



# 2025-2026 MEDIA KIT

Supporting Music Educators  
through Collaborative Community

**MAXIMIZE  
YOUR REACH**

NAfME MEMBERSHIP NETWORK | *TEACHING MUSIC* MAGAZINE  
NAfME.ORG | NAfME NOTES | SOCIAL MEDIA | SPONSORED EMAILS



**National Association  
for Music Education**





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# About NAFME

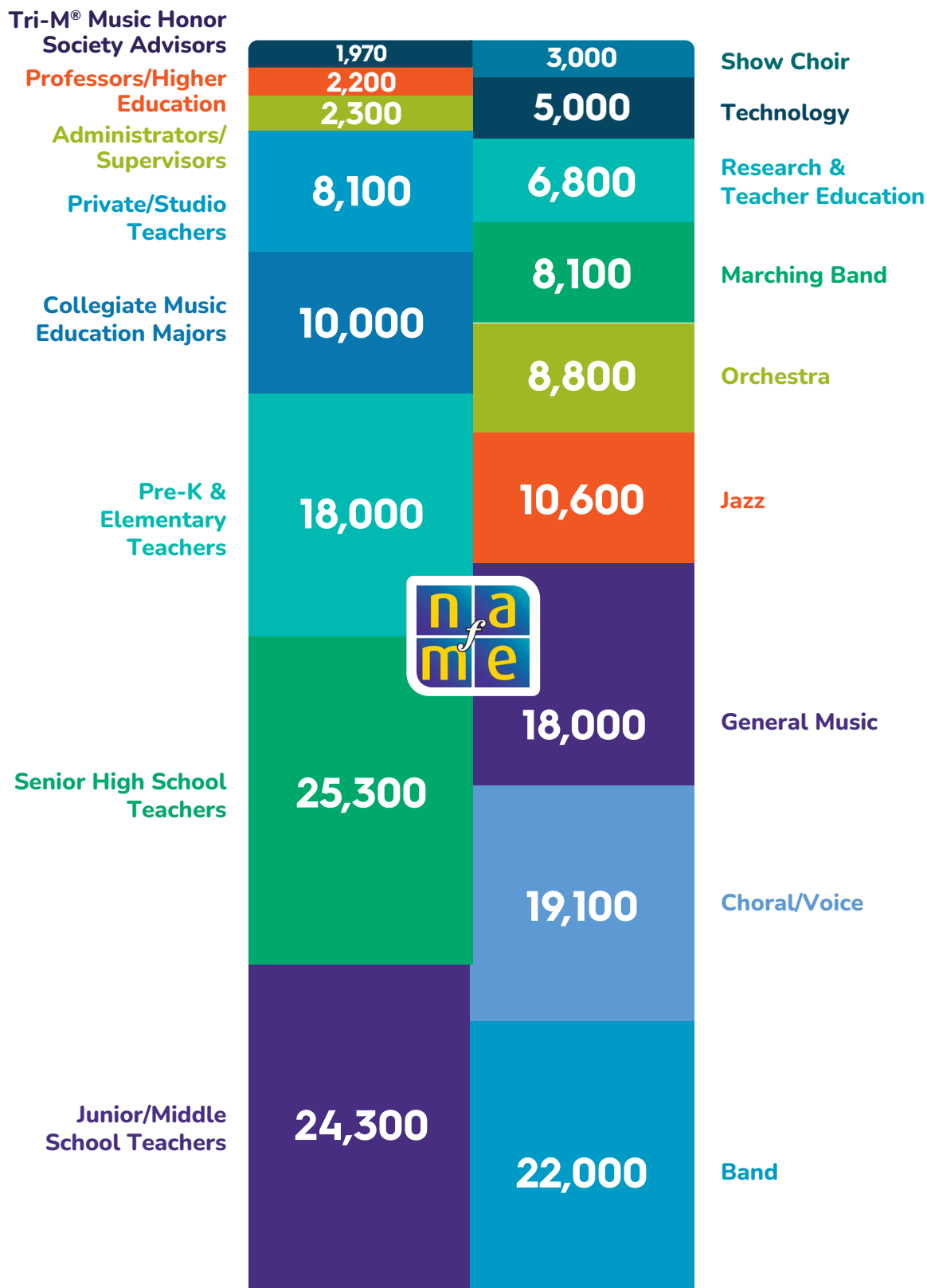
The National Association for Music Education (NAfME) is a collaborative community that supports music educators and advocates for equitable access to music education. Founded in 1907 and representing nearly 60,000 members\* teaching millions of students, NAFME advances the music education profession and promotes lifelong experiences in music.



