



AMERICAN  
CHORAL  
DIRECTORS  
ASSOCIATION 

# MEDIA KIT

## 2025-2026

**ACDA.org**

# TABLE OF CONTENTS

ACDA Membership Data	2
<i>Choral Journal</i> Advertising Deadlines, Rates, and Specs	4 - 6
ChoralNet Advertising Rates and Specs	7
2026 Region Conference Information	
Dates and Locations	8
Sponsorship Information	9
ACDA Contact Information	Back cover



## DATES TO REMEMBER

JUNE 5, 2025	Deadline for submitting ads for the AUG 2025 <i>Choral Journal</i>
DATE TO COME	Ordering opens for Exhibit Booths
November 5, 2025	Deadline for submitting ads for the JAN 2026 <i>Choral Journal</i> Region Conference Preview
February 23, 2026	Deadline for submitting ads for the Region Conference Apps



National Conference, Dallas, TX 2025  
Courtesy of Margie Camp

# ACDA

Founded in 1959, the American Choral Directors Association (ACDA) is the preeminent membership organization of more than 13,000 choral music professionals and industry partners worldwide, dedicated to inspiring excellence and nurturing lifelong involvement in choral music for everyone through education, performance, composition, and advocacy.

ACDA is the first place the choral community looks to for repertoire, connection with peers, mentorship, and instruction methods to better serve emerging vocalists and composers.

ACDA members value the services and products provided by our partners in the industry. Whether you publish music, provide software, formalwear, or custom travel itineraries for choral festivals around the globe—ACDA provides multiple opportunities to promote your company to your target audience and meet your marketing goals.

*The Choral Journal is my go-to resource for the most current research in our field and the leaders within the choral ecosphere. Whether I'm researching a major work, looking for a potential tour company, or need to buy new choir folders, the first place I look is in the Journal.*

**Dr. David Fryling, Professor of Music**  
HOFSTRA UNIVERSITY  
NATIONAL PRESIDENT, ACDA

*ACDA conferences provide invaluable opportunities to connect, collaborate, and cultivate lasting relationships. Conferences serve as hubs for sharing knowledge, exploring new resources, and strengthening the bonds that unite us in our love of choral music.*

**Margie Camp**  
TREASURER, ACDA SOUTHWEST REGION



# ACDA MEMBERSHIP

## 13,000+ HIGHLY ENGAGED MEMBERS

with Chapters in Each U.S. State and Members Across the Globe

## REACH

Average monthly visits to ACDA.org: **14,700**

Average monthly visits to ChoralNet.org: **10,159**

Subscribers of ChoralNet Daily Digest: **6,000**

Read the *Choral Journal* online: **13,000+**

Read the *Choral Journal* in print: **9,000+**

Read the weekly eNewsletter: **45% open rate**

## SOCIAL MEDIA

Facebook: **24,000**

Instagram: **10,900**


TikTok: **Opened March 2025**






# PROMOTE PRODUCTS & SERVICES TO ACDA MEMBERS YEAR-ROUND

[ACDA.org](#)Sign In

[Home](#) [Blog](#) [ACDA News](#) [Events](#) [Community](#)

## Summer Studio Choral Conducting Workshop FOR TEACHERS

July 9-12 | NYC

**ypcnational**  
[REGISTER NOW](#)

### HOW DO YOU GET TO CARNEGIE HALL?

CONTACT MIDAMERICA PRODUCTIONS

MIDAMERICA PRODUCTIONS' 43RD SEASON AT  
STERN AUDITORIUM/PERELMAN STAGE AT CARNEGIE HALL:

- SATURDAY, MARCH 14, 2026
- SATURDAY, MARCH 21, 2026
- SUNDAY, APRIL 5, 2026 (EASTER)
- SUNDAY, APRIL 19, 2026
- SUNDAY, APRIL 26, 2026
- SATURDAY, MAY 9, 2026
- SUNDAY, MAY 24, 2026 (MEMORIAL DAY WEEKEND)
- MONDAY, MAY 25, 2026 (MEMORIAL DAY WEEKEND)
- SATURDAY, MAY 30, 2026
- SATURDAY, JUNE 6, 2026
- SUNDAY, JUNE 14, 2026
- SUNDAY, JUNE 21, 2026
- SUNDAY, JUNE 28, 2026

FEATURING THE  
NEW ENGLAND SYMPHONIC ENSEMBLE

SCAN FOR MORE INFO:





## A Global Choral Community

Welcome to **Daily Choirs**, the leading international community connecting choirs and choral music lovers from across the globe.

