



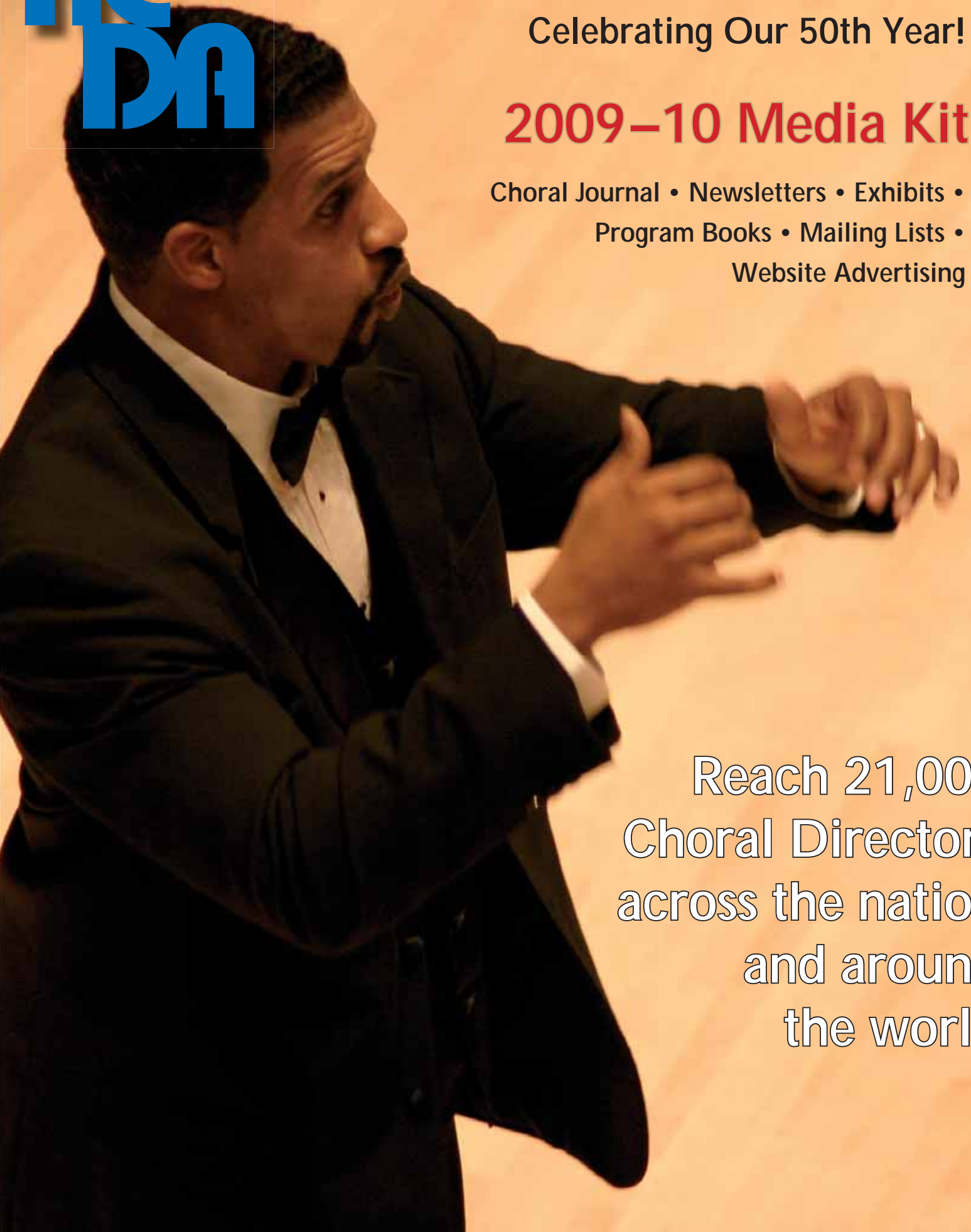
American Choral Directors Association

Celebrating Our 50th Year!