NEARLY  
**60,000**  
MEMBERS\*



# NAfME at-a-Glance



# NAfME Corporate Membership

NAfME Corporate Membership offers exclusive access to a community of nearly 60,000 PreK-12 and higher education music educators, administrators, pre-service educators (Collegiates), and professionals.

For \$195, gain access to a diverse range of promotional and advertising opportunities, including blog, social media, email, newsletter, digital and print advertising, membership mailing lists, and more!



**National Association  
for Music Education**

Proud Corporate Member

## NAfME Corporate Membership benefits include:



**Up to 50% savings** on select NAfME marketing and promotional opportunities



Display the Proud **NAfME Corporate Member logo** on your website



Receive a one-year NAfME **Associate Membership**



Listed as a **NAfME Corporate Member** on the NAfME website



Recognition in two editions of **Teaching Music** magazine in our Corporate Membership appreciation ad



[nafme.org/membership/corporate](https://nafme.org/membership/corporate)  
[corporate@nafme.org](mailto:corporate@nafme.org)



# Teaching Music Magazine

**NAfME's flagship magazine. Published 4 times per year. Distributed to nearly 60,000 members/subscribers.**

## Advertising Specifications

### Ads without bleeds

Should be created to actual reproduction size and must include a border or crop marks. If none are included, ad will be positioned for best reproduction.

### Full-Page Ads

Should be created at the trim size. Live area (ad content) should be a minimum of 0.25" from the trim on all sides or within the 7" x 10" live area. Bleeds must extend 0.125" on all sides.

### Required File Format

PDF/X-1a 300 DPI. All fonts and images should be embedded.

### PDF Preferred

Include crop marks to trim size. Set bleeds to 0.125" all sides.

### Maximum Ink Density

300 DPI. Minimum Dot: 5%.

### Color

Files must be CMYK. Do not use Pantone or spot colors, convert all to CMYK.



[nafme.org/publications-resources/teaching-music](https://nafme.org/publications-resources/teaching-music)  
Ellie Dunn, Advertising Sales  
[EllieD@nafme.org](mailto:EllieD@nafme.org)



# Teaching Music Magazine



## Premium Position

Requested Position: Add 10% to rate. Positioning of advertising is at discretion of the publisher except where a request for a specific position is acknowledged by the sales rep in writing.

## Invoicing

Advertisers are billed on the first day of the month of publication. Payment is due within 30 days of the invoice date.

## Ad Materials

To guarantee insertion of your advertisement, we must receive an insertion order by email on or before the space reservation deadline.

## Deadlines 2025-2026

Issue Release	Space Reservation	Materials Due
August 2025	May 29, 2025	June 6, 2025
October 2025	August 9, 2025	August 16, 2025
January 2026	October 24, 2025	October 31, 2025
April 2026	February 13, 2026	February 20, 2026

