



AMERICAN  
CHORAL  
DIRECTORS

ASSOCIATION



# MEDIA KIT

2026-2027

Advertising at a Glance

[ACDA.org](https://www.acda.org)

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## DEADLINES

JUNE 5, 2026	Reserve and submit ad art for the AUG 2026 <i>Choral Journal</i>
NOVEMBER 5, 2026	Reserve and submit ad art for the JAN 2027 <i>Choral Journal</i> National Conference <b>Preview</b>
DECEMBER 7, 2026	Reserve and submit ad art for the FEB 2027 <i>Choral Journal</i> National Conference <b>Program</b>
TO BE ANNOUNCED	Order Exhibit Booths for the 2027 National Conference

# 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: **10,000**

Subscribers of ChoralNet Daily Digest: **4,500**

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

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

## CONFERENCES

**3,000+ Attendees of Region and National Conferences Annually**

## SOCIAL MEDIA

**More than 37,000 followers**



# CHORAL JOURNAL

## ADVERTISING

### RATE CARD 2026-2027

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

AD SIZE	PRICE PER AD 1 ISSUE		PRICE PER AD PER ISSUE * 2-7 ISSUES	
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER
FULL PAGE	\$2,000	\$2,340	\$1,825	\$2,145
1/2 PAGE	\$1,290	\$1,515	\$1,150	\$1,350
1/3 PAGE	\$1,075	\$1,265	\$1,020	\$1,195
1/4 PAGE	\$1,010	\$1,185	\$890	\$1,045
1/6 PAGE	\$820	\$965	\$730	\$855
INSIDE FRONT COVER	\$2,085	\$2,450	\$1,890	\$2,215
INSIDE BACK COVER	\$2,085	\$2,450	\$1,890	\$2,215
BACK COVER	\$2,085	\$2,450	\$1,890	\$2,215

\* January and February 2027 National Conference Issues are not included in the multi-issue discount.  
Rates for January and February can be found on p. 3.

## DEADLINES and PUBLICATION DATES

ISSUE	DEADLINE ORDER/ARTWORK	AVAILABLE ONLINE	ESTIMATED MAIL DATE
August 2026	June 5, 2026	July 1, 2026	Mid-July
September 2026	July 6, 2026	August 3, 2026	Mid-August
October 2026	August 5, 2026	September 1, 2026	Mid-September
November/December 2026	October 5, 2026	November 2, 2026	Mid-November
January 2027 Nat'l Conference Preview	November 5, 2026	December 1, 2026	Mid-December
February 2027 Nat'l Conference Program	December 7, 2026	January 4, 2027	Mid-January
March/April 2027	February 5, 2027	March 1, 2027	Mid-March
May 2027	March 1, 2027	April 1, 2027	Mid-April
June/July 2027	April 5, 2027	May 3, 2027	Mid-May

# CHORAL JOURNAL

## NATIONAL CONFERENCE PRINT ADVERTISING



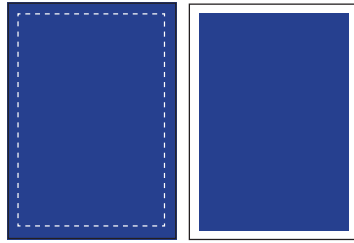
- The **January 2027 Preview** is published in December and offers a first look at the National Conference—introducing headline performers, featured presenters, and the breadth of session topics that shape the experience. [Click to read the January 2025 National Conference Preview.](#)
- The **February 2027 Program** is published in January and serves as the definitive guide to the National Conference, offering complete schedules and curated features on headline performers, presenters, interest sessions, and exhibitors—all highlighting the depth and artistry of our community. [Click to read the February 2025 National Conference Program.](#)
- Only ACDA institutional and industry members may advertise in these issues.

