2020-21 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 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 six months before the conference.
# CHORAL JOURNAL RATE CARD

Effective for the August 2020 – June/July 2021 issues

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1 Issue</th>
<th>2 - 4 Issues</th>
<th>5 - 7 Issues</th>
<th>8 - 11 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Member</td>
<td>Non-Member</td>
<td>Member</td>
<td>Non-Member</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,880</td>
<td>$2,400</td>
<td>$1,775</td>
<td>$2,225</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,515</td>
<td>$1,900</td>
<td>$1,375</td>
<td>$1,725</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,225</td>
<td>$1,550</td>
<td>$1,165</td>
<td>$1,450</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$ 985</td>
<td>$1,275</td>
<td>$ 930</td>
<td>$1,175</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$ 850</td>
<td>$1,150</td>
<td>$ 810</td>
<td>$1,025</td>
</tr>
<tr>
<td>1/5 Page</td>
<td>$ 720</td>
<td>$ 900</td>
<td>$ 690</td>
<td>$ 875</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$ 650</td>
<td>$ 850</td>
<td>$ 620</td>
<td>$ 775</td>
</tr>
<tr>
<td>Inside Fr Cover</td>
<td>$2,000</td>
<td>$2,500</td>
<td>$1,860</td>
<td>$2,325</td>
</tr>
<tr>
<td>Inside Bk Cover</td>
<td>$2,000</td>
<td>$2,500</td>
<td>$1,860</td>
<td>$2,325</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$2,000</td>
<td>$2,500</td>
<td>$1,860</td>
<td>$2,325</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Issue</th>
<th>Order and Ad Copy Deadline</th>
<th>Expected Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2020</td>
<td>June 5, 2020</td>
<td>July 6, 2020</td>
</tr>
<tr>
<td>September 2020</td>
<td>July 6, 2020</td>
<td>August 10, 2020</td>
</tr>
<tr>
<td>October 2020</td>
<td>August 5, 2020</td>
<td>September 7, 2020</td>
</tr>
<tr>
<td>November 2020</td>
<td>September 7, 2020</td>
<td>October 5, 2020</td>
</tr>
<tr>
<td>December 2020</td>
<td>October 5, 2020</td>
<td>November 9, 2020</td>
</tr>
<tr>
<td>January 2021</td>
<td>November 5, 2020</td>
<td>December 7, 2020</td>
</tr>
<tr>
<td>February 2021</td>
<td>December 7, 2020</td>
<td>January 11, 2021</td>
</tr>
<tr>
<td>March 2021</td>
<td>January 5, 2021</td>
<td>February 8, 2021</td>
</tr>
<tr>
<td>April 2021</td>
<td>February 5, 2021</td>
<td>March 8, 2021</td>
</tr>
<tr>
<td>May 2021</td>
<td>March 5, 2021</td>
<td>April 5, 2021</td>
</tr>
<tr>
<td>June/July 2021</td>
<td>April 5, 2021</td>
<td>May 3, 2021</td>
</tr>
</tbody>
</table>

Individuals may NOT use their individual membership for industry or school/university ad purchases.
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.
All ads are 4 color.

Volume Issues

New Material Each Issue

Same Material Each Issue

Rate/Incremental

1x

2 - 4 x

5 - 7 x

8 - 11 x

Inside Front

Inside Back

Back

Horizontal

Vertical

Ad Size

Authorized Signature

Total in U.S. Dollars $________________________

Date

Member ID #______________________________

Company________________________________________________

Contact Name_____________________________________________

Address___________________________________________________

City_____________________

State_______

Zip______________

Phone______________________

Fax_________________________

Email_____________________________________________________

Standard Billing

Purchase order #_________________________

E x p ira t ion Date _ _ / _ _

CVV #__

Credit Card #_ _ _ _ _ _ _ - _ _ _ _ - _ _ _ _

Credit Card

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.

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

Authorized Signature ________________________________

(Invoice/charged monthly) ____________________________

Invoices may be discounted 50% off the ad rate.

Written notice by the advertisers. Ads canceled less than 60 days prior to publication date will be charged 50% of the ad rate.

Contact cancellations - contracts may be discontinued with 60 days prior notice. Rates charged for the issuing issue at a lower rolling rate will be given the new rate. Rates applied only to reserved issues per transaction. Any future reserved issues will be charged the new rate. Changes in rates resulting from additional reservations do not apply to previously reserved issues.

