

2019-20 ACDA Media Kit

Choral Journal • ChoralNet.org • ACDA Mobile App



**Reaching Choral Directors
from Across the Nation and Around the World**

Marketing Opportunities

The American Choral Directors Association (ACDA) is celebrating over 60 years of professional choral leadership. We are a nonprofit music organization whose central purpose is to promote excellence in choral music through performance, composition, publication, research, teaching and arts advocacy. ACDA has a membership of over 17,000 choral directors who represent more than one million singers globally.

Choral Journal

The *Choral Journal* is the official publication of ACDA. It is mailed 11 times a year to the ACDA membership and library subscribers in 43 different countries. The volume year is August through June/July. The magazine is distributed two weeks before the issue month. All members also have access to the online version approximately one month before the issue month.



ChoralNet

ChoralNet is the ACDA professional networking site and blog for the global and online choral community.

ACDA Mobile App

Our new Mobile App is another way to communicate with the choral community. Our app allows our membership to interact and engage with one another in a dedicated environment.



ACDA Conferences

The National and Regional Conferences offer other opportunities to advertise and exhibit. There will be a separate media kit for conferences posted on our website in September.

CHORAL JOURNAL RATE CARD

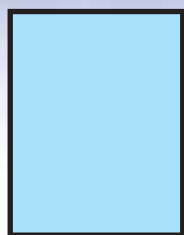
Effective for the Aug 2019 – June/July 2020 issues

Ad Size	1 Issue		2 - 4 Issues		5 - 7 Issues		8 - 11 Issues	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
Full Page	\$1,880	\$2,400	\$1,775	\$2,225	\$1,675	\$2,125	\$1,600	\$2,025
2/3 Page	\$1,515	\$1,900	\$1,375	\$1,725	\$1,370	\$1,750	\$1,300	\$1,650
1/2 Page	\$1,225	\$1,550	\$1,165	\$1,450	\$1,100	\$1,400	\$1,075	\$1,325
1/3 Page	\$ 985	\$1,275	\$ 930	\$1,175	\$ 895	\$1,125	\$ 875	\$1,100
1/4 Page	\$ 850	\$1,150	\$ 810	\$1,025	\$ 780	\$ 975	\$ 755	\$ 950
1/5 Page	\$ 720	\$ 900	\$ 690	\$ 875	\$ 665	\$ 850	\$ 645	\$ 825
1/6 Page	\$ 650	\$ 850	\$ 620	\$ 775	\$ 600	\$ 750	\$ 585	\$ 750
Inside Fr Cover	\$2,000	\$2,500	\$1,860	\$2,325	\$1,760	\$2,225	\$1,650	\$2,075
Inside Bk Cover	\$2,000	\$2,500	\$1,860	\$2,325	\$1,760	\$2,225	\$1,650	\$2,075
Back Cover	\$2,000	\$2,500	\$1,860	\$2,325	\$1,760	\$2,225	\$1,650	\$2,075

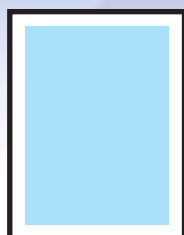
Issue	Order and Ad Copy Deadline	Expected Mail Date
August 2019	June 5, 2019	July 8, 2019
September 2019	July 5, 2019	August 5, 2019
October 2019	August 5, 2019	September 5, 2019
November 2019	September 5, 2019	October 1, 2019
December 2019	October 7, 2019	November 5, 2019
January 2020	November 5, 2019	December 5, 2019
February 2020	December 5, 2019	January 6, 2020
March 2020	January 6, 2020	February 5, 2020
April 2020	February 5, 2020	March 5, 2020
May 2020	March 5, 2020	April 6, 2020
June/July 2019 issue	April 6, 2020	May 5, 2020

Individuals may NOT use their individual membership for industry or school/university ad purchases.

