

AMERICAN
CHORAL
DIRECTORS
ASSOCIATION



2010–11 Media Kit

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

A way for you to reach
21,000 Choral Directors
from across the nation and
around the world



Celebrating over 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

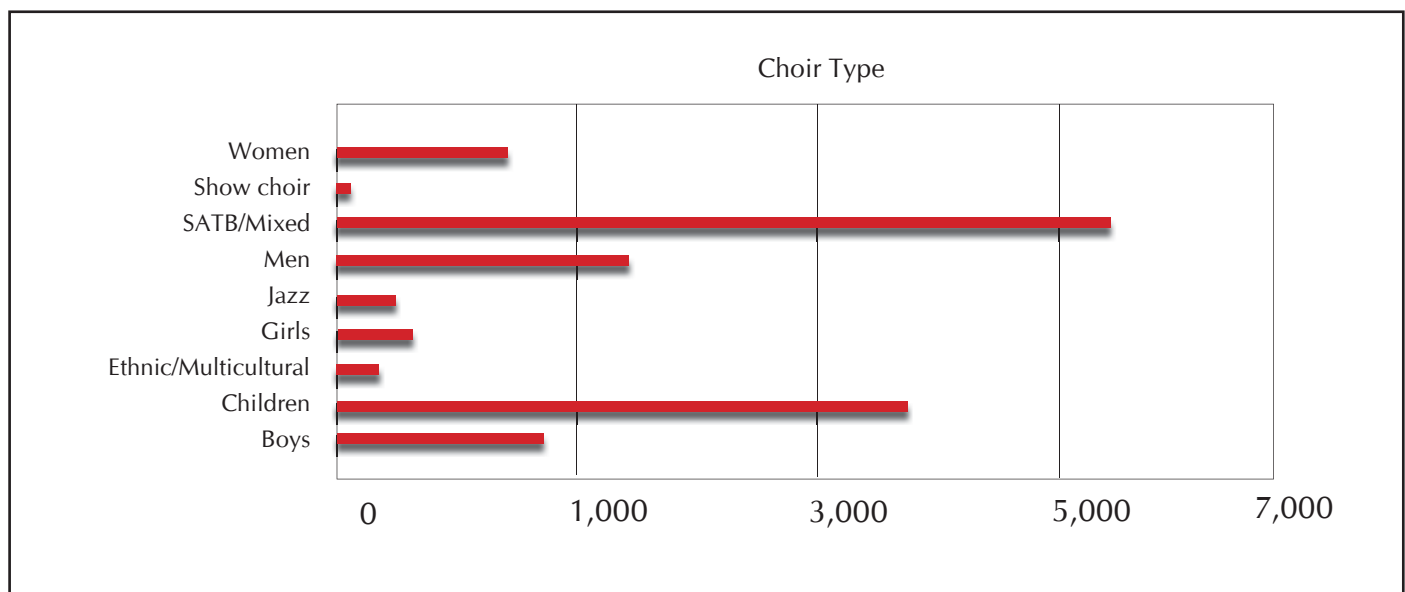
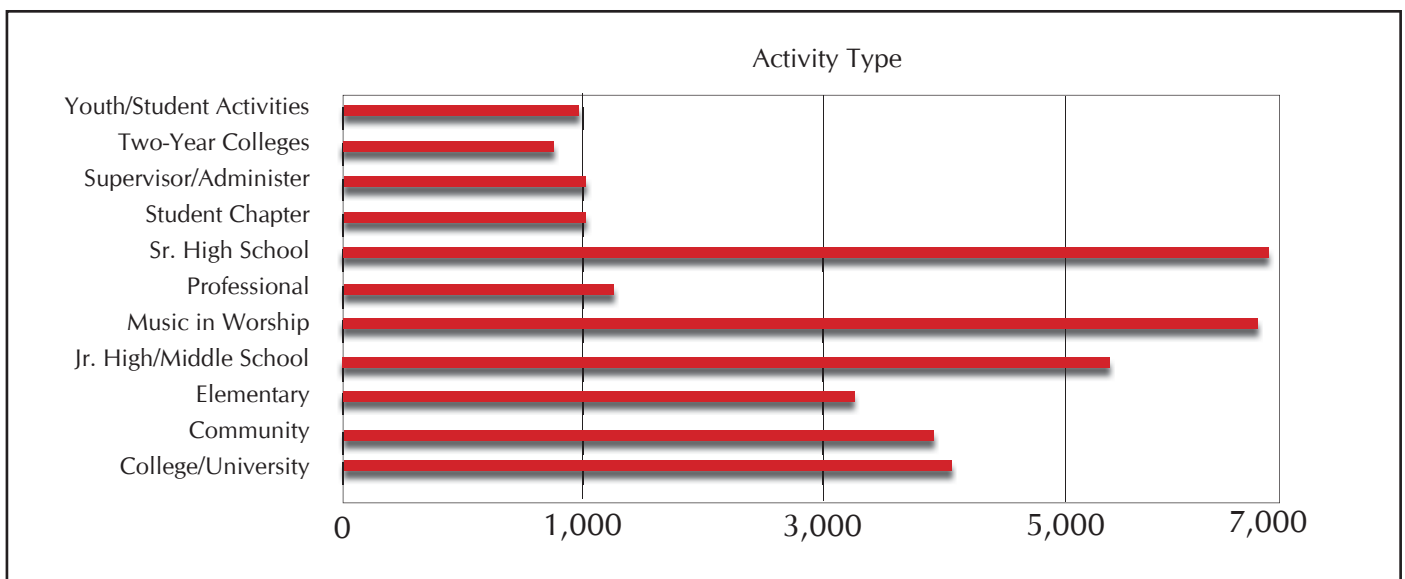
Whereas, the human spirit is elevated to a broader understanding of itself through the study and performance in the aesthetic arts, and

