



2026-2027 MEDIA KIT AND CORPORATE MEMBERSHIP INFORMATION

Join NAFME in supporting music educators and music education.

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

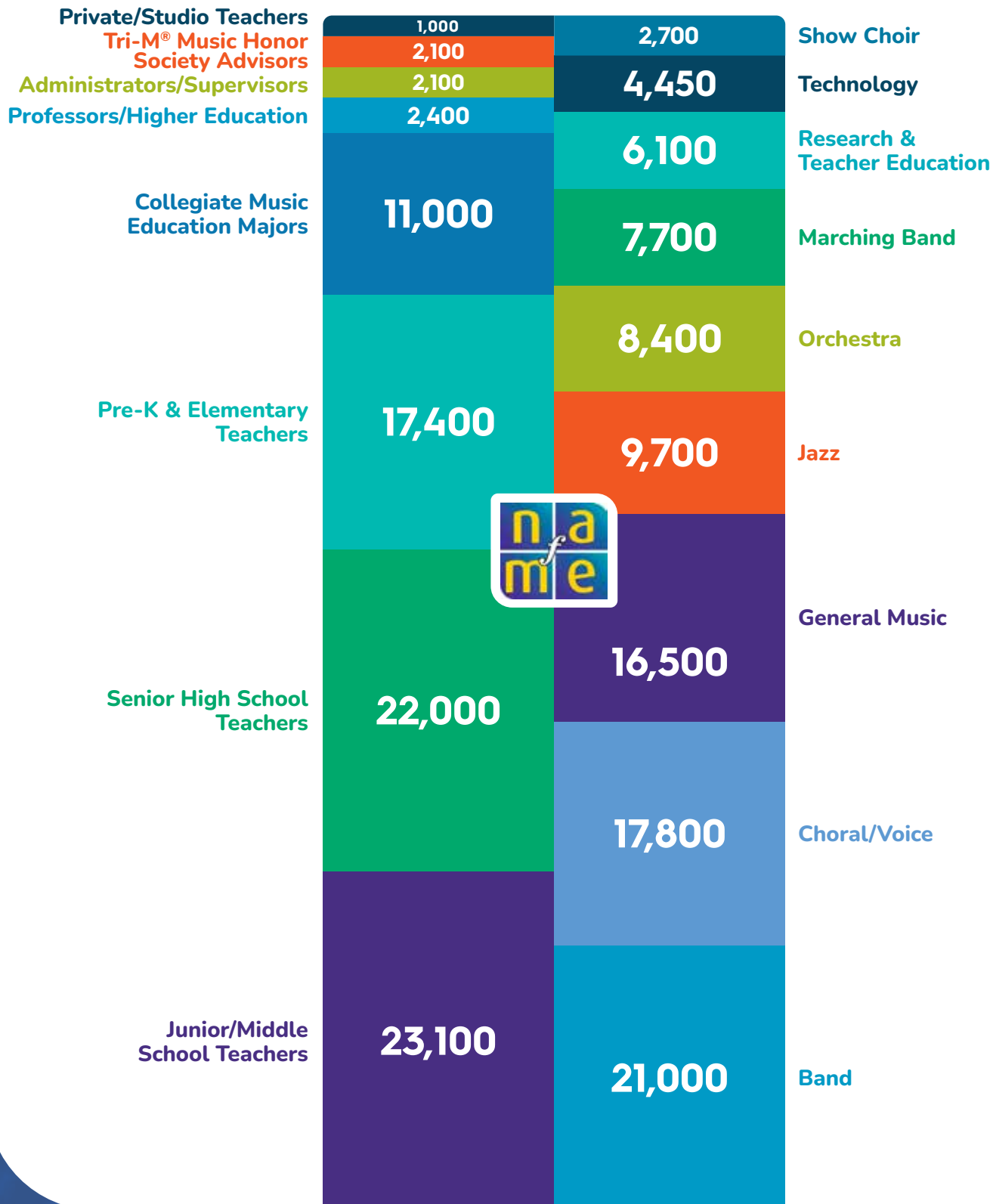
The National Association for Music Education (NAfME) is a collaborative community that supports music educators and advocates for equitable access to music education. Founded in 1907 and representing nearly 60,000 members teaching millions of students, NAFME advances the music education profession and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

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!