Fax: 405-232-8162. No cover letter necessary.

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.

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

Authorized Signature ________________________________

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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.
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 $400
- 30 days for non-members $500

**Digital Media Sponsorship Package**
An annual advertising package is available with Choralnet and the ACDA App for 12 months.

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost per year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Rotating banner advertisement on the mobile app - 12 months</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsored content post - 1 per year</td>
<td>✓</td>
</tr>
<tr>
<td>ChoralNet sponsor advertisement - 12 months</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Cost per year</strong></td>
<td><strong>$4,500</strong></td>
</tr>
</tbody>
</table>
$400 per 30 days for members
$500 per 30 days for non-members

- Limited space available
- Hyperlink to your webpage
- Animated GIFs (not Flash) allowed
- Logo size: 300 px wide x 300 px tall in GIF, PNG, or JPG
- Advertising Request:
  - Square Sidebar Banner
  - Digital Media Package - $4,500

ACDA Reserves the right to edit or remove advertisements at any time.

- All ads are subject to the approval of ACDA, including but not limited to subject matter, size, images, hyperlink and typography
- Industry or institutional memberships are required for the member discount
- Individuals may not use their individual memberships for ad purchases
- Payment terms are net 30 days. Any delinquent payment may result in cancellation of ad posting

ACDA is not responsible for ad design or ad errors.

Terms

<table>
<thead>
<tr>
<th>Digital Media Package</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>ChoralNet Sponsor advertisement</td>
<td>1 per year</td>
</tr>
<tr>
<td>Sponsored content post</td>
<td>1 per year</td>
</tr>
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<td>1 Rotating banner advertisement on the mobile app</td>
<td>12 months</td>
</tr>
</tbody>
</table>

Volume Year 2020 - 2021
ChoralNet Advertising Reservation Form

Email Address: ____________________________
Phone: ____________________________
Fax: ____________________________
City: ____________________________
State: ____________________________
Address: ____________________________
Contact Person: ____________________________
Member #: ____________________________
Company: ____________________________

Authorized Signature: ____________________________
City, State, Zip: ____________________________
Card Billing Address: ____________________________
Expiry Date: ____________________________, CVV: ____________________________
Credit Card #: ____________________________
Card Holders Name: ____________________________

Payable to ACDA in U.S. Dollars

Total Amount: $ ____________________________

Check: ____________________________
Cardholder’s Name: ____________________________
Credit Card #: ____________________________
Expiration Date: ____________________________
CVV: ____________________________

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 on the form. I agree to pay the total amount according to the credit card issuer agreement and acknowledge that no refunds will be given. I will comply with the terms and conditions outlined on the form.

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

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

ACDA is an organization of choral directors, teacher educators, and choral performers that serves the professional and educational needs of America’s choral music educators. ACDA is the largest arts education organization in the world and is a leader in the arts education movement, encouraging excellence in choral music in the United States and abroad.

Visit www.acda.org for more information on ACDA, our members, and our activities.

ACDA Advertising Reservation Form

Digital Media Package

- 1 Rotating banner advertisement on the mobile app - 12 months
- Sponsored content post - 1 per year
- ChoralNet Sponsor advertisement - 12 months

Total Amount: $ ____________________________

Check: ____________________________
Cardholder’s Name: ____________________________
Credit Card #: ____________________________
Expiration Date: ____________________________
CVV: ____________________________
Mobile App Advertising Rates

Sponsored Content Promoted Post
$300 per post
• Ad image 640 px x 640 px- jpeg format
• Ad pinned to the top of the news feed for 24 hours
• Ad Copy 400 character limit relating to the Choral industry
• 1 push notification
• Hyperlinked to your website

Rotating Banner Ad
$400 per 30 days
• Ad image :1242 px wide x 165 px tall jpeg format
• Hyperlinked to your website

Digital Media Sponsorship Package
An annual advertising package is available with Choralnet and the ACDA App for 12 months.

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<tr>
<th>Service</th>
<th>Included</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Rotating banner advertisement on the mobile app - 12 months</td>
<td>✔️</td>
</tr>
<tr>
<td>Sponsored content post - 1 per year</td>
<td>✔️</td>
</tr>
<tr>
<td>ChoralNet sponsor advertisement - 12 months</td>
<td>✔️</td>
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<td>Cost per year</td>
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