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, as a benefit of ACDA membership, to all current members and library subscribers in 43 different countries.

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)
 - Forms can be downloaded at acda.org/publications/division_newsletter
- State Newsletters:
 - Information can be found at each state's website: www.acda.org/publications/newsletters-state.shtml.
- National Program Book:
 - Information for advertising in the national conference program book is made available the fall before the conference at www.acda.org.
- Conference Exhibit Booths:
 - Information for exhibiting at the national conference is made available the fall before the 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 is available on www.acda.org in thirty, sixty, and ninety day increments.
 - This includes name, logo, and hyperlink to advertiser's website.
 - For more information contact Heidi Harmon at hharmon@acda.org.
- ChoralNet Promotions:
 - Advertising is available on www.choralnet.org in thirty day increments.
 - This includes name, logo, and hyperlink to advertiser's website.
 - Yearly sponsorships are available to organizations and companies.
 - For more information contact Heidi Harmon at hharmon@acda.org.
- Inserts in *Choral Journal* (Tips, Blow-ins, etc.)
 - Contact <hharmon@acda.org> for quotes.

Choral Journal Rate Card #51

Effective for the Aug 2010 – June/July 2011 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

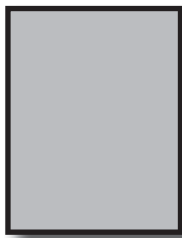
Four Color	1 Issue		2-4 Issues		5-8 Issues		9-12 Issues	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
Full Page	\$2,718	\$3,020	\$2,605	\$2,895	\$2,520	\$2,800	\$2,115	\$2,350
2/3 Page	\$2,272	\$2,525	\$2,182	\$2,425	\$2,119	\$2,355	\$2,056	\$2,285
1/2 Page	\$1,912	\$2,125	\$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

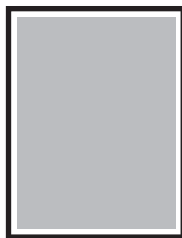
Aug 2010 issue	June 5, 2010	Dec 2010 issue	Oct 5, 2010	Apr 2011 issue	Feb 5, 2011
Sep 2010 issue	July 5, 2010	Jan 2011 issue	Nov 5, 2010	May 2011 issue	Mar 5, 2011
Oct 2010 issue	Aug 5, 2010	Feb 2011 issue	Dec 5, 2010	June/July 2011	Apr 5, 2011
Nov 2010 issue	Sep 5, 2010	Mar 2011 issue	Jan 5, 2011		

Any deadline falling on a weekend will be extended to the following Monday.

