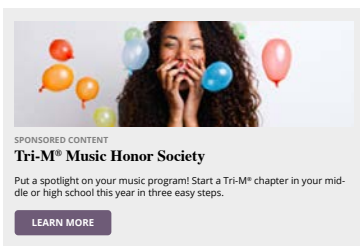
Banner ad (564x100 px)

Frequency	Rate
6x	\$625
12x	\$565



Sponsored content (564x220 px image banner + link to your 600-word article)

Frequency	Rate
1x	\$800
3x	\$720



Need help writing your article? Writing services available for \$1/word — no fee for changes!

AD MATERIAL DEADLINES

NAfME Notes e-newsletter

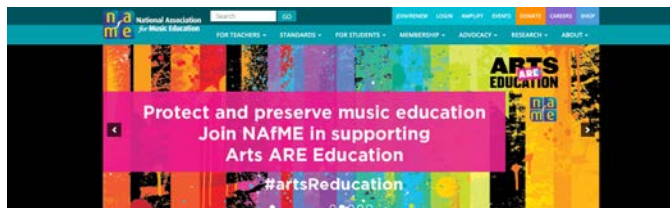
Ad materials due Thursday by 10 am EST before issue publication date.

NAfME.org website

Ad materials due on the 15th of the month to go live on the 1st of the new month.

e-Blasts

Ad materials due 7 business days before scheduled e-blast date. Advertiser will receive proof for approval.



NAfME.org Website

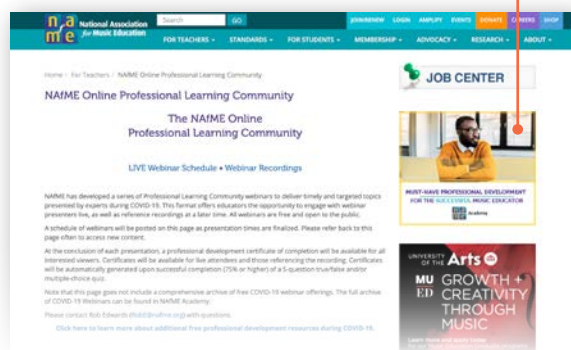
Meet music educators where they go to research, register for events, and engage

- Limited ad spaces to help your message stand out
- Available monthly in 3x, 6x, and 12x frequencies
- Spots available on homepage and interior pages
- Includes monthly analytics report

Website Ad Size and Rates

Homepage banner ad rotates through the site's interior pages as well. Available to a limited number of advertisers to ensure maximum exposure. (300x250 px)	Frequency	Rate
	3x	\$525/month
	6x	\$499/month
	12x	\$425/month

300x250 px



e-BLASTS

A limited number of opportunities are available to send your exclusive advertising message directly to NAfME member inboxes. **Please contact your sales rep for details and a quote.**

Rates and specifications are subject to change.

QUESTIONS? Contact Ellie Dunn (ellie@carldunn.com) for a custom advertising package to fit your budget.

INSERTION ORDER

PRIMARY CONTACT

Name	Title
Company	NAfME Corporate Partner Yes No
Address	
City	State/Zip
Phone	E-mail

BILLING CONTACT Same as above Agency

Name	Title	Company
Address	City	State/ZIP
Phone	E-mail	

PRINT (Teaching Music)

Frequency 1x 2x 3x 4x

Issues Aug. 2021 Oct. 2021 Jan. 2022 April 2022

Size

Full page 2/3V 1/3 Sq 1/2 Island 1/2 H 1/4 V Spread

Other: _____

Special Placement

Inside Front Cover Inside Back Cover Back Cover

Other: _____

E-Mail Ad Submissions To: jean@kalomedia.com

New PDF, arriving by _____

Pick up past ad from _____

E-NEWSLETTER (NAfME Notes)

Frequency (total issues) 6x 12x

Issue dates _____

Ad size

Box ad (264x220 px) Banner ad (564x100 px)

Sponsored content banner (564x220 px)

Notes _____

WEBSITE (NAfME.org)

Frequency (total months) 3x 6x 12x

Months _____

Ad size

Banner ad - homepage + rotating interior pages (300x250 px)

Notes _____

e-BLASTS

Frequency 1x 2x 3x

Dates(s) _____

NET COST

Print cost per insertion	\$
Print total	\$
e-Newsletter cost per insertion	\$
e-Newsletter total	\$
Website cost per insertion	\$
Website total	\$
e-Blast cost per insertion	\$
e-Blast total	\$
TOTAL CONTRACT	\$

PAYMENT INFORMATION

PO# _____

Advertiser will be invoiced when ad has been printed. Payment is due within 30 days of invoice date. Please make payments to Kaló Media, LLC — NAfME's authorized publishing agent. Payments preferred via ACH, electronic transfer, or check. Credit card payments will be charged a 4% processing fee.

