



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

52,172	Total Universe / Universe Rate	\$105.00/M
24,161	Active Male Members	+ \$15.00/M
26,491	Active Female Members	+ \$15.00/M
8,193	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	04/30/2023

DATA CARD MAINTENANCE

New To System	07/31/2002
"New to System" Announcement	Unknown
Last Update	05/05/2023
Next Update	11/10/2023
Update Frequency	SEMIANNUALLY

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
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GENDER

Male	45%
Female	55%

AVERAGE INCOME

Value	\$60,000.00
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$550.00

COMMISSIONS

Broker	20%
Agency	15%

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$10.00/M

EXCHANGES

Please inquire

REUSE

Reuse is allowed
 Minimum Quantity **0**
 Run Charge

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

**3,000 Name Minimum will apply to all reuse orders

CONTACTS

Contact Name	Role	Email	Phone	Fax
Bobbi Durrett Adstra (formerly ALC) 4300 Route 1 Princeton, NJ 08543	Orders/Counts/Shipping	bobbi.durrett@adstradata.com	(609) 237-7200	
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