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

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1 Issue</th>
<th>2 - 5 Issues</th>
<th>6 - 10 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Member</td>
<td>Non-Member</td>
<td>Member</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,775</td>
<td>$2,125</td>
<td>$1,600</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,375</td>
<td>$1,725</td>
<td>$1,240</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,100</td>
<td>$1,375</td>
<td>$990</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$875</td>
<td>$1,150</td>
<td>$810</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$800</td>
<td>$1,075</td>
<td>$720</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$600</td>
<td>$875</td>
<td>$540</td>
</tr>
<tr>
<td>Inside Fr Cover</td>
<td>$1,850</td>
<td>$2,225</td>
<td>$1,695</td>
</tr>
<tr>
<td>Inside Bk Cover</td>
<td>$1,850</td>
<td>$2,225</td>
<td>$1,695</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1,850</td>
<td>$2,225</td>
<td>$1,695</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Order and Ad Copy Deadline</th>
<th>Expected Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2021</td>
<td>June 7, 2021</td>
<td>July 7, 2021</td>
</tr>
<tr>
<td>September 2021</td>
<td>July 5, 2021</td>
<td>August 6, 2021</td>
</tr>
<tr>
<td>October 2021</td>
<td>August 5, 2021</td>
<td>September 6, 2021</td>
</tr>
<tr>
<td>November/December 2021</td>
<td>September 6, 2021</td>
<td>October 5, 2021</td>
</tr>
<tr>
<td>January 2022</td>
<td>November 5, 2021</td>
<td>December 3, 2021</td>
</tr>
<tr>
<td>February 2022</td>
<td>December 6, 2021</td>
<td>January 7, 2022</td>
</tr>
<tr>
<td>March/April 2022</td>
<td>January 5, 2022</td>
<td>February 4, 2022</td>
</tr>
<tr>
<td>May 2022</td>
<td>March 7, 2022</td>
<td>April 7, 2022</td>
</tr>
<tr>
<td>June/July 2022</td>
<td>April 5, 2022</td>
<td>May 6, 2022</td>
</tr>
</tbody>
</table>
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**

**Credit Card #**

**Expiration Date**

**CVV #**

**Cardholder’s Name (printed)**

**Card Billing Address**

**City**

**State**

**Zip**

**Standard Billing**

**Purchase order #**

**Total in U.S. Dollars**

**Authorized Signature**

**January 2022**

**February 2022**

**March/April 2022**

**May 2022**

**June/July 2022**

**August 2022**

**September 2022**

**October 2022**

**November/December 2022**

**All ads are 4 color**

**Horizontal**

**Vertical**

New Material Each Issue

Same Material Each Issue

Rate/Incremental:

- 10 x
- 6 - 9 x
- 2 - 5 x
- □

Back

Inside Front

Inside Back

Authorized

ACDA is not responsible for design of ads and is not responsible for errors.

- Publication date will be charged 50% of the ad rates.
- Written notice by the advertisers. Ads cancelled less than 60 days before publication date will be charged 60% of the ad rate.

### Contact Cancellation

- Contracts may be discontinued with 60 days prior written notice.
- Contracts may be discontinued with 60 days prior written notice.
- Contracts may be discontinued with 60 days prior written notice.
- Contracts may be discontinued with 60 days prior written notice.
- Contracts may be discontinued with 60 days prior written notice.
- Contracts may be discontinued with 60 days prior written notice.
- Contracts may be discontinued with 60 days prior written notice.
- Contracts may be discontinued with 60 days prior written notice.

### Ad Size

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Horizontal</th>
<th>Vertical</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Inside Back</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

### Rates

<table>
<thead>
<tr>
<th>Inside Front</th>
<th>Inside Back</th>
<th>Back</th>
<th>Rate/Incremental</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate/Incremental</td>
<td>10 x</td>
<td>□</td>
<td>6 - 9 x</td>
</tr>
<tr>
<td>Rate/Incremental</td>
<td>2 - 5 x</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

### New Material Each Issue

- Additional material each issue

### Same Material Each Issue

- Same material each issue

### Individuals

- Individuals may NOT use their individual membership for industry or school/university ad purchases.
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>Description</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>
</tr>
</tbody>
</table>

**Cost per year**

$4,500
ACDA is not responsible for ad design or errors.

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

Limited to subject matter; size, images, hyperlink and typography.

All ads are subject to the approval of ACDA, including but not

Individuals may not use their individual membership for ad purchases.

Industry or Institutional memberships are required for the member

in cancellation of ad positioning.

Payment terms are net 30 days. Any delinquent payment may result

Terms

Check number: ____________________________________________

Check # ___________________ Card holder’s Name: ____________________________

Expiration Date: __/__/20__ CVV# C: __________________

Card Billing Address: ____________________________________________

Authorized Signature: _________________________________________

City, State, Zip: ____________________________________________

Card holder’s Name: _________________________________________

Credit Card #: ____________________________________________

Please send in payment when reserving an ad.

A digital media package includes:

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

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

Responsibility for U.S./Canada shipping box or electronic submission photos.

No refunds will be given. I will comply with the terms and conditions outlined in the ACDA’s

I agree to pay the total amount according to the credit card issued agreement. I acknowledge that

Company: ____________________

Member #: ____________________

Contact Person: ______________________________________________

Address: ______________________________________________________

City: __________________ state: ________ Zip: ______________

Phone: __________________ Fax: __________________

Email Address: ____________________________________________

Square Sidebar Banner Ad

Start date: ____________ End date: ____________

Digital Media Package - $4,500

Start date: ____________ End date: ____________

ChoralNet Ad

Digital Media Kit

1 242 px x 165 px - jpeg format

Sponsorship

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.

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

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

We would like to join ACDA today or renew our membership

Industry $150

International (outside US/Canada) $170

Institution $135

Individual $110

Total Amount: $ __________________

Check # ___________________

Card Bill Authorization:

I agree to pay the total amount according to the credit card issuer agreement. I acknowledge that

ACDA is not responsible for USPS mail, shipping, fax, or electronic submission failures.
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

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

<table>
<thead>
<tr>
<th>Package</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>
</tr>
<tr>
<td>Cost per year</td>
<td>$4,500</td>
</tr>
</tbody>
</table>
ACDA is not responsible for ad design or errors in ads.

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

Limited space available. Ads are subject to approval of ACDA. Including but not limited to subject matter, size, images, hyperlink and typography.

Cancellation of ad posting.

Payment Terms are net 30 days. Any delinquent payment may result in cancellation of ad posting.

Terms

- Header/Title for post
- Hyperlink to web page
- 1 push notification (up to 100 characters)
- 400 character limit
- 1600 px x 900 px - square/jpeg format
- $300 per post, pinned for 24 hours
- Sponsored Promoted Post- $300
- Sponsored Promoted Post Advertisemnet
- Limited space available
- Hyperlink to web page
- Ad image: 1032 px wide x 360 px tall in JPEG
- $400 per 30 days

Volunteer Year 2021 - 2022
Reservation Form
Mobile App Advertising