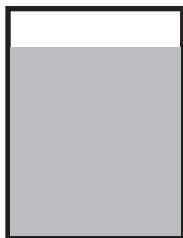
Ad sizes



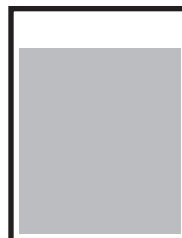
**Inside Cover
Full page bleed**
Bleed: 8.33" x 11.167"
Trim: 8" x 10.75"



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



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

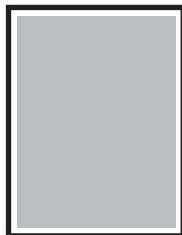


**Back Cover
Full page**
7" x 8.125"
(42 x 48p9)

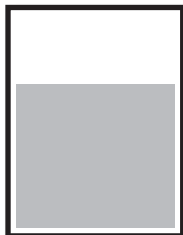
**All Ads on the
Cover Wrap
Must be Built
in Four Color**



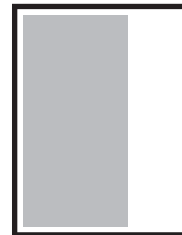
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(50p x 67p)



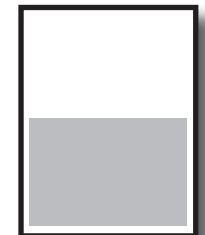
Full Page
7" x 9.75"
(42p x 58p6)



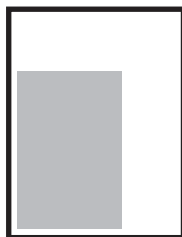
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(42p x 40p)



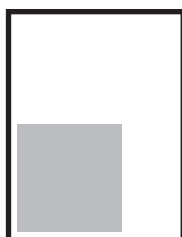
2/3 Vertical
4.625" x 9.75"
(27p9 x 58p6)



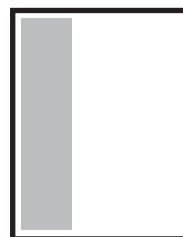
1/2 Horizontal
7" x 5"
(42p x 30p)



1/2 Vertical
4.625" x 7.25"
(27p9 x 43p6)



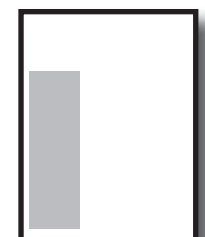
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4.625" x 5"
(27p9 x 30p)



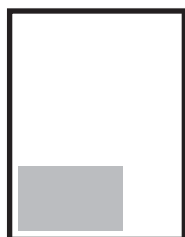
1/3 Vertical
2.25" x 9.75"
(13p6 x 58p6)



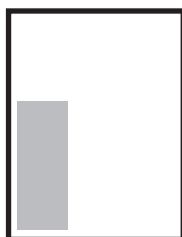
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(27p9 x 21p3.6)



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



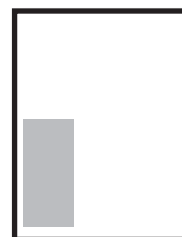
1/5 Horizontal
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(27p9 x 18p)



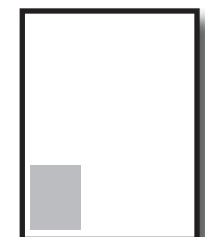
1/5 Vertical
2.25" x 6"
(13p6 x 36p)



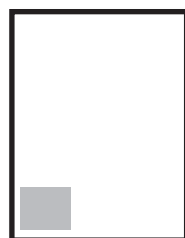
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(27p9 x 15p)



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 hharmon@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.