

NAfME At-a-Glance

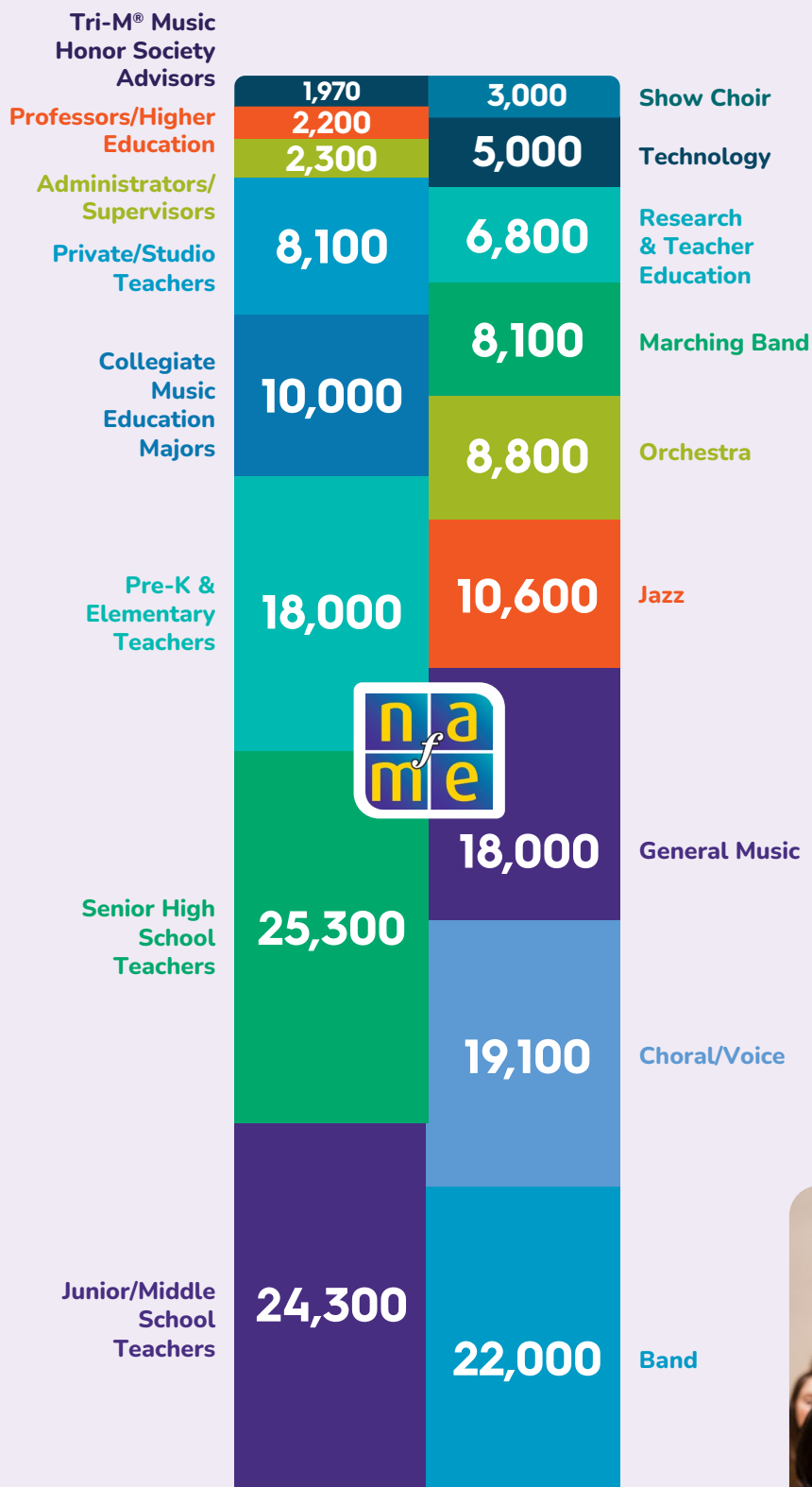


National Association
for Music Education

Supporting Music Educators through
Collaborative Community



Rebecca Poorbaugh, Corporate
Membership Manager
RebeccaP@nafme.org



Corporate Membership benefits include:

\$195



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



* Some members teach in multiple areas and grade levels.

Teaching Music

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



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

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)

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

Banner Ad
(564x100px)

NAfME.org Website Ads

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

- **NEW NAfME.org** website launched July 2023
- **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**

Sponsored Emails

Deliver your exclusive advertising message directly to NAfME member inboxes.

- NAfME Corporate Members and Non-Members may purchase up to two (2) emails per year.
- Premium email rates may be a direct sale of a product or service or requires the viewer to sign up.
- Standard email rates exclude direct sales, product or service promotions, or viewer sign up requirement.
- Content is subject to review and approval.

45%

AVERAGE OPEN RATE

- Discounts may be available depending on the size of the target audience.

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.

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

NAfME Blog

Where music educators find helpful tips for their classrooms

- Average 178,000 monthly NAfME.org views.
- Featured in NAfME Notes and on social channels, including Facebook and Instagram.
- Must be educational in content — provide directly applicable information or resources for educators; cannot be direct sales.
- Content is subject to approval.

178,000

MONTHLY
NAfME.org VIEWS



Rebecca Poorbaugh, Corporate Membership Manager
RebeccaP@nafme.org

Rates and information are subject to change.