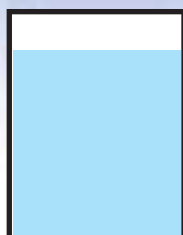
Choral Journal Ad Sizes



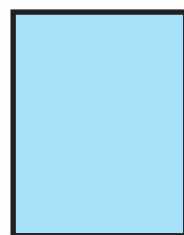
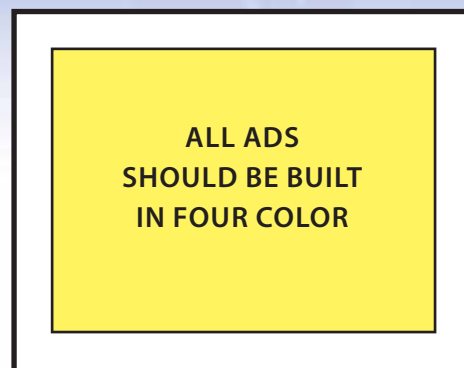
Inside Cover
Full-page bleed
Bleed: 8.33" x 11.167"
Trim: 8" x 10.75"



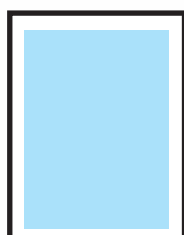
Inside Cover
Full-page
7" x 9.75"
(42p x 58p6)



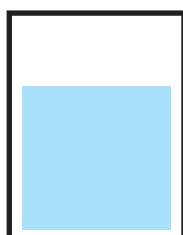
Back Cover
Full-page bleed
8.33" x 8.75"
(50p x 53p)



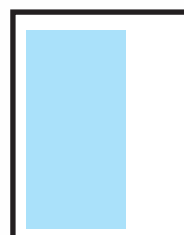
Full-page bleed
8.33" x 11.167"
(50p x 67p)



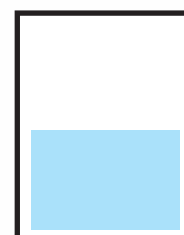
Full Page
7" x 9.75"
(42p x 58p6)



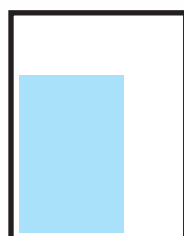
2/3 Horizontal
7" x 6.67"
(42p x 40p)



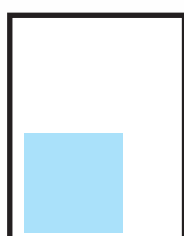
2/3 Vertical
4.625" x 9.75"
(27p9 x 58p6)



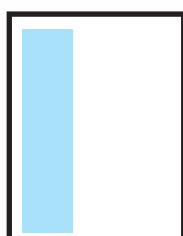
1/2 Horizontal
7" x 5"
(42p x 30p)



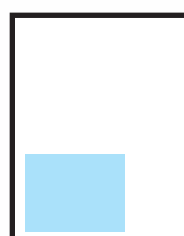
1/2 Vertical
4.625" x 7.25"
(27p9 x 43p6)



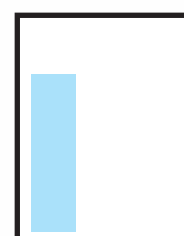
1/3 Horizontal
4.625" x 5"
(27p9 x 30p)



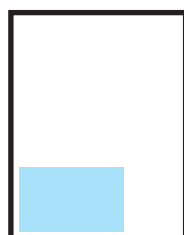
1/3 Vertical
2.25" x 9.75"
(13p6 x 58p6)



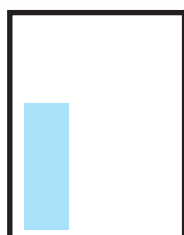
1/4 Horizontal
4.625" x 3.55"
(27p9 x 21p3.6)



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



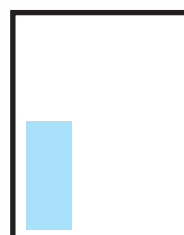
1/5 Horizontal
4.625" x 3"
(27p9 x 18p)



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



1/6 Horizontal
4.625" x 2.5"
(27p9 x 15p)



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

All ads must be submitted electronically as a 300 dpi pdf or jpeg to <shail@acda.org>.

All fonts should be embedded.

Ads should not include any artwork pulled from a website. It will not reproduce well.



Choral Journal Advertising
Reservation Form
Volume Year 2019 - 2020

Date _____ Member ID # _____

Company _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

☐ Standard Billing ☐ Purchase order # _____

☐ Credit Card

Credit Card # _____

Expiration Date ____/____/____ CVV # ____

Cardholder's Name (printed) _____

Card Billing Address _____

City _____ State _____ Zip _____

☐ We'd like to join ACDA today or renew our membership
____ Institution \$125 ____ Industry \$150 ____ International (outside US/Canada) \$170
Go to www.acda.org for a description of membership types and benefits.

Total in U.S. Dollars \$ _____ (invoiced/charged monthly)

Authorized Signature _____

Individuals may NOT use their individual membership for industry or school/university ad purchases.

