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## National Association for Music Education (NAfME)

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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.

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### 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

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### ID NUMBERS

<b>Manager ID</b>	<b>13236</b>
<b>NextMark ID</b>	<b>73951</b>
<b>mIn ID</b>	<b>10243</b>
<b>SRDS ID</b>	

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### MEDIA TYPE

**Business and Consumer** 

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### SOURCE

Direct Mail

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### GEOGRAPHY

USA

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### OPT-IN

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### MAINTENANCE

Market Entry	
New to Manager	<b>01/28/2008</b>
Counts Through	<b>04/30/2020</b>

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### DATA CARD MAINTENANCE

New To System	<b>07/31/2002</b>
"New to System"	<b>Unknown</b>
Announcement	
Last Update	<b>09/16/2020</b>
Next Update	<b>09/16/2020</b>
Update Frequency	<b>QUARTERLY</b>

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### 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

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**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*

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**SELECTS**

Subject	<b>\$15.00/M</b>
Level	<b>\$15.00/M</b>
State/SCF	<b>\$10.00/M</b>
Gender	<b>\$15.00/M</b>

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**MANAGER**

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

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**UNIT OF SALE**

Average **\$35.00**

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**AVERAGE INCOME**

Value **\$60,000.00**

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**MINIMUM ORDER**

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

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**COMMISSIONS**

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

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**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