We are building a network where singers, enthusiasts, and organizations can come together to celebrate the beauty of collective singing through **concerts, meetings, and educational contents.**

### NORFOLK 2025

#### CHAMBER CHOIR & CHORAL CONDUCTING

directed by  
**JEFFREY DOUMA**  
Marshall Bartholomew Professor in the Practice of Choral Music  
Yale School of Music

with  
**JEFFREY GROSSMAN**  
Keyboardist, Lecturer in Historical Performance Practice  
Yale Institute of Sacred Music

AUGUST 10-17, 2025

A WEEK-LONG WORKSHOP for advanced choral conductors and singers

All sessions and final concert are VIDEO and AUDIO RECORDED

Conductors have the opportunity to CONDUCT CHORAL and INSTRUMENTAL ENSEMBLES

REPERTOIRE from the Renaissance to the 21st century

LOCATED on the grounds of a historic in the Litchfield Hills of northwest Connecticut

### Rhythm Beats Hands Feet

### INSTRUMENT FUN for EVERYONE

Instrument play alongs for the Elementary Music Classroom

### ST. OLAF CHOIR

ANTON ARMSTRONG - CONDUCTOR

### 2025 CONCERT TOUR



- January 18 • 2 p.m.  
Bethel Lutheran Church  
Rochester, MN
- January 20 • 8 p.m.  
Luther Memorial Church  
Madison, WI
- January 21 • 7 p.m.  
Fourth Presbyterian Church  
Chicago, IL
- February 1 • 4 p.m.  
Fountain Street Church  
Grand Rapids, MI
- February 2 • 4 p.m.  
Zion Lutheran Church  
Ann Arbor, MI
- February 3 • 7 p.m.  
Third Presbyterian Church  
Rochester, NY
- February 4 • 7:30 p.m.  
Mechanics Hall  
Worcester, MA
- February 6 • 7 p.m.  
Battell Chapel,  
Yale University  
New Haven, CT
- February 8 • 2 p.m.  
Stern Auditorium/  
Carnegie Hall  
New York, NY
- February 9  
East Liberty  
Presbyterian Church  
Pittsburgh, PA
- February 10 • 7:30 p.m.  
Mandel Concert Hall,  
Cleveland, OH
- February 11 • 7:30 p.m.  
Amending Concert Hall,  
Wheaton College  
Wheaton, IL

**Ticket information at [stolaf.edu/tickets](#)**

Get \$4 off! Enter promo code  
**ACDA** at checkout

\*Not applicable at all venues, please check  
[stolaf.edu/tickets](#) for details. Discount applies  
only to full price tickets.



# CHORAL JOURNAL

## ADVERTISING YEAR ROUND

- Published 9 times per year, the *Choral Journal* is the official publication of ACDA
- More that 13,000 members access the *Choral Journal* online
- Online edition features advertising hyperlinks
- Print edition is mailed to more than 9,000 ACDA members and library subscribers
- Volume year begins in August

### DIGITAL AND PRINT RATE CARD 2025-2026

August, September, October, November/December, \* February, March/April, May, June/July

AD SIZE	1 ISSUE		2-5 ISSUES (price per issue)		6-8 ISSUES (price per issue)	
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER
FULL PAGE	\$2,000	\$2,340	\$1,825	\$2,145	\$1,755	\$2,065
1/2 PAGE	\$1,290	\$1,515	\$1,150	\$1,350	\$1,100	\$1,295
1/3 PAGE	\$1,075	\$1,265	\$1,020	\$1,195	\$1,010	\$1,185
1/4 PAGE	\$1,010	\$1,185	\$890	\$1,045	\$870	\$1,020
1/6 PAGE	\$820	\$965	\$730	\$855	\$700	\$820
INSIDE FRONT COVER	\$2,085	\$2,450	\$1,890	\$2,215	\$1,800	\$2,120
INSIDE BACK COVER	\$2,085	\$2,450	\$1,890	\$2,215	\$1,800	\$2,120
BACK COVER	\$2,085	\$2,450	\$1,890	\$2,215	\$1,800	\$2,120

\* **January 2026** Region Conference Preview is not included in the multi-issue discount. Rates appear in a table on p. 5.

### EDITORIAL CALENDAR

ISSUE DATE	DEADLINE ORDER/AD COPY	AVAILABLE ONLINE	ESTIMATED MAIL DATE
AUGUST 2025	JUNE 5, 2025	JULY 1	MID-JULY
SEPTEMBER 2025	JULY 5, 2025	AUGUST 4	MID-AUGUST
OCTOBER 2025	AUGUST 5, 2025	SEPTEMBER 2	MID-SEPTEMBER
NOVEMBER/DECEMBER 2025	OCTOBER 7, 2025	NOVEMBER 3	MID-NOVEMBER
JANUARY 2026	NOVEMBER 5, 2025	DECEMBER 1	MID-DECEMBER
FEBRUARY 2026	DECEMBER 5, 2025	JANUARY 5	MID-JANUARY
MARCH/APRIL 2026	FEBRUARY 5, 2026	MARCH 2	MID-MARCH
MAY 2026	MARCH 5, 2026	APRIL 1	MID-APRIL
JUNE/JULY 2026	APRIL 7, 2026	MAY 1	MID-MAY

Region  
Conference  
Preview!