Volume Issues

_____ August 2019	_____ February 2020
_____ September 2019	_____ March 2020
_____ October 2019	_____ April 2020
_____ November 2019	_____ May 2020
_____ December 2019	_____ June/July 2020
_____ January 2020	

All ads are 4 color

Ad Size _____ ☐ Horizontal ☐ Vertical

☐ Inside Front ☐ Inside Back ☐ Back

Rate/Incremental ☐ 1x ☐ 2 - 4 x ☐ 5 - 7 x ☐ 8 - 11 x

_____ New Material Each Issue _____ Same Material Each Issue

Please submit this form and ad copy/artwork by email to shail@acda.org or by fax to 405-232-8162. No cover letter necessary.

Rates applied only to reserved issues per transaction. Any future reserved issue(s), that put the reservation at a lower rolling rate will be given the new rate. Changes in rates resulting from additional reservations do not apply to previously reserved issues.

Contract cancellations - contracts may be discontinued with 60 days prior written notice by the advertisers. Ads cancelled less than 60 days before publication date will be charged 50% of the ad rate.

ACDA is not responsible for design of ads and is not responsible for errors.

ChoralNet Advertising Rates

Promote your organization with ChoralNet advertising. ChoralNet places you in front of a targeted audience where choral enthusiasts, educators and students from around the world go for updated information about the choral industry.

ChoralNet is ACDA's professional networking site for the online choral community. It has 40,000+ registered users and 7,000+ are subscribers to a daily or weekly recap. ChoralNet averages over 900,000 views a year.

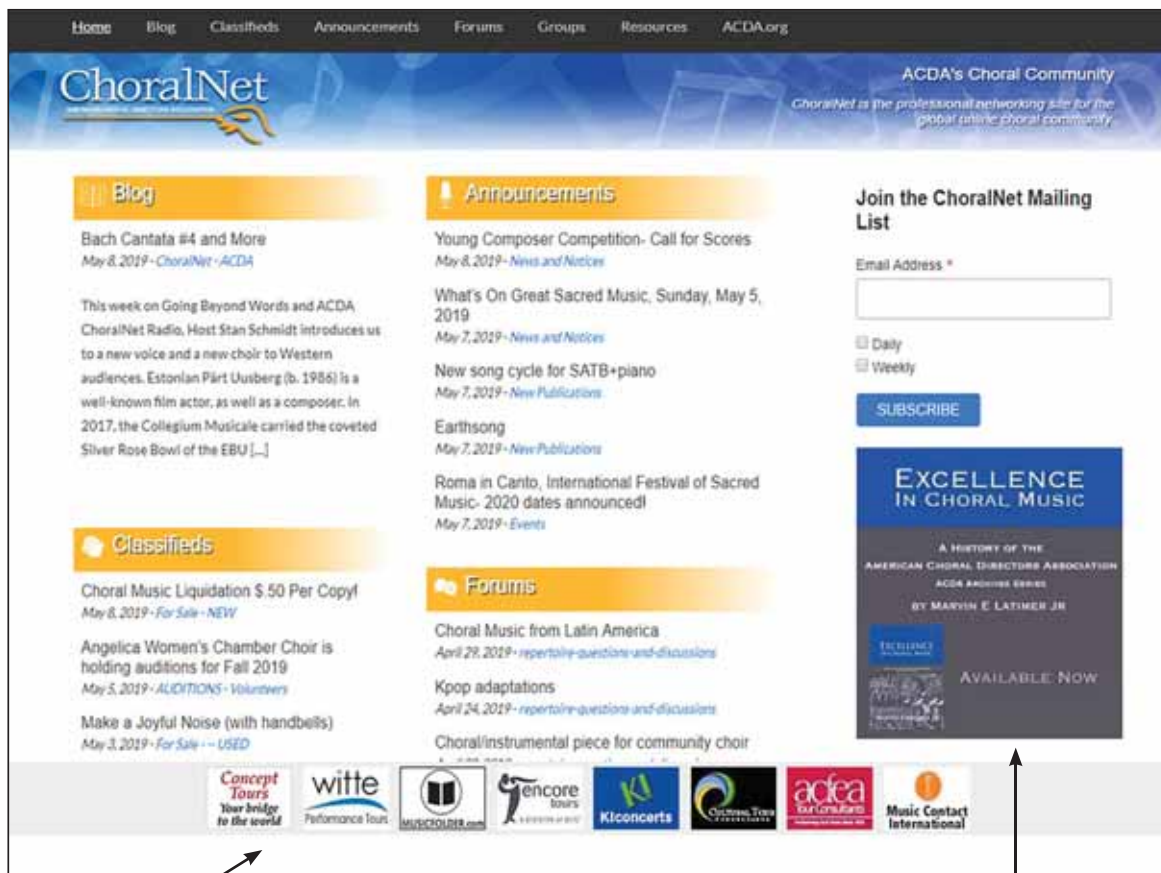
Square Rotating Sidebar Banner

30 days for members is \$400

30 days for non-members is \$500

Sponsorship Packages

Annual sponsorship package rates are listed on the Mobile App page.



