



**National Association
for Music Education**

A GUIDE TO USING YOUR MARKETING BENEFITS ON NAfME PLATFORMS

Your NAfME Corporate Membership and/or Sponsorship provides a variety of benefits that will support your marketing goals. Please refer to your agreement to see your level of benefits and communicate directly with NAfME staff about these deliverables, rather than any associated vendors.

*Have questions about corporate membership?
Email corporate@nafme.org.*

*Have questions about these specific benefits?
Email marketing@nafme.org.*



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Print ad example:

THE YOUNG AMERICANS

WANT THE YOUNG AMERICANS AT YOUR SCHOOL?
Please contact us at
(901) 493-6753

SING • DANCE *Performing Arts* **PERFORM • INSPIRE**
SUMMER CAMP

The Young Americans Performing Arts Summer Camp activities include instruction in voice, dance, performance techniques, and much more.

REGISTER TODAY! Visit youngamericans.org/summercamps

Camp locations include Michigan, California, Nebraska, and more!
For more information, visit our website.

Print ads in *Music Educators Journal* or *Teaching Music* magazine

- For *Teaching Music* (TM): choose issue—August (reserve by June 1; art due June 15); October (reserve by August 1; art due August 15); January (reserve by October 1; art due October 15); or April (reserve by February 1; art due February 15).
- For *Music Educators Journal* (MEJ): choose issue—September (reserve by June 15; art due June 30); December (reserve by September 15; art due September 30); March (reserve by December 15; art due January 2); or June (reserve by March 15; art due March 31).
- Send reservations and art files directly to Catherina Hurlburt at catherinah@nafme.org or marcom@nafme.org.

Specs

- All files as PDF
- ¼ page vertical: 4.375x4.875 for TM or 3 3/8x 4 7/8 for MEJ
- ½ page horizontal: 7x4.875 for TM or 7x4 7/8 for MEJ
- ½ page island: 4.625x6.5 for TM or 3 3/8x10 for MEJ
- Full page: 8.25x10.875 with bleed or 7x10 without bleed for TM; or 7x10 without bleed for MEJ
- Visit bit.ly/NAfMEadvertising for more details on print ad specs.
- **Full-page ad example**



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Co-branded email example:

The QuaverEd logo features the word 'QuaverEd' in a colorful, bubbly font. The 'Q' is green, 'u' is blue, 'a' is red, 'v' is yellow, 'e' is purple, and 'r' is orange. The 'E' is blue with a red outline. Below the text are several horizontal wavy lines in various colors.

Creating a Middle School General Music Curriculum from Scratch

When asked to create a Middle School General Music (MSGM) course for their students, most teachers ask two questions: Why do I need to add another course to my already jam-packed schedule? And what am I supposed to do with middle schoolers in general music?

Instructional coach Toni Garza [shares tips on how to create a middle school general music curriculum from scratch.](#)

A photograph showing five diverse students sitting around a table in a classroom, engaged in a discussion or collaborative work. They are looking at papers and talking to each other.

Start creating your middle school general music curriculum

The NAfME logo, identical to the one at the top of the page, is located at the bottom of the email example.

Co-branded emails to NAFME membership

- Select date for NAFME to send; subject to schedule availability.
- NAFME encourages you to provide directly applicable information or resources for educators; cannot be direct sales.
- Send as a Word doc with any images you'd like to accompany as separate JPG or PNG files (we send via Constant Contact).
- Send content directly to Catherina Hurlburt at catherinah@nafme.org or marcom@nafme.org at least 10 business days prior to the date selected to send, to allow for questions, review, and approval.



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Sponsored blogs

- Select month in which to publish, if there's a preference.
- Must be educational in content — provide directly applicable information or resources for educators; cannot be direct sales.
- Submit 600-1000 words as a Word doc. Include author bio and photo.
- Send content directly to Catherina Hurlburt at catherinah@nafme.org or marcom@nafme.org at least 10 business days prior to the date selected to publish, to allow for questions, review, and approval.
- You may include a link for further information and/or to your organization's website.
- Sponsored blog examples:
 - <https://nafme.org/creating-middle-school-general-music-curriculum-scratch/>
 - <https://nafme.org/building-sel-competency-elementary-school-music-classroom/>
 - <https://nafme.org/artistry-art-song/>
 - <https://nafme.org/five-reasons-apply-cma-foundation-music-teachers-excellence-award/>



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Social media post example:



Social media posts

- Choose Twitter, Instagram, or Facebook. See @NAFME on each channel for current numbers of followers.
- Choose preferred date to be published.
- Send accompanying copy, link, hashtags, and image file directly to Catherina Hurlburt at catherinah@nafme.org or marcom@nafme.org at least 5 business days prior to the date selected to publish, to allow for questions, review, and approval.



Display ad example:



Web display ads

- Select 1- or 2-month time frame for ad to run, depending on benefit level.
- Send as 300x250 JPG file.
- Send URL to which ad should lead.
- Send file and URL directly to Catherina Hurlburt at catherinah@nafme.org or marcom@nafme.org at least 5 business days prior to the date selected to publish, to allow for questions, review, and approval.
- You may include a link for further information and/or to your organization's website



NAfME Academy® webinars

- Must be educational in content — provide directly applicable information or resources for educators; cannot be direct sales — and is subject to review and approval by the NAfME Professional Development Committee.
- Submit proposal at bit.ly/NAfME-PD-Webinars.
- Send questions about webinar content, submission process, etc. to nafmeacademy@nafme.org.
- For examples of topics, visit bit.ly/NAfMEA.