# CHORAL JOURNAL

## REGION CONFERENCE PREVIEW JANUARY 2026

DEADLINE  
NOV 5, 2025

### DIGITAL AND PRINT RATE CARD

AD SIZE	Member Rate	Non-Member Rate
FULL PAGE	\$2,000	\$2,340
1/2 PAGE	\$1,290	\$1,515
1/3 PAGE	\$1,075	\$1,265
1/4 PAGE	\$1,010	\$1,185
1/6 PAGE	\$820	\$965
INSIDE FRONT COVER	\$2,085	\$2,450
INSIDE BACK COVER	\$2,085	\$2,450
BACK COVER	\$2,085	\$2,450

This issue offers a close look at each Region Conference, with features on the headlining performers, interest sessions, and reading sessions to convey the artistic flavors and energy that distinguish these six Region Conferences and make them the valuable experiences that members love!

Contact Trina Kopacka ([tkopacka@acda.org](mailto:tkopacka@acda.org)) to purchase the inside front cover, inside back cover, or back cover.



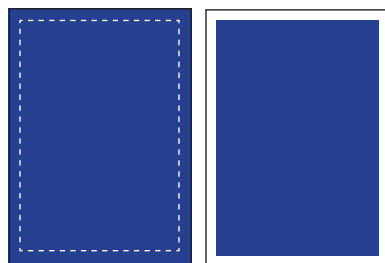
Click to see the January 2024 Choral Journal Region Conference Preview.

Click to place an advertising insertion order.



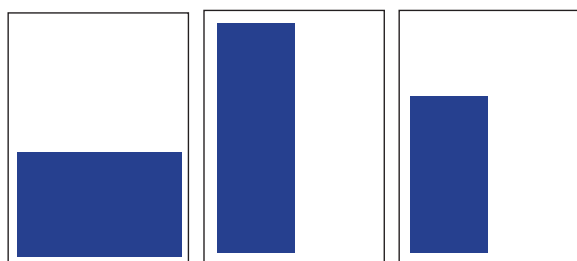
# CHORAL JOURNAL PRODUCTION INFO, AD SPECIFICATIONS, and POLICIES

## SUBMISSION DETAILS



Full-page with bleed  
8.37" x 11.0"  
Trim: 8.0" x 10.75"

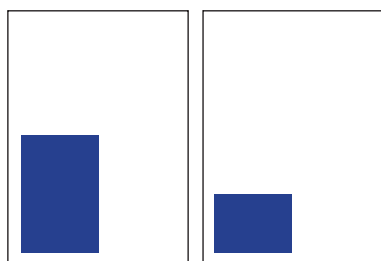
Full Page  
7.0" x 9.75"



Half horizontal  
7.0" x 5.0"

Half vertical  
3.42" x 9.75"

One-third  
3.42" x 6.0"



One-quarter  
3.42" x 5.0"

One-sixth  
3.42" x 3.25"

- All advertising must be built in 4-color CMYK.
- All fonts, graphics, and images must be embedded.
- Postscript Type 1 fonts are strongly preferred.
- All images must be a minimum of 300 dpi.
- No images downloaded from a website will be accepted.
- Finish size: 8" wide by 10.75" high
- Build ad to the exact dimensions specified in the diagram.
- Do not include printer's marks, slug, or bleed marks.
- PDF files are preferred, a JPG at 300 dpi will be accepted.
- Advertiser is fully responsible for the print resolution, copy, all content, errors, or printing defaults.
- Email files to [tkopacka@acda.org](mailto:tkopacka@acda.org) and include advertiser's name in the subject line.

## ADVERTISING POLICIES

ACDA reserves the right to:

- Approve and edit all submitted ads. Advertiser assumes all liability for content of ads (including errors) and assumes responsibility for any claims against ACDA arising from advertising.
- Cancel any ad reservation for any reason and will provide a refund.
- Cancel any ad reservation in the event the advertiser fails to submit art by the deadline. No refund will be issued.

## CHORALNET ADVERTISING

ChoralNet.org is viewed more than 10,000 times per month—  
it's not limited only to ACDA members.