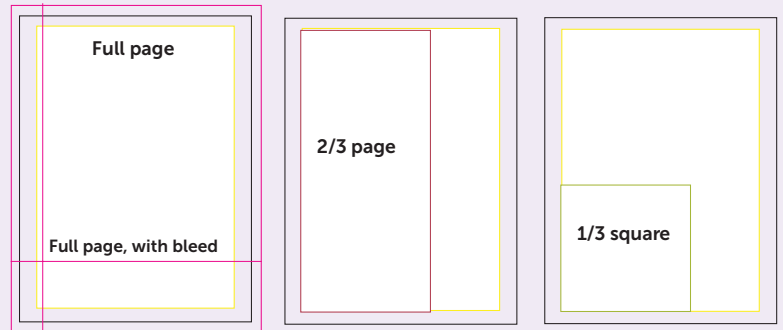


**Ellie Dunn, Advertising Sales**  
[EllieD@nafme.org](mailto:EllieD@nafme.org)

**Rina Salverson, Production**  
[Rina@kalomedia.com](mailto:Rina@kalomedia.com)

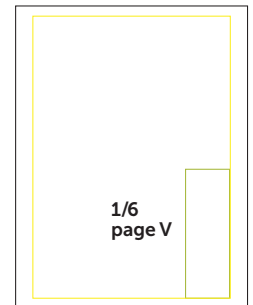
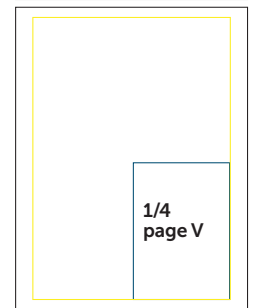
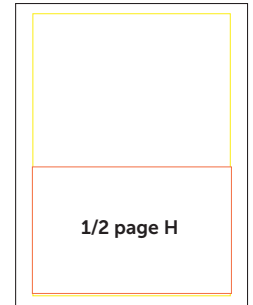
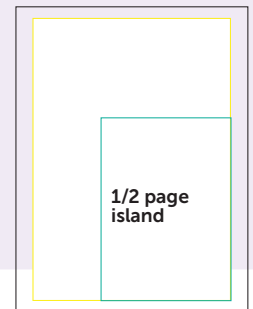
# Teaching Music Magazine

## Rates and Sizes



	WIDTH	DEPTH	with BLEEDS
Trim Size	8.25"	10.875"	Add 0.125 (1/8") to all sides
Two-page spread	16.5"	10.875"	16.75" x 11.125"
Full page, with bleed	8.25"	10.875"	8.5" x 11.125"
Full page, no bleed	7"	10"	N/A
2/3 vertical	4.625"	10"	N/A
1/3 square	4.625"	4.875"	N/A
1/2 horizontal	7"	4.875"	N/A
1/2 island	4.625"	6.5"	N/A
1/4 vertical	4.375"	4.875"	N/A
1/6 vertical	2"	4.75"	N/A

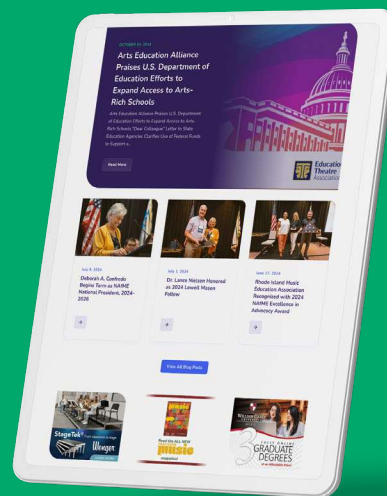
ADVERTISING RATES				
	1x	2x	3x	4x
Cover 2, 3, 4	\$4,250	\$3,825	\$3,440	\$3,090
Full page	\$3,400	\$3,060	\$2,750	\$2,470
1/2 island	\$3,100	\$2,695	\$2,395	\$2,170
2/3 page	\$3,100	\$2,695	\$2,395	\$2,170
1/3 page	\$2,180	\$1,855	\$1,620	\$1,365
1/2 page	\$2,570	\$2,105	\$1,880	\$1,685
1/4 page	\$2,160	\$1,855	\$1,625	\$1,365
1/6 page	\$350	\$350	\$250	\$250





# NafME.org Website Ads

Meet music educators where they go to research, register for events, and engage



**59,000** average monthly users, **178,000** page views, 30% monthly returning users

Limited number of advertisers, maximizing your exposure

Ads run on the homepage, as well as the main navigation pages

Available monthly in **1x, 3x, 6x, and 12x** frequencies

**Two ad sizes:**  
728x90px and 300x250px

Includes **monthly analytics report**


**Ad size option #1: 728x90px**

18 ad placements available

**Ad size option #2: 300x250px**

12 ad placements available


## 728x90px



**Tri-M Music**  
HONOR SOCIETY®

**Start or renew your chapter today!**  
Join the only national music honor society  
for students in grades 6-12.

[nafme.org/Tri-M](http://nafme.org/Tri-M)