Sponsorship

Square Rotating Sidebar Banner



Square Sidebar Banner

- Logo size: 300 px wide x 300 px tall in GIF, PNG, or JPG.
- Animated GIFs (not Flash) allowed
- \$400 per 30 days for members
- \$500 per 30 days for non-members
- Limited space available

Terms

- Payment terms are net 30 days. Any delinquent payment may result in cancellation of ad posting.
- Industry or institutional memberships are required for the member discount.
- Individuals may not use their individual membership for ad purchases.
- All ads are subject to the approval of ACDA, including but not limited to subject matter, size, images, hyperlink and typography.
- ACDA reserves the right to edit or remove advertisements at any time.
- **ACDA is not responsible for ad design and is not responsible for errors.**

Company: _____ Member # _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Advertising Request: _____ Square Sidebar Banner

Ad Duration: _____ 30 days _____ 60 days _____ 90 days

Start date _____ End date _____

☐ We'd like to join ACDA today or renew our membership

_____ Institution \$125 _____ Industry \$150 _____ International (outside US/Canada) \$170
Go to www.acda.org for a description of membership types and benefits.

Total Amount: \$ _____ Payable to ACDA in U.S. Dollars

Check # _____

Credit Card Name: _____

Expiration Date: ____ / ____ / ____ CVV 2: ____

Card Billing Address: _____

City, State, Zip: _____

Authorized Signature: _____

I agree to pay the total amount according to the credit card issuer agreement. I acknowledge that no refunds will be given. I will comply with the terms and conditions outlined at left. ACDA is not responsible for USPS mail, shipping, fax, or electronic submission failures.

Submit reservation form to Sindy Hail by fax to 405-232-8162 or by email at shail@acda.org.

Mobile App Advertising Packages and Rates

Packages	Gold	Silver	Bronze
1 Rotating banner advertisement on the mobile app - 12 months	✓	✓	✓
Sponsored content post - 1 per year	✓	✓	
ChoralNet sponsor advertisement - 12 months	✓		
Cost per year	\$4,500	\$3,500	\$2,500
Spots available	8	5	5

Sponsored Content Post

Rotating Banner Advertisement





**Mobile App Advertising
Reservation Form
Volume Year 2019 - 2020**

Rotating Banner Advertisement

- Logo size: 1242 px wide x 165 px tall in JPG
- \$500 per 30 days
- Limited space available

Gold app package

- Rotating banner size: 1242 px wide x 165 px tall in JPG
- Sponsored content size: 1600 px wide x 900 px tall in JPG
- ChoralNet Ad size: 90 px wide x 60 px tall in GIF, PNG, or JPG

Silver app package

- Rotating banner size: 1242 px wide x 165 px tall in JPG
- Sponsored content size: 1600 px wide x 900 px tall in JPG

Bronze app package

- Rotating banner size: 1242 px wide x 165 px tall in JPG

Terms

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- ACDA reserves the right to edit or remove advertisements at any time.
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Company: _____ Member # _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Advertising Request: _____ Rotating Banner Advertising

Ad Duration: _____ 30 days _____ 60 days _____ 90 days

Start date _____ End date _____

_____ Gold pkg \$4500 annually _____ Silver pkg \$3,500 annually

_____ Bronze pkg \$2,500 annually

☐ We'd like to join ACDA today or renew our membership

_____ Institution \$125 _____ Industry \$150 _____ International (outside US/Canada) \$170

Go to www.acda.org for a description of membership types and benefits.

Total Amount: \$ _____ Payable to ACDA in U.S. Dollars

Check # _____

Credit Card Name: _____

Expiration Date: _____ / 20 _____ CVV 2: _____

Card Billing Address: _____

City, State, Zip: _____

Authorized Signature: _____

I agree to pay the total amount according to the credit card issuer agreement. I acknowledge that no refunds will be given. I will comply with the terms and conditions outlined at left. ACDA is not responsible for USPS mail, shipping, fax, or electronic submission failures.

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