AGENCY/ADVERTISER ACCEPTANCE

This contract represents the entire understanding of the parties and may not be amended except by further written agreement signed by both parties. This contract shall be governed by the laws of the Commonwealth of Virginia. Any dispute between the parties shall be submitted to binding arbitration in Alexandria, Virginia, pursuant to the Commercial Rules of the American Arbitration Association. The parties will bear their own costs. Any award may be submitted to a court of competent jurisdiction for enforcement.

Authorized Signature _____

Date _____

Signature indicates you agree to the TERMS AND CONDITIONS outlined next page

TERMS AND CONDITIONS

General Conditions:

All orders are accepted subject to Acts of God, fires, strikes, accidents, or other occurrences beyond the Publisher's control (whether like or unlike any of those enumerated herein) which prevent the Publisher from partially or completely producing, publishing, or distributing *Teaching Music* magazine. The advertiser and its agency (if there is an agency) each represents that it only has the right to authorize the publication in *Teaching Music* magazine of any advertisement it has submitted to *Teaching Music* magazine, but that it is fully authorized and/or licensed to use: 1. The names and/or portraits or pictures of persons, living or dead, or of things; 2. Any trademarks, service marks, copyrighted, proprietary, or otherwise private material, and; 3. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in *Teaching Music* magazine, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party's rights, or otherwise unlawful. As part of the consideration and to induce *Teaching Music* magazine to publish such advertisement, the advertiser and its agency (if there is one), each agrees jointly and severally, to indemnify and save harmless NAFME, publisher of *Teaching Music* magazine, and its publishing agents and contractors, against all loss liability, damage, and expense of whatsoever nature arising out of copying, printing, or publishing of such advertisement. Rates, conditions, and space units are subject to change without notice. No cancellation will be accepted after published closing dates. The Publisher of *Teaching Music* magazine will not be bound by any conditions of whatsoever nature appearing on insertion orders or copy instructions submitted by, or on behalf of, an advertiser when such conditions conflict with any provision contained in the published rate card or with its policies. Orders

specifying positions other than those known as designated positions are accepted only on a request basis and are subject to the right of the Publisher to determine actual positions. The advertiser and its agency (if there is one) agree that in the event the Publisher commits any act, error or omission in the acceptance, publication and/or distribution of their advertisement for which it may be held legally responsible, the Publisher's liability will in no event exceed the cost of the space ordered and further agree that the Publisher will not in any circumstance be liable for consequential damages, including lost income and/or profits.

Agency Commission:

Unless otherwise specified, advertising agencies receive a 15% commission on the gross advertising space cost. Invoices for display advertising show the gross advertising space cost minus agency commission (15%) and the net amount due the Publisher. Mechanical and production costs are not subject to agency commission. Invoices for mechanical and production costs show the net amount due.

Terms of Payment:

All invoices are due and payable within 30 days of invoice date in United States currency. Rendering an invoice to an authorized advertising agency does not release the advertiser from liability in case of non-payment by the agency. **Please note there will be a processing fee of 3.5% for any payments made via credit card.**

Short Rates & Rebates:

Short rates apply to unfulfilled contracts. Rebates for space run in excess of contracts will be credited as earned.



National Association
for Music Education

National Association for Music Education, among the world's largest arts education organizations, is the only association that addresses all aspects of music education. NAFME advocates at the local, state, and national levels; provides resources for teachers, parents, and administrators; hosts professional development events; and offers a variety of opportunities for students and teachers. The Association has supported music educators at all teaching levels for more than a century. With more than 65,000 members teaching millions of students nationwide, the organization is the national voice for music education.