2009–10 Media Kit

**Choral Journal • Newsletters • Exhibits •
Program Books • Mailing Lists •
Website Advertising**

**Reach 21,000
Choral Directors
across the nation
and around
the world**



Celebrating 50 years of professional choral leadership, the American Choral Directors Association (ACDA) is a nonprofit music organization whose central purpose is to promote excellence in choral music through performance, composition, publication, research, teaching, and arts advocacy.

ACDA Advocacy Resolution

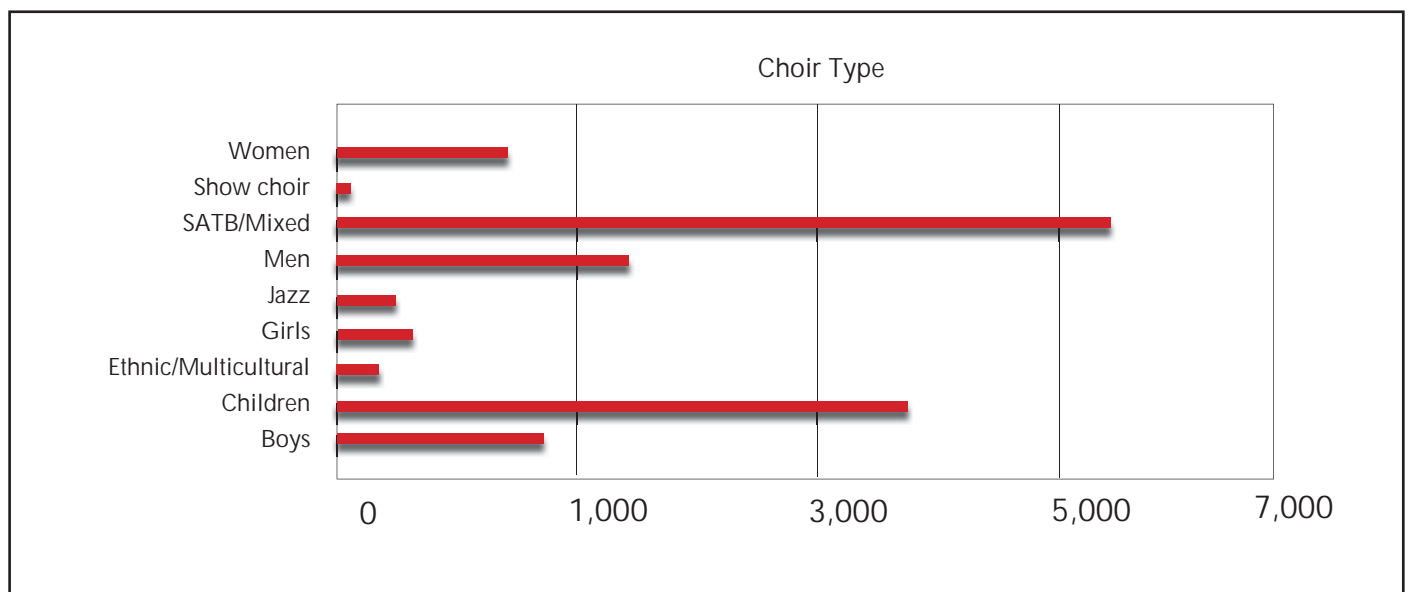
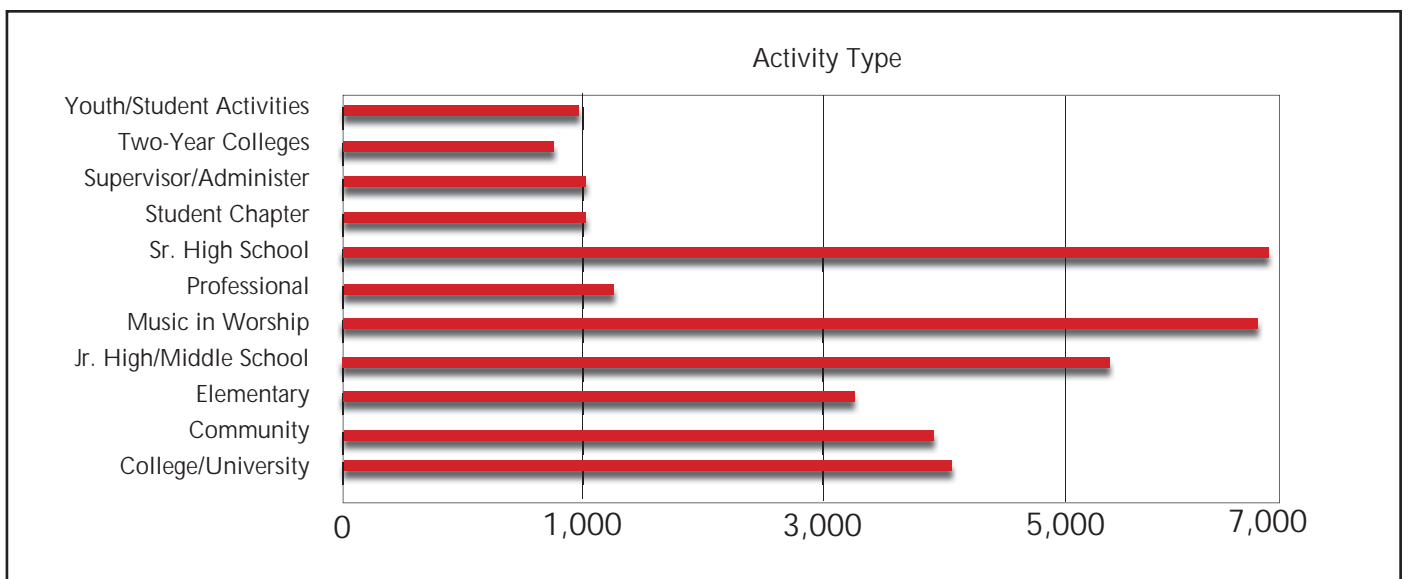
Whereas, the human spirit is elevated to a broader understanding of itself through the study and performance in the aesthetic arts, and

