



National Association for Music Education (NAfME)



National Association for Music Education (NAfME), formerly MENC, is the largest non-profit organization dedicated to the advancement of music education at the national and local levels. NAfME's members are responsive to a variety of offers including general merchandise, education, fundraisers and publishing offers.

SEGMENTS

| | | |
|--------|--|-------------|
| 56,079 | Total Universe / Universe Rate | \$105.00/M |
| 19,324 | Active Male Members | + \$15.00/M |
| 21,461 | Active Female Members | + \$15.00/M |
| 13,956 | Former Members | \$95.00/M |
| | Subject Selection Surcharge | + \$15.00/M |
| | NAfME Corporate Members 20% Discount off Base Rate for first use | |
| | Non Competitive Fundraiser Rate | \$85.00/M |

ID NUMBERS

| | |
|--------------------|--------------|
| Manager ID | 13236 |
| NextMark ID | 73951 |
| mIn ID | 10243 |
| SRDS ID | |

MEDIA TYPE

Business and Consumer 

SOURCE

Direct Mail

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

| | |
|----------------|-------------------|
| Market Entry | |
| New to Manager | 01/28/2008 |
| Counts Through | 04/30/2020 |

DATA CARD MAINTENANCE

| | |
|------------------|-------------------|
| New To System | 07/31/2002 |
| "New to System" | Unknown |
| Announcement | |
| Last Update | 09/16/2020 |
| Next Update | 09/16/2020 |
| Update Frequency | QUARTERLY |

DESCRIPTION

NAfME's activities and publications have been largely responsible for the establishment of music education as a profession and for the promotion and guidance of music study as an integral part of the school curriculum. NAfME publishes Teaching Music, Music Educators Journal, Journal of Research in Music Education, General Music Today, Update, Journal of Music Teacher Education and an extensive selection of books.

National Association for Music Education (NAfME), among the world's largest arts education organizations, is the only association that addresses all aspects of music education. NAfME advocates at the local, state, and national levels; provides resources for teachers, parents, and administrators; hosts professional development events; and offers a variety of opportunities for students and teachers. The Association orchestrates success for millions of students nationwide and has supported music educators at all teaching levels for more than a century.

Since 1907, NAfME has worked to ensure that every student has access to a well-balanced, comprehensive, and high-quality program of music instruction taught by qualified teachers. NAfME's activities and resources have been largely responsible for the establishment of music education as a profession, for the promotion and guidance of music study as an integral part of the school curriculum, and for the development of the National Standards for Arts Education.

NAfME members are educators, musicians and parents & administrators who are passionate about keeping music alive. They are responsive to a variety of offers including, general merchandise, fundraising appeals, cultural appeals and more.

**Key Audience Selections:
Level**

- Administrator/Supervisor
- College/University
- Elementary
- Middle/Junior High
- Preschool
- Private/Studio
- Senior High

Music Subjects:

- Band
- Choral / Voice
- Guitar
- History
- Jazz
- Marching Band
- Orchestra
- Special Learners
- Show/Choir
- Teacher Education

PROFILE

Subject (15.00/M)

- Band*
- Choral / Voice*
- Guitar*
- History*
- Jazz*
- Marching Band*
- Orchestra*
- Special Learners*
- Show/Choir*
- Teacher Education*

Level (15.00/M)

- Administrator/Supervisor*
- College/University*
- Elementary*
- Middle/Junior High*
- Preschool*
- Private/Studio*
- Senior High*

SELECTS

| | |
|-----------|------------------|
| Subject | \$15.00/M |
| Level | \$15.00/M |
| State/SCF | \$10.00/M |
| Gender | \$15.00/M |

MANAGER

Adstra
<http://www.adstradata.com>

UNIT OF SALE

Average **\$35.00**

AVERAGE INCOME

Value **\$60,000.00**

MINIMUM ORDER

Minimum Quantity **7,500**
 Minimum Price **\$550.00**

COMMISSIONS

Broker **20%**
 Agency **15%**

NET NAME ARRANGEMENTS

GENDER

Male **45%**
 Female **55%**

Net Name is allowed

Floor **85%**
 Minimum Quantity **50,000**
 Run Charges **\$10.00/M**

EXCHANGES

Please inquire

REUSE

Reuse is allowed
 Minimum Quantity **7,500**
 Run Charge **\$350.00/M**

CANCELLATION

Charges **\$200.00/F**

KEY CODING

Key Coding is available
 Charges **\$3.00/M**

ADDRESSING

EMAIL DELIVERY **\$75.00/F**
 FTP **\$75.00/F**

SPECIAL INSTRUCTIONS

CONTACTS

| Contact Name | Role | Email | Phone | Fax |
|---|---------------|--------------------------------|----------------|----------------|
| Stefanie Eakin Adstra (formerly ALC) 750 College Road East Princeton, NJ 08540 | orders/counts | stefanie.eakin@adstradata.com | (903) 790-9643 | |
| Send Orders To: Adstra (formerly ALC) 4300 Route 1 Princeton, NJ 08543 | | lmorders@adstradata.com | (609) 580-2800 | |
| ★ Kerry Fischette Adstra (formerly ALC) 4300 Route 1 Princeton, NJ 08543 | VP | kerry.fischette@adstradata.com | (609) 580-2875 | (609) 580-2810 |

★ = Primary contact