



MEDIA GUIDE

2023-2024

CHORAL JOURNAL
CHORALNET.ORG

AMERICAN
CHORAL
DIRECTORS
ASSOCIATION



SUPPORT THE MISSION OF ACDA THROUGH 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 inspire excellence and nurture lifelong involvement in choral music for everyone through education, performance, composition and advocacy.



The Choral Journal

Mailed to more than 13,000 ACDA members and library subscribers, The Choral Journal has been published since 1959 as the official publication of ACDA.

The Choral Journal is published 9 times per year. The volume year is August through June/July and is distributed two weeks before the issue month. Additionally, ALL members have access to the online version approximately one month before the issue month and to historical journals going back to May 1959.

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.

ChoralNet

Advertising on ChoralNet places you in front of an audience of more than 16,000 registered users and 6,000+ daily/weekly recap subscribers. ChoralNet averages over 200,000 views per year.

ChoralNet is targeted to reach choral directors, educators, students, and choral enthusiasts to provide the most updated information about the choral profession. ChoralNet is widely utilized by members, but access is provided free of charge to anyone who has an interest in choral music.

SQUARE ROTATING SIDEBAR BANNER

30 days for members: \$400

30 days for non-members: \$500

Annual subscription for placement for 365 days, available for members only: \$3,800 (20% off!)

SPECS: 300 px X 300 px; gif, jpg, png

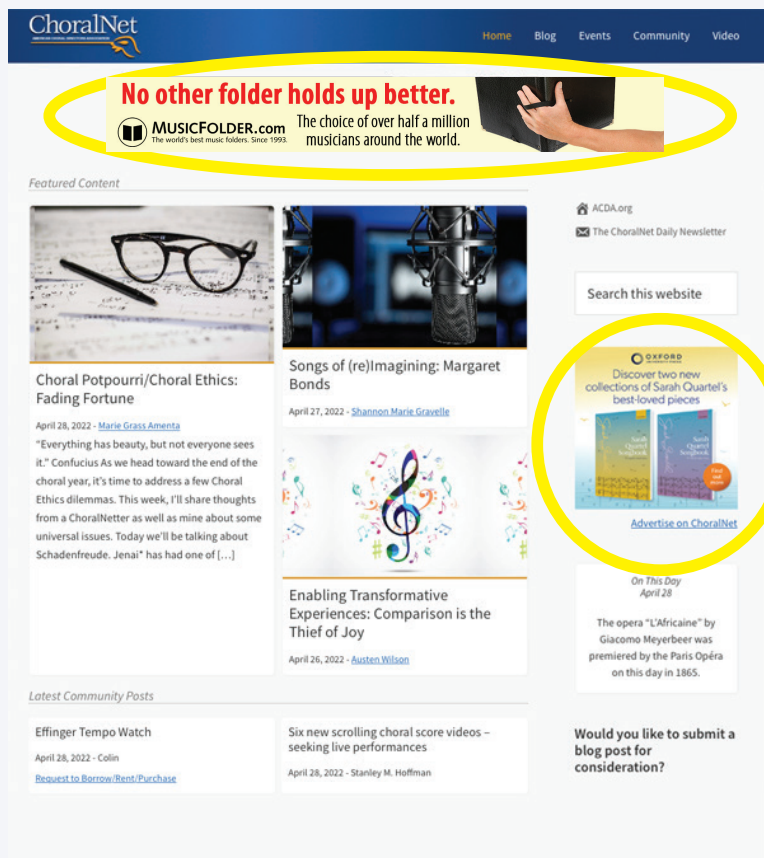
TOP ROTATION BANNER

30 days for members: \$600

30 days for non-members: \$700

Annual subscription for placement for 365 days, available for members only: \$5,700 (20% off!)

SPECS: 1242 px X 165 px; gif, jpg, png



CHORAL JOURNAL RATE CARD

EFFECTIVE FOR THE AUGUST 2023 - JUNE/JULY 2024 ISSUES

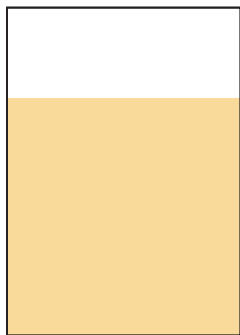
AD SIZE	1 ISSUE		2-5 ISSUES		6-9 ISSUES	
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER
Full Page	\$1,775	\$2,125	\$1,600	\$1,950	\$1,525	\$1,875
1/2 Page	\$1,100	\$1,375	\$ 990	\$1,225	\$935	\$1,175
1/3 Page	\$875	\$1,150	\$ 810	\$1,085	\$775	\$1,075
1/4 Page	\$800	\$1,075	\$720	\$950	\$680	\$925
1/6 Page	\$600	\$875	\$540	\$775	\$520	\$745
Inside Front Cover	\$1,850	\$2,225	\$1,695	\$2,010	\$1,575	\$1,925
Inside Back Cover	\$1,850	\$2,225	\$1,695	\$2,010	\$1,575	\$1,925
Back Cover	\$1,850	\$2,225	\$1,695	\$2,010	\$1,575	\$1,925

DEADLINES FOR ORDERS & DESIGN

Issue Month	Order/Ad Copy Deadline	Available Online	Estimated Mail Date
August	June 5, 2023	July 5th	Mid-July
September	July 5, 2023	August 1st	Mid-August
October	August 7, 2023	September 1st	Mid-September
November/December	October 5, 2023	November 1st	Mid-November
January	November 6, 2023	December 1st	Mid-December
February	December 5, 2023	January 2nd	Mid-January
March/April	February 5, 2024	March 1st	Mid-March
May	March 5, 2024	April 1st	Mid-April
June/July	April 5, 2024	May 1st	Mid-May