Whereas, serious cutbacks in funding and support have steadily eroded state institutions and their programs throughout our country,

Be it resolved that all citizens of the United States actively voice their affirmative and collective support for necessary funding at the local, state, and national levels of education and government, to ensure the survival of arts programs.

Members

ACDA has a membership list of over 21,000 choral directors who represent more than one million singers across the United States. When filling out a membership application members indicate their primary activity and choir types. Some members may be involved in more than one area.



The *Choral Journal* is the official publication of ACDA and is mailed out monthly to all current members and library subscribers in 43 different countries. The magazine subscription is a benefit of ACDA membership.

The volume year is August through June/July. It is mailed out approximately two weeks before the issue month.

Feature Articles

Each issue has three feature articles that cover various topics including

- Rehearsal techniques, style and interpretation, choral conducting
- Composers of choral music
- Educational techniques and philosophies
- Varying forms of choral music (motets, masses, part songs, etc.)
- History of choral performance and choral organizations
- Biographies of conductors
- Vocal pedagogy

Regular Content

- Columns written by the Executive Director, the President, and the Editor.
- *Compact Disc Reviews* examines new choral CD recordings produced by large and small record labels.
- *Book Reviews* takes a look at current textbooks, music histories, biographies, and how-to books within the choral industry.
- *Choral Reviews* evaluates the full spectrum of printed music made available to choral directors by the music publishers.
- *Hallelujah!* explores the role of choral music in the worship settings of diverse faith communities.
- *On the Voice* investigates current research trends in vocal health science, pedagogy and performance, choral rehearsal techniques, and performance practices.
- *Student Times* features articles relevant to collegiate members and student chapters written by students.
- *Children's Choirs* provides ideas on choral literature, rehearsal techniques, vocal methods, and philosophy relating to young treble choirs while seeking to address the needs of both school and community children's choirs.
- *Choral Music in the Junior High/Middle School* is designed to be a forum for sharing ideas and stimulating thoughts that help choir directors for grades 5-9 to be more effective.
- Other regular content includes letters to the editor and *Career Moves* (index of open position ads in each month's issue).

