

# **2021-22 ACDA Media Kit**

**Choral Journal • ChoralNet.org •**

**ACDA Mobile App**



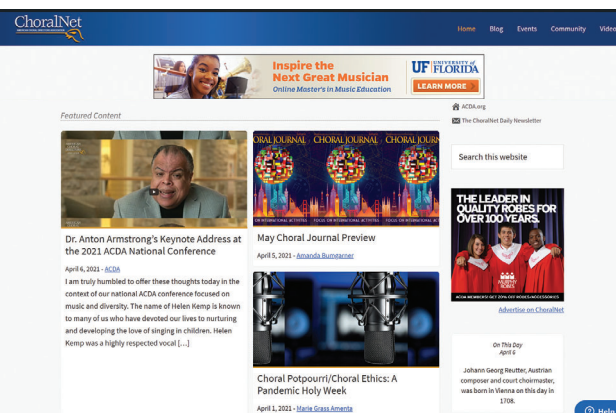
**Reaching Choral Directors  
from Across the Nation and Around the World**

# 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 inspire excellence and nurture lifelong involvement in choral music for everyone through education, performance, composition and advocacy. ACDA does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. ACDA is an equal opportunity employer. ACDA has a membership of 15,000 choral directors who represent more than 1 million singers globally.

## Choral Journal

The *Choral Journal* is the official publication of ACDA. It is mailed 9 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.

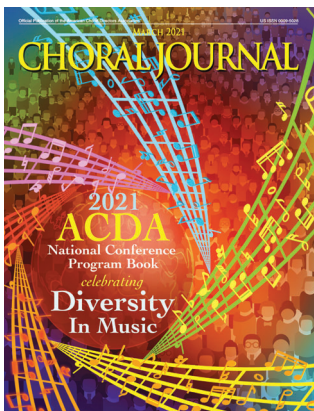
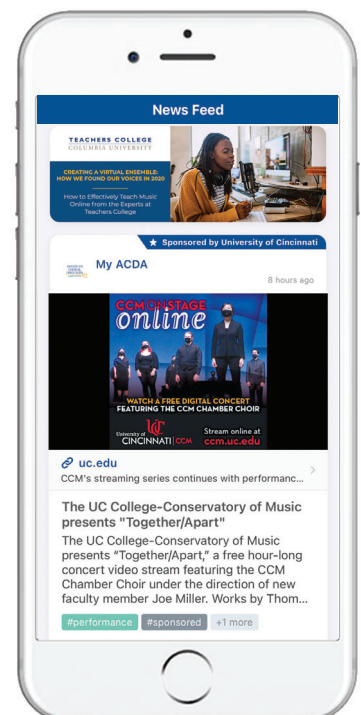


## ChoralNet

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

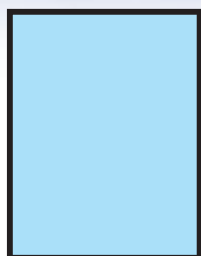
Effective for the August 2021 – June/July 2022 issues

Ad Size	1 Issue		2 - 5 Issues		6 - 10 Issues	
	Member	Non-Member	Member	Non-Member	Member	Non-Member
Full Page	\$1,775	\$2,125	\$1,600	\$1,950	\$1,525	\$1,875
2/3 Page	\$1,375	\$1,725	\$1,240	\$1,590	\$1,175	\$1,525
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 Fr Cover	\$1,850	\$2,225	\$1,695	\$2,010	\$1,575	\$1,925
Inside Bk 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

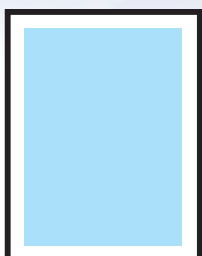
Issue	Order and Ad Copy Deadline	Expected Mail Date
August 2021	June 7, 2021	July 7, 2021
September 2021	July 5, 2021	August 6, 2021
October 2021	August 5, 2021	September 6, 2021
November/December 2021	September 6, 2021	October 5, 2021
January 2022	November 5, 2021	December 3, 2021
February 2022	December 6, 2021	January 7, 2022
March/April 2022	January 5, 2022	February 4, 2022
May 2022	March 7, 2022	April 7, 2022
June/July 2022	April 5, 2022	May 6, 2022

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

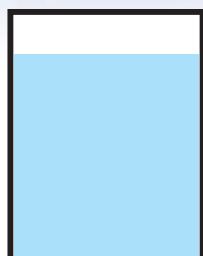
# Choral Journal Ad Sizes



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



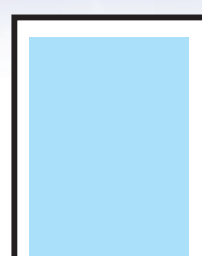
**Inside Cover  
Full-page**  
7" x 9.75"  
(42p x 58p6)



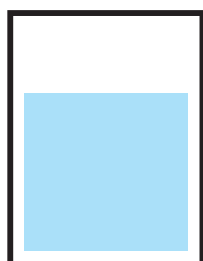
**Back Cover  
Full-page bleed**  
8.33" x 8.75"  
(50p x 53p)