To learn more and place your order, go to <https://acda.org/about-us/advertising-exhibiting> or contact Cindy Hail at shail@acda.org

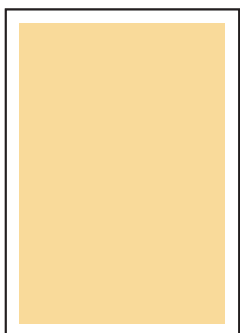
CHORAL JOURNAL AD SIZES



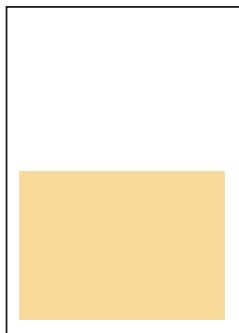
Back Cover
Full-page Bleed
8.625" X 8.75"



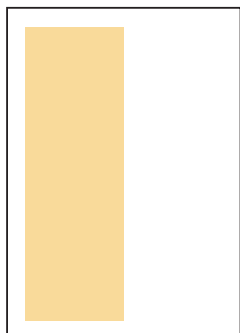
Full-page Bleed
8.375" X 11.125"
Trim: 8" X 10.75"



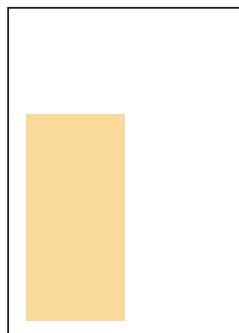
Full-page
7" X 9.75"



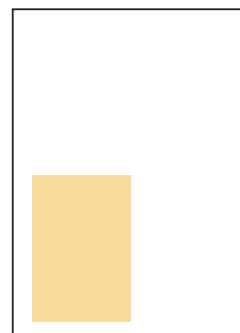
1/2 Horizontal
7" X 5"



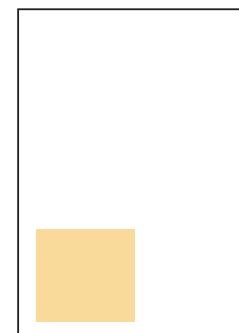
1/2 Page Vertical
3.4167" X 9.75"



1/3 Page
3.4167" X 6"



1/4 Page
3.4167" X 5"



1/6 Page
3.4167" X 3.25"

ADVERTISING GUIDELINES

- All ads should be built in 4 color (CMYK)
- 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 as the resolution will be too low to reproduce well

ADVERTISING POLICIES

- ACDA reserves the right to accept, edit, or reject any advertisement submitted for publication.
- ACDA reserves the right to limit the type, kind, and number of advertisements that may be purchased
- Advertiser shall assume all liability for content of ads printed, including errors, and also assume responsibility for any claims
- ACDA reserves the right to cancel any ad reservation in the event the advertiser fails to submit ad copy by the appointed deadline. In this event, no refunds will be given.

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PO Box 1705 | Oklahoma City, OK 73101-1705

(405) 232-8161 | www.acda.org

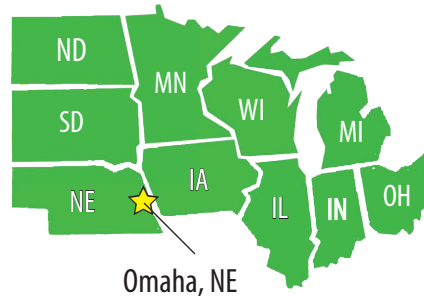
2024 ACDA Regional Conferences

Northwestern



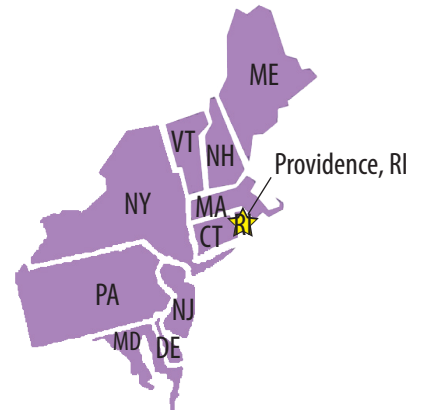
January 24 - 27, 2024
Spokane, WA

Midwestern



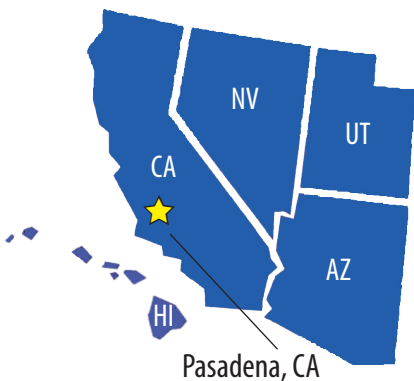
February 7-10, 2024
Omaha, NE

Eastern



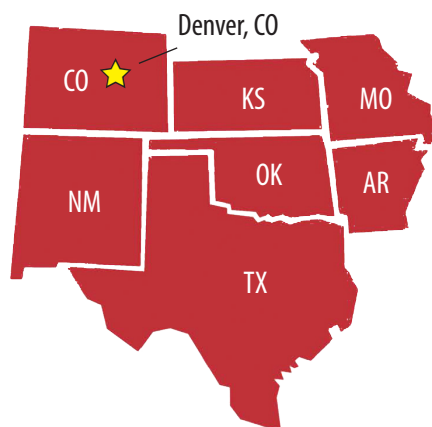
February 28 - March 2, 2024
Providence, RI

Western



March 6 - 9, 2024
Pasadena, CA

Southwestern



February 27 - March 2, 2024
Denver, CO

Southern



February 21 - 24, 2024
Louisville, KY

Registration opens fall 2023 at www.acda.org