ChoralNet features content curated by professionals in the field, moderated posts, events, and news. ChoralNet averages in excess of 200,000 views per year.

The screenshot shows the ChoralNet.org website. At the top is a dark blue header with the ChoralNet logo and navigation links: Home, Blog, ACDA News, and Events. Below the header is a large green banner with the text "Top Rotating Banner Ad Location". Underneath the banner is a section titled "Featured Content" with two article previews. The first article is "Choral Ethics: MayDay" by Marie Grass Amenta, dated May 1, 2025. The second article is "Choral Ethics: Not Important Enough" by Marie Grass Amenta, dated April 24, 2025. To the right of the featured content is a sidebar with a search bar labeled "Search this website" and a green banner with the text "Side Rotating Banner Ad Location".

### CHORALNET RATES

AD TYPE	ACDA MEMBER	NON MEMBER
Side Rotating Banner 1-month	\$440	\$550
Side Rotating Banner 1-Year	\$4,180	n/a
Top Rotating Banner 1-month	\$660	\$825
Top Rotating Banner 1-Year	\$6,270	n/a

**DEADLINE:** Ads are accepted on a rolling basis.

### AD SIZES

#### SIDE ROTATING BANNER

300 px wide x 500 px minimum  
(up to 1500 px) tall

#### TOP ROTATING BANNER

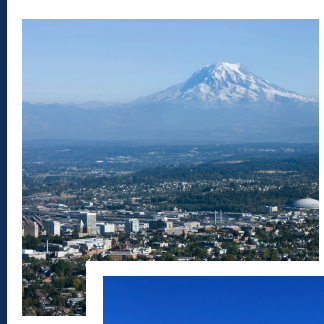
1080 px wide x 150 px tall

# PROMOTE PRODUCTS & SERVICES @ REGION CONFERENCES

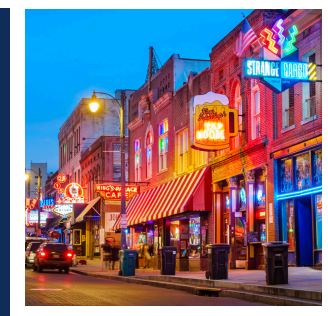
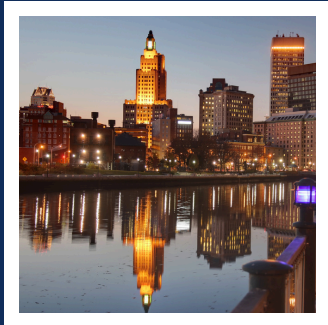
Milwaukee



Tacoma



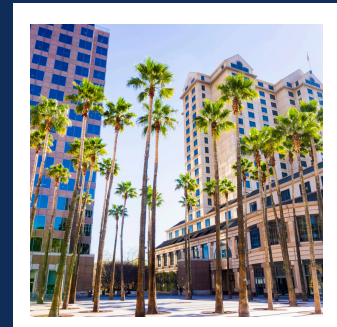
Providence



Memphis



Albuquerque



San Jose

## 2026 Schedule

February 25-28, 2026

- Eastern: Providence, RI
- Midwestern: Milwaukee, WI

March 4-7, 2026

- Southern: Memphis, TN
- Northwestern: Tacoma, WA
- Southwestern: Albuquerque, NM
- Western: San Jose, CA



# REGION CONFERENCE SPONSORSHIP INFORMATION

ACDA provides a variety of promotional opportunities, with rates structured to reflect the scope of member reach and the relative value of each placement.

Examples include:

- Commissioned works
- Scholarships for emerging professionals
- Scholarships for students
- Featured choirs
- Events such as *Music in Worship*
- Receptions such as the President's Reception
- The Swagable virtual tote bag
- Lanyards and/or name badges



Sponsor Packages include benefits such as:

- Recognition with logo on websites, social media, and signs onsite
- Advertising in the *Choral Journal*
- Advertising on ChoralNet.org
- Advertising in region publications
- Advertising in the Region Conference App
- Showcases
- Inclusion in the Swagable virtual swag bag



Would you like to talk about promotion and sponsorship opportunities?

Do you have an idea for something not listed here?

Contact Karen Kegelman, [kkegelman@acda.org](mailto:kkegelman@acda.org)

# CONTACT INFO

## MEMBERSHIP, ADVERTISING & INSERTION

### **Trina Kopacka**

MEMBERSHIP EXPERIENCE MANAGER

tkopacka@acda.org

## ACDA SPONSORSHIP OPPORTUNITIES

### **Karen Kegelman**

DIRECTOR OF DEVELOPMENT

kkegelman@acda.org

***Click to place an advertising insertion order***



**FOLLOW US**