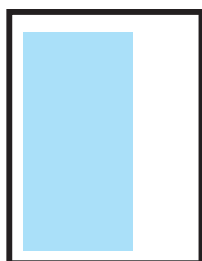
**Full-page bleed**  
8.33" x 11.167"  
(50p x 67p)  
Trim: 8" x 10.75"



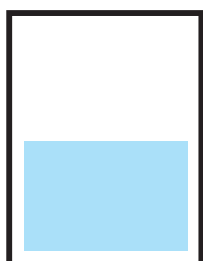
**Full Page**  
7" x 9.75"  
(42p x 58p6)



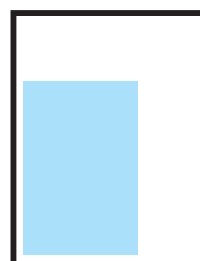
**2/3 Horizontal**  
7" x 6.67"  
(42p x 40p)



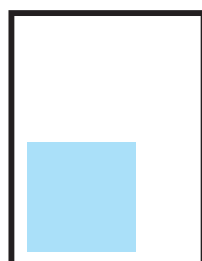
**2/3 Vertical**  
4.625" x 9.75"  
(27p9 x 58p6)



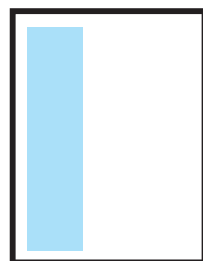
**1/2 Horizontal**  
7" x 5"  
(42p x 30p)



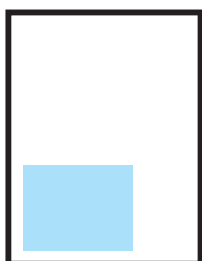
**1/2 Vertical**  
4.625" x 7.25"  
(27p9 x 43p6)



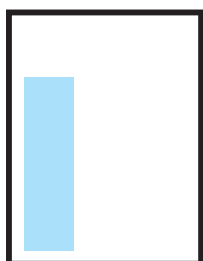
**1/3 Horizontal**  
4.625" x 5"  
(27p9 x 30p)



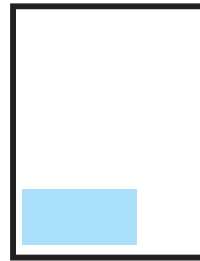
**1/3 Vertical**  
2.25" x 9.75"  
(13p6 x 58p6)



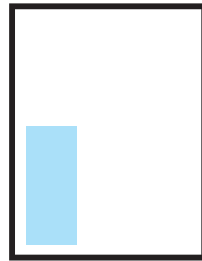
**1/4 Horizontal**  
4.625" x 3.55"  
(27p9 x 21p3.6)



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



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



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

**ALL ADS SHOULD BE BUILT IN FOUR COLOR**

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 2021 - 2022

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 would like to join ACDA today or renew our membership  
\_\_\_\_ Institution \$135 \_\_\_\_ Industry \$150 \_\_\_\_ International (outside US/Canada) \$170  
Go to [www.acda.org](http://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 2021	____ February 2022
____ September 2021	____ March/April 2022
____ October 2021	____ May 2022
____ Nov./Dec. 2021	____ June/July 2022
____ January 2022	

All ads are 4 color

Ad Size \_\_\_\_\_ ☐ Horizontal ☐ Vertical

☐ Inside Front ☐ Inside Back ☐ Back

Rate/Incremental ☐ 1x ☐ 2 - 5 x ☐ 6 - 10 x

\_\_\_\_ New Material Each Issue \_\_\_\_ Same Material Each Issue

- Please submit this form and ad copy/artwork by email to [shail@acda.org](mailto: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

The screenshot shows the ChoralNet website interface. At the top is a blue navigation bar with the ChoralNet logo and links for Home, Blog, Events, Community, and Video. Below the navigation bar is a 'Sponsorship' section featuring a banner for 'Inspire the Next Great Musician' by the University of Florida, with a 'LEARN MORE' button. The main content area is titled 'Featured Content' and includes a video player for 'Dr. Anton Armstrong's Keynote Address at the 2021 ACDA National Conference', a 'May Choral Journal Preview' article, and a 'Choral Potpourri/Choral Ethics: A Pandemic Holy Week' article. On the right side, there is a 'Rotating Square Sidebar Banner' section with a search bar, a banner for 'THE LEADER IN QUALITY ROBES FOR OVER 100 YEARS', and a 'On This Day' section for April 6th.

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.

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



ChoralNet Advertising  
Reservation Form  
Volume Year 2021 - 2022

**Square Sidebar Banner Ad**

\$400 per 30 days for members/ \$500 per 30 days for non-members

- Logo size: 300 px wide x 300 px tall in GIF, PNG, or JPG.
- Animated GIFs (not Flash) allowed
- Hyperlink to your webpage
- Limited space available

**Sponsorship**

- 1242 px x 165 px -JPG format
- Hyperlink

Digital Media Kit
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

**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 or ad errors.**

Company: \_\_\_\_\_ Member # \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Advertising Request:**

☐ Square Sidebar Banner Start date \_\_\_\_\_ End date \_\_\_\_\_

☐ Digital Media Package - \$4500 Start date \_\_\_\_\_

☐ We would like to join ACDA today or renew our membership

\_\_\_\_ Institution \$135 \_\_\_\_ Industry \$150 \_\_\_\_ International (outside US/Canada) \$170  
Go to [www.acda.org](http://www.acda.org) for a description of membership types and benefits.