Focus Issues

For several issues throughout the year, a specific topic is covered: travel, vocal health, specific level or type of choir, sacred music, composers or conductors, etc. Content is selectively chosen to maintain the theme through the entire issue.

The January issue highlights upcoming conference information: biographies on choirs and their conductors, conference schedules, and interest session descriptions.

The March issue contains a free summer festival and workshop listing.

The May issue is the post conference issue with coverage and photos of the events.

Other Marketing Opportunities –

- Division Newsletters:
 - Central Division – *Resound* (Indiana, Illinois, Michigan, and Ohio)
 - Eastern Division – *Troubadour* (Connecticut, Delaware, Maine, Maryland/DC, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont)
 - North Central Division – *Melisma* (Iowa, Minnesota, Montana, Nebraska, North Dakota, South Dakota, and Wisconsin)
 - Northwestern Division – *Northwest Notes* [online publication] (Alaska, Idaho, Montana, Oregon, Washington, and Wyoming)
 - Southern Division – *Southern Division Newsletter* (Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia)
 - Southwestern Division – *Common Times* (Arkansas, Colorado, Kansas, Missouri, New Mexico, Oklahoma, and Texas)
 - Western Division – *Tactus* (Arizona, California, Hawaii, Nevada, and Utah)

- State Newsletters:
 - Information can be found at each state's website: www.acda.org/publications/newsletters-state.shtml.

- National/Division Program Books:
 - Information for advertising in national or division conference program books is made available the fall before each conference at www.acda.org.

- Conference Exhibit Booths:
 - Information for exhibiting at the national or division conference level is made available the fall before each conference at www.acda.org.

- Direct Mail:
 - Mailing lists are available for rent. Special pricing discounts are available to ACDA members.
 - Requests for lists can be made by emailing Heidi Harmon at hharmon@acda.org.

- Website Advertising:
 - Advertising will be made available on the website summer of 2009.
 - This will include name, logo, and hyperlink to advertiser's website.

- Inserts in *Choral Journal* (Tips, Blow-ins, etc.)
 - Contact < hharmon@acda.org > for quotes.

Choral Journal Rate Card #50

Effective for the Aug 2009 – June/July 2010 issues

Black and White	1 Issue		2-4 Issues		5-8 Issues		9-12 Issues	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
Full Page	\$1,647	\$1,830	\$1,561	\$1,735	\$1,480	\$1,645	\$1,390	\$1,545
2/3 Page	\$1,287	\$1,430	\$1,192	\$1,325	\$1,134	\$1,260	\$1,062	\$1,180
1/2 Page	\$ 972	\$1,080	\$ 909	\$1,010	\$ 859	\$ 955	\$ 810	\$ 900
1/3 Page	\$ 729	\$ 810	\$ 670	\$ 745	\$ 634	\$ 705	\$ 598	\$ 665
1/4 Page	\$ 585	\$ 650	\$ 540	\$ 600	\$ 508	\$ 565	\$ 486	\$ 540
1/5 Page	\$ 450	\$ 500	\$ 414	\$ 460	\$ 391	\$ 435	\$ 369	\$ 410
1/6 Page	\$ 364	\$ 405	\$ 342	\$ 380	\$ 324	\$ 360	\$ 301	\$ 335
3" Column	\$ 256	\$ 285	\$ 243	\$ 270	\$ 225	\$ 250	\$ 216	\$ 240
2" Column	\$ 166	\$ 185	\$ 157	\$ 175	\$ 148	\$ 165	\$ 135	\$ 150
1" Column	\$ 135	\$ 150	\$ 126	\$ 140	\$ 117	\$ 130	\$ 108	\$ 120