## 300x250px





**Tri-M Music**  
HONOR SOCIETY®

**Start or renew your chapter today!**  
Join the only national music honor society  
for students in grades 6-12.

[nafme.org/Tri-M](http://nafme.org/Tri-M)

Frequency (300x250)	Non-Member	Corporate Member
<b>1 month</b>	\$1,080/month	\$880/month
<b>3 months*</b>	\$715/month	\$505/month
<b>6 months</b>	\$690/month	\$475/month
<b>12 months</b>	\$625/month	\$410/month

Frequency (728x90)	Non-Member	Corporate Member
<b>1 month</b>	\$755/month	\$615/month
<b>3 months*</b>	\$500/month	\$355/month
<b>6 months</b>	\$485/month	\$330/month
<b>12 months</b>	\$435/month	\$290/month



**Ellie Dunn,**  
Advertising Sales  
[EllieD@nafme.org](mailto:EllieD@nafme.org)

\*Members only: Buy three months, get one additional month FREE.

# NAfME Notes e-Newsletter

Delivered biweekly to more than 80,000  
NAfME members and music education  
advocates.

Limited ad  
spaces available  
each issue to help  
your message  
stand out

All newsletter  
ads are  
linked to the  
URL of your  
choosing

Available 3x,  
6x, and 12x  
frequencies

Includes viewer  
analytics report

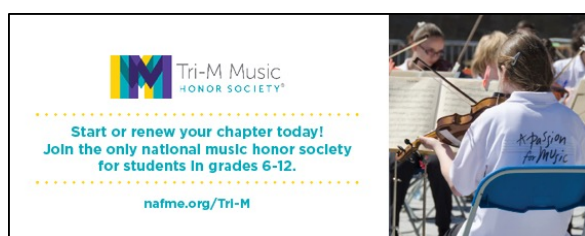
Ad materials are due a week  
prior to publication date

## Box ad (264x220px)



Frequency	Non-Member	Corporate Member
3 editions	\$950	\$650
6 editions	\$900	\$600
12 editions	\$840	\$540

## Sponsored Message (564x220px image, plus 5-6 word title, and 50 words of text)



Frequency	Non-Member	Corporate Member
3 editions	\$950	\$650
6 editions	\$900	\$600
12 editions	\$840	\$540



## Banner ad (564x100px)



Frequency	Non-Member	Corporate Member
3 editions	\$1,145	\$845
6 editions	\$1,050	\$750
12 editions	\$975	\$675



Ellie Dunn, Advertising Sales  
EllieD@nafme.org



# Sponsored Emails

# 45%

AVERAGE OPEN RATE

Deliver your exclusive advertising message directly to NAFME member inboxes.

- NAFME Corporate Members and nonmembers may purchase up to two (2) emails per year.
- Standard email rates exclude direct sales, product or service promotions, or viewer sign up requirement.
- Premium email rates may be a direct sale of a product or service or requires the viewer to sign up.
- Content is subject to review and approval.
- Discounts may be available depending on the size of the target audience.
- You select the date for NAFME to send; subject to schedule availability.
- Send copy as a Word/Google doc with any images you'd like to accompany as separate JPG or PNG files, at least 10 business days prior to the send date, to allow for questions, review, and approval.



List size	Discount
5,000 or less	25%
25,000 – 5,001	15%
25,001 or more	Full Price