### RATE CARD

*for JANUARY and FEBRUARY only*

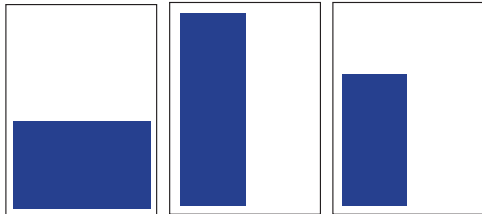
AD SIZE	PRICE PER AD 1 ISSUE JANUARY <i>or</i> FEBRUARY	PRICE PER AD PER ISSUE FOR BOTH JANUARY <i>and</i> FEBRUARY <i>(if purchasing 2 of the same size, multiply x2)</i>
	MEMBERS Only	MEMBERS Only
FULL PAGE	\$2,000	\$1,825
1/2 PAGE	\$1,290	\$1,177
1/3 PAGE	\$1,075	\$980
1/4 PAGE	\$1,010	\$920
1/6 PAGE	\$820	\$748
INSIDE FRONT COVER	\$2,085	\$1,900
INSIDE BACK COVER	\$2,085	\$1,900
BACK COVER	\$2,085	\$1,900

# CHORAL JOURNAL PRODUCTION INFO, AD SPECIFICATIONS, and POLICIES



Full page with bleed  
8.37" x 11"  
Trim: 8" x 10.75"

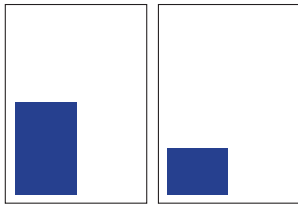
Full page  
7" x 9.75"



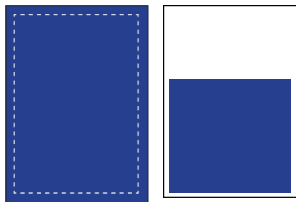
Half horizontal  
7" x 5"

Half vertical  
3.42" x 9.75"

One-third  
3.42" x 6"



One-quarter - 3.42" x 5"  
One-sixth - 3.42" x 3.25"



Inside Front & Back Covers  
8.4"x11" - Trim: 8"x10.75"  
Back Cover - 8.4" x 9"

## SUBMISSION DETAILS

- All ads 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.
- Build ad to the exact dimensions specified for the ad size.
- Do not include printer's marks, slug, or bleed marks.
- PDF files are preferred; .jpg at 300 dpi will be accepted.
- Advertiser is solely responsible for the print resolution, copy, all content, errors, or printing defaults.
- Finish size is 8" wide by 10.75" high.
- Email files to [tkopacka@acda.org](mailto:tkopacka@acda.org). Include advertiser's name and month 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.ORG ADVERTISING

The screenshot shows the ChoralNet.org website interface. At the top, there is a navigation bar with links for Home, Blog, ACDA News, Events, and Community. Below the navigation bar, a large green banner at the top of the page is labeled "Top Rotating Banner Ad Location". The main content area features a "Featured Content" section with two articles: "ChoralEd, Basic Audio Setup" by Micah Bland and "Between the Staves: Choral Questions, Candid Answers" by Robyn Hilger. To the right of the featured content, there is a search bar and a newsletter subscription link. A large green banner on the right side of the page is labeled "Side Rotating Banner Ad Location".

CHORALNET RATES & SPECS		
AD TYPE	MEMBER	NON-MEMBER
Side Rotating Banner 1 Month	\$440	\$550
Side Rotating Banner 1 Year	\$4,180	Members only
Top Rotating Banner 1 Month	\$660	\$825
Top Rotating Banner 1 Year	\$6,270	Members only

AD SIZES	
SIDE ROTATING BANNER	TOP ROTATING BANNER
Width - 300 px Height - 500 px min; 1200 px max	Width - 1080 px Height - 150 px
FILE REQUIREMENTS	LINKS
Accepted formats - JPG or PNG Color mode - RGB Resolution - 72 dpi	Include a click-thru URL with your submission. URLs must be complete and begin with https://

Ads are accepted on a rolling basis.

# CONTACT INFO

## MEMBERSHIP, ADVERTISING & INSERTION

### **Trina Kopacka**

MEMBERSHIP EXPERIENCE MANAGER  
tkopacka@acda.org

## ACDA SPONSORSHIP OPPORTUNITIES

### **Karen Kegelman**

DIRECTOR OF DEVELOPMENT  
kkegelman@acda.org

# PLACE AN ORDER

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



**OR**

**Scan the  
QR code**



**FOLLOW US**