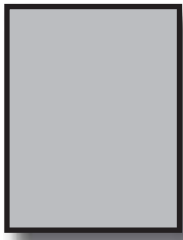
Two Color	1 Issue		2-4 Issues		5-8 Issues		9-12 Issues	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
Full Page	\$1,984	\$2,205	\$1,872	\$2,080	\$1,786	\$1,985	\$1,701	\$1,890
2/3 Page	\$1,597	\$1,775	\$1,449	\$1,610	\$1,444	\$1,605	\$1,377	\$1,530
1/2 Page	\$1,287	\$1,430	\$1,228	\$1,365	\$1,170	\$1,300	\$1,120	\$1,245
1/3 Page	\$1,039	\$1,155	\$ 981	\$1,090	\$ 945	\$1,050	\$ 913	\$1,015
1/4 Page	\$ 900	\$1,000	\$ 855	\$ 950	\$ 823	\$ 915	\$ 796	\$ 885
1/5 Page	\$ 760	\$ 845	\$ 729	\$ 810	\$ 702	\$ 780	\$ 679	\$ 755
1/6 Page	\$ 684	\$ 760	\$ 652	\$ 725	\$ 639	\$ 710	\$ 616	\$ 685

Four Color	1 Issue		2-4 Issues		5-8 Issues		9-12 Issues	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
Full Page	\$2,718	\$3,020	\$2,605	\$2,895	\$2,520	\$2,800	\$2,115	\$2,350
2/3 Page	\$2,272	\$2,525	\$2,182	\$2,425	\$2,119	\$2,355	\$2,056	\$2,285
1/2 Page	\$1,912	\$2,125	\$1,845	\$2,050	\$1,795	\$1,995	\$1,746	\$1,940
1/3 Page	\$1,458	\$1,620	\$1,399	\$1,555	\$1,363	\$1,515	\$1,332	\$1,480
1/4 Page	\$1,314	\$1,460	\$1,269	\$1,410	\$1,237	\$1,375	\$1,215	\$1,350
1/5 Page	\$1,174	\$1,305	\$1,147	\$1,275	\$1,120	\$1,245	\$1,102	\$1,225
1/6 Page	\$1,098	\$1,220	\$1,071	\$1,190	\$1,053	\$1,170	\$1,035	\$1,150
Inside Front Cover	\$2,839	\$3,155	\$2,641	\$2,935	\$2,497	\$2,775	\$2,353	\$2,615
Inside Back Cover	\$2,839	\$3,155	\$2,641	\$2,935	\$2,497	\$2,775	\$2,353	\$2,615
Back Cover	\$2,839	\$3,155	\$2,641	\$2,935	\$2,497	\$2,775	\$2,353	\$2,615

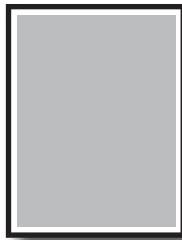
Deadlines

Aug 2009 issue	June 5, 2009	Dec 2009 issue	Oct 5, 2009	Apr 2010 issue	Feb 5, 2010
Sep 2009 issue	July 6, 2009	Jan 2010 issue	Nov 6, 2010	May 2010 issue	Mar 5, 2010
Oct 2009 issue	Aug 7, 2009	Feb 2010 issue	Dec 4, 2010	June/July 2010	Apr 9, 2010
Nov 2009 issue	Sep 4, 2009	Mar 2010 issue	Jan 8, 2010		

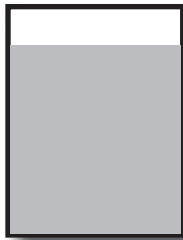
Ad sizes



Inside Cover
Full page bleed
 Bleed: 8.33" x 11.167"
 Trim: 8" x 10.75"