Standard Email Rates	
Non-Member	\$5,000
Corporate Member	\$3,000

Premium Email Rates	
Non-Member	\$6,250
Corporate Member	\$3,750



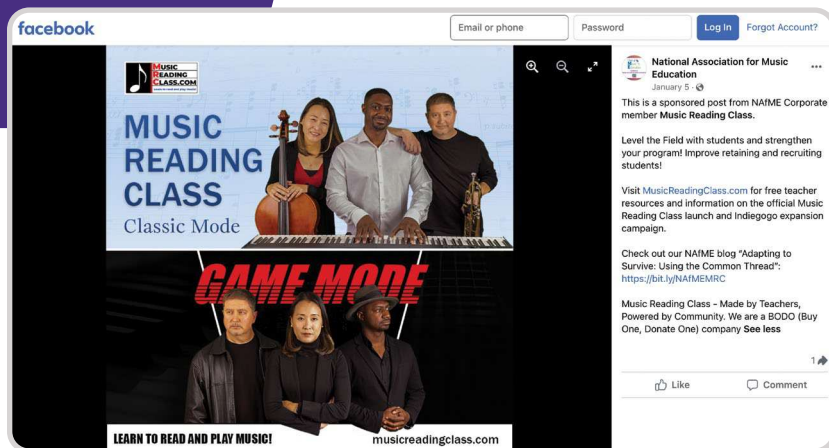
**Rebecca Poorbaugh, Corporate Membership Manager**  
**RebeccaP@nafme.org**

**Ellie Dunn, Advertising Sales**  
**EllieD@nafme.org**

# Social Media

## Facebook, LinkedIn, Instagram

- Select preferred channel to best align content with audience.
- Content is subject to approval.
- Send accompanying copy, link, hashtags, a PNG or GIF image, or a 2 minute or less video file at least 5 business days prior to the selected publish date.



### 1 Post

1 post on 1 channel

### 2 Posts

2 posts on 1 channel,  
or 2 different posts  
on 2 channels

### 3 Posts

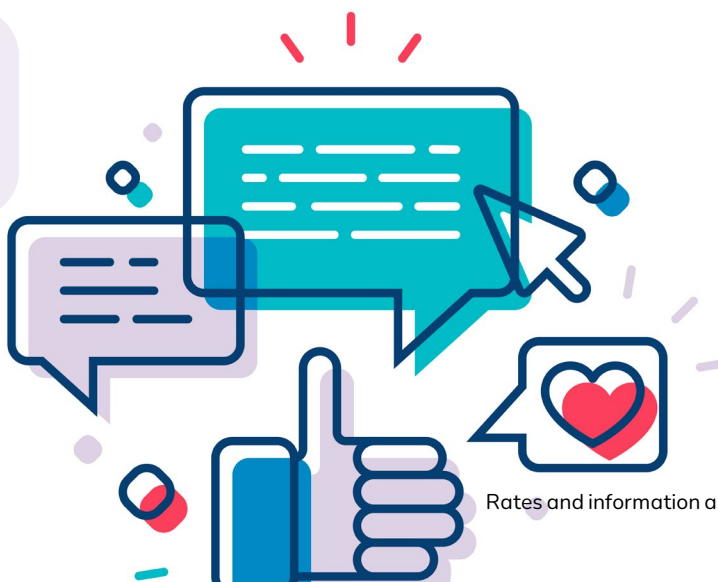
3 different posts on  
same channel, or  
different posts on  
1, 2, or all 3 channels

Followers	
Facebook	75,000
LinkedIn	24,000
Instagram	16,000

Social Posts	Non-Member	Corporate Member
1 post	\$600	\$300
2 posts	\$900	\$500
3 posts	\$1,200	\$700