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

Check # \_\_\_\_\_

Card holder's Name: \_\_\_\_\_

Credit Card # \_\_\_\_\_

Expiration Date: \_\_\_\_/\_\_\_\_/20\_\_\_\_ CVV# C: \_\_\_\_

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 [shall@acda.org](mailto:shall@acda.org).



# Mobile App Advertising Rates

## Sponsored Content Promoted Post

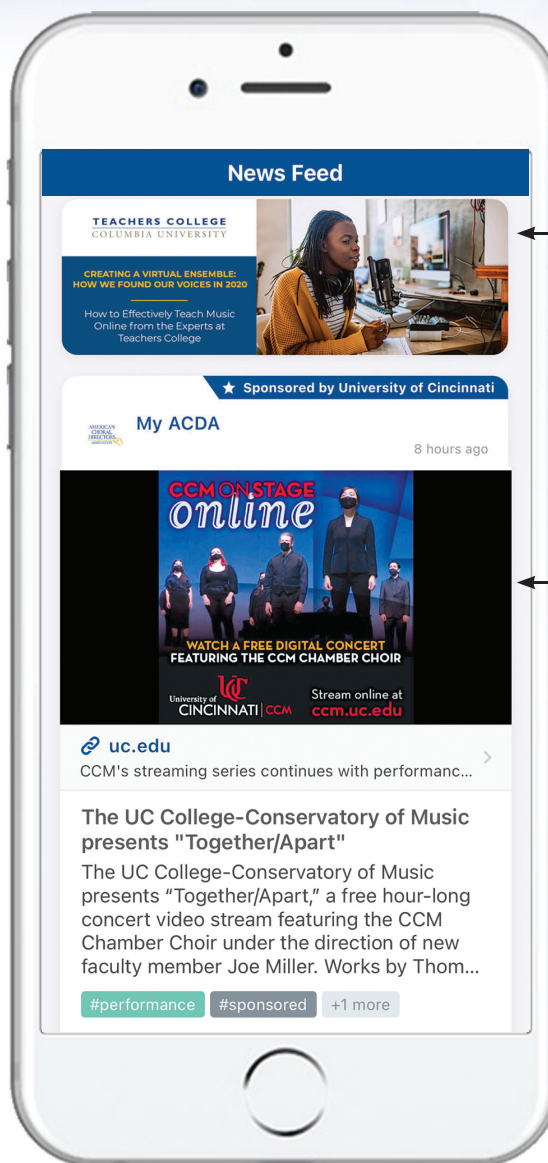
**\$300 per post**

- Ad image 1600 px x 900 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
- Header/Title for post
- 1 push notification (up tp 100 characters)
- Hyperlinked to your website

## Rotating Banner Ad

**\$400 per 30 days**

- Ad image :1032 px wide x 360 px tall jpeg format
- Hyperlinked to your website



Rotating  
Banner  
Ad

Sponsored  
Content  
Promoted  
Post

## Digital Media Sponsorship Package

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

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





**Mobile App Advertising  
Reservation Form  
Volume Year 2021 - 2022**

**Rotating Banner Advertisement**

**\$400 per 30 days**

- Ad image: 1032 px wide x 360 px tall in JPG
- Hyperlink to web page
- Limited space available

**Sponsored Promoted Post Advertisement**

**\$300 per post, pinned for 24 hours**

- 1600 px x 900 px - square - jpeg format
- 400 character limit
- 1 Push notification (up to 100 characters)
- Hyperlink to web page
- Header/Title for post

**Terms**

- Payment terms are net 30 days. Any delinquent payment may result in cancellation of ad posting.
- 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 or errors in ads.**

Company: \_\_\_\_\_ Member # \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

☐ Rotating Banner Advertising \$400 per 30 days

Start date \_\_\_\_\_ End date \_\_\_\_\_

☐ Sponsored Promoted Post- \$300 Start date \_\_\_\_\_

☐ Digital Media Package- \$4500 Start date \_\_\_\_\_

☐ We would like to join ACDA today or renew our membership

\_\_\_\_\_ Institution \$135 \_\_\_\_\_ Industry \$150 \_\_\_\_\_ International (outside US/Canada) \$170  
Go to [www.acda.org](http://www.acda.org) for a description of membership types and benefits.

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

Check # \_\_\_\_\_

Card holder's Name: \_\_\_\_\_

Credit Card # \_\_\_\_\_

Expiration Date: \_\_\_\_/\_\_\_\_/20\_\_\_\_ CVC# C: \_\_\_\_\_

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](mailto:shail@acda.org).