Inside Cover
Full page
 7" x 9.75"
 (42p x 58p6)

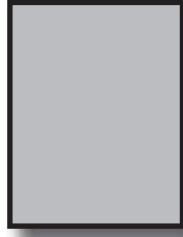


Back Cover
Full page Bleed
 8.33" x 8.75"
 (50p x 53p)

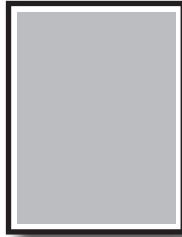


Back Cover
Full page
 7" x 8.125"
 (42 x 48p9)

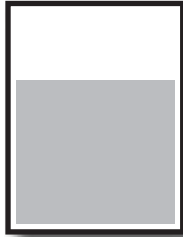
All Ads on the
 Cover Wrap
 Must be Built
 in Four Color



Full page bleed
 8.33" x 11.167"
 (50p x 67p)



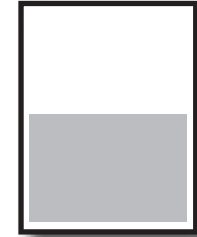
Full Page
 7" x 9.75"
 (42p x 58p6)



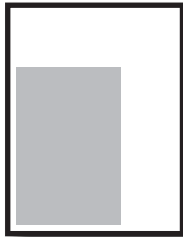
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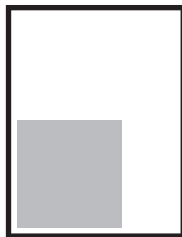
2/3 Vertical
 4.625" x 9.75"
 (27p9 x 58p6)



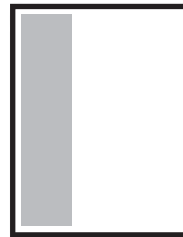
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 (42p x 30p)



1/2 Vertical
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 (27p9 x 43p6)



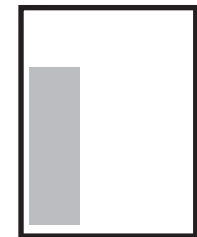
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 (27p9 x 30p)



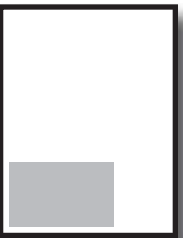
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 (13p6 x 58p6)



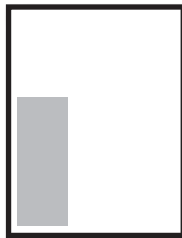
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 (27p9 x 21p3.6)



1/4 Vertical
 2.25" x 7.25"
 (13p6 x 43p6)



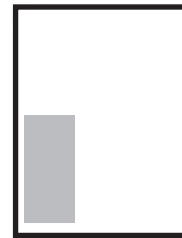
1/5 Horizontal
 4.625" x 3"
 (27p9 x 18p)



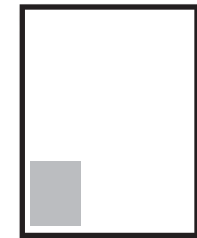
1/5 Vertical
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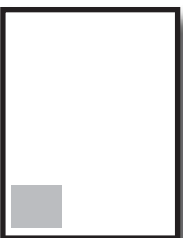
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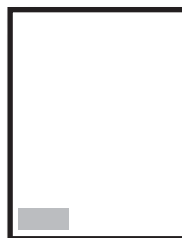
1/6 Vertical
 2.25" x 5"
 (13p6 x 30p)



1 column 3"
 2.25" x 3"
 (13p6 x 18p)



1 column 2"
 2.25" x 2"
 (13p6 x 12p)



1 column 1"
 2.25" x 1"
 (13p6 x 6p)

All Ads must be submitted electronically as a 300 dpi pdf or jpeg to < choraljournal@acda.org > . All fonts should be embedded. Ads should not include any artwork pulled from a website. They do not reproduce well. Grayscale files should not be made with CMYK images and should not use four color black.