**Rebecca Poorbaugh,**  
Corporate Membership  
Manager  
[RebeccaP@nafme.org](mailto:RebeccaP@nafme.org)





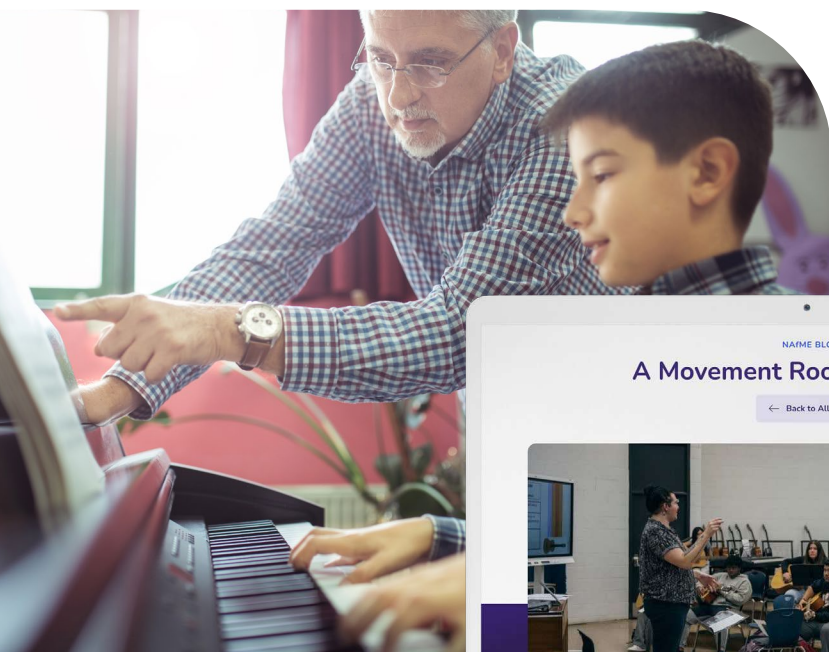
# NAfME Blog

Where music educators find helpful tips for their classrooms

# 178,000

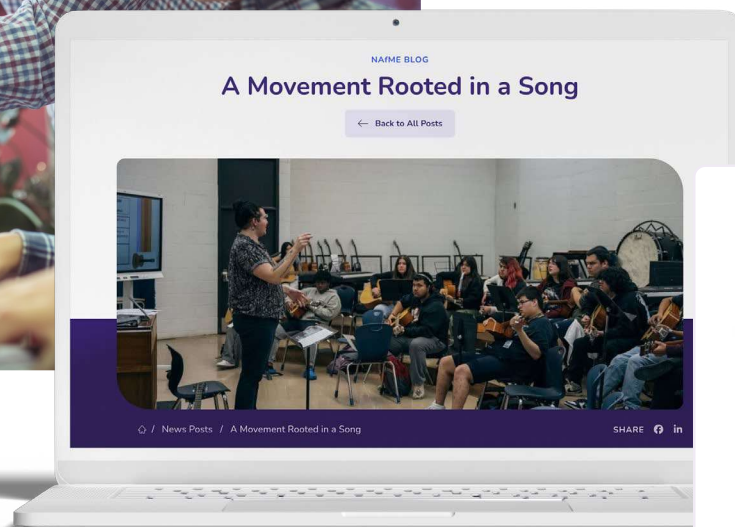
**MONTHLY  
NAfME.org VIEWS**

- Average 178,000 monthly NAfME.org views.
- Featured in *NAfME Notes* and on social channels, including Facebook and Instagram.
- Select your preferred publish date, if there's a preference.
- Must be educational in content — provide directly applicable information or resources for educators; cannot be direct sales.
- Content is subject to approval.
- Submit 600-1,000 words as a Word or Google doc, including author bio and photo, at least 7 business days prior to the date selected to publish, to allow for questions, review, and approval. Some content is subject to NAfME Equity Committee review.
- You may include a link for further information and/or to your organization's website.



## Blog Rates

Non-Member	\$800
Corporate Member	\$400



**Rebecca Poorbaugh, Corporate  
Membership Manager**  
[RebeccaP@nafme.org](mailto:RebeccaP@nafme.org)

## A Movement Rooted in a Song

### The Founding of Let Music Fill My World

By Cayley Tull, sponsored by NAfME Corporate member [Let Music Fill My World](#)

The idea for Let Music Fill My World (LMFMW) was born in a Chicago classroom. In 2023, Grammy-nominated artist John Ondrasik of Five for Fighting partnered with students at Farragut Career Academy to co-create an original song: "[Let Music Fill My World](#)"



These students, most of whom had never written or recorded music before, poured their hearts into the lyrics, reflecting on what music meant to them. They collaborated with industry professionals to record the song and produce a music video, turning their creative vision into reality. But beyond the song itself, something even more powerful happened:

The experience proved that when students are given the opportunity to engage with music, it opens doors to self-expression, confidence, and connection. Inspired by this,



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**For more information on corporate  
memberships, and social media,  
blog, and email advertising:**

Rebecca Poorbaugh,  
Corporate Membership Manager  
[RebeccaP@nafme.org](mailto:RebeccaP@nafme.org)

***For Teaching Music*, website,  
newsletter, and limited email  
advertising inquiries:**

Ellie Dunn, Advertising Sales  
[EllieD@nafme.org](mailto:EllieD@nafme.org)