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
corporate@nafme.org

Teaching Music Magazine

NAfME's flagship magazine. Published 4 times per year (three print, one digital). 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

Ellie Dunn, Advertising Sales

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 2026-2027

Issue Release	Space Reservation	Materials Due
October 2026	August 9, 2026	August 31, 2026
January 2027	October 24, 2026	October 31, 2026
April 2027	February 9, 2027	February 28, 2027
Summer 2027 (digital)	May 21, 2027	May 28, 2027

Summer issue: web ads exclusively in digital magazine (600x500 or 1456x180); contact EllieD@nafme.org for pricing.

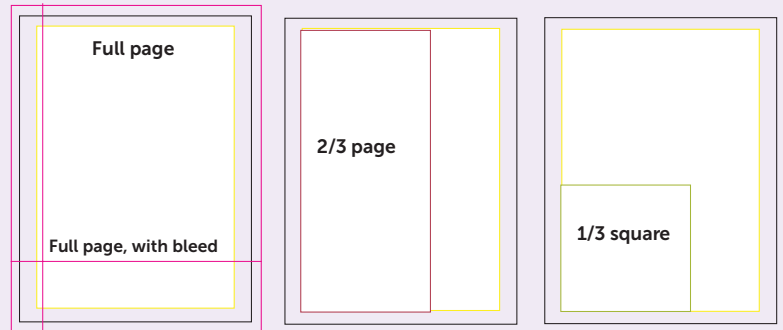


Ellie Dunn, Advertising Sales
EllieD@nafme.org

Karen Snyder
Karen@kalomedia.com

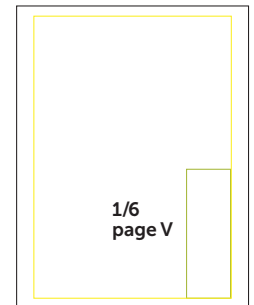
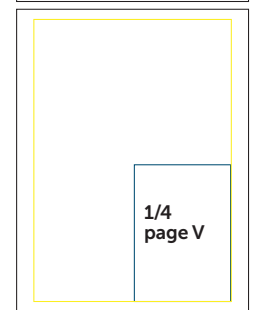
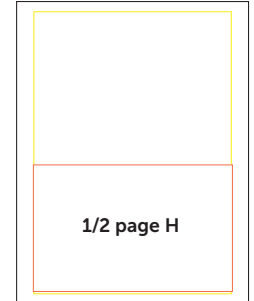
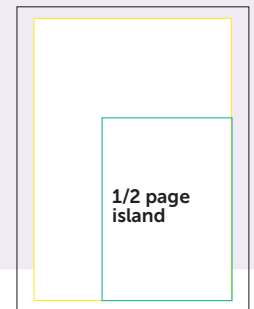
Teaching Music Magazine

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



90,000 average monthly
users, 177,000 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:
728x90 and 300x250

Includes monthly
analytics report

Ad size option #1: 728x90px
12 ad placements available monthly

Ad size option #2: 300x250px
18 ad placements available monthly

High-resolution artwork: Please provide all ad creative at 2x the displayed dimensions to ensure sharp rendering on Retina and other high-density displays.

728x90px (Provide .png or .gif ad art at 2x resolution: 1456x180)



300x250px (Provide .png or .gif ad art at 2x resolution: 600x500)



Ellie Dunn,
Advertising Sales
EllieD@nafme.org

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

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

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

NAfME Notes e-Newsletter

Delivered biweekly to more than 100K 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

High-resolution artwork: Please provide all ad creative at 2x the displayed dimensions to ensure sharp rendering on Retina and other high-density displays.

Box ad (264x220px) (Provide .png or .gif ad art at 2x resolution: 528x440)



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

Sponsored Message

564x220px image, plus 5- to 6-word title, and 50 words of text

(Provide .png or .gif ad art at 2x resolution: 1128x440)



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



Banner ad (564x100px) (Provide .png or .gif ad art at 2x resolution: 1128x200)



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

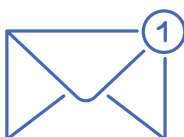
 **Ellie Dunn, Advertising Sales**
EllieD@nafme.org

Sponsored Emails

Deliver your exclusive advertising message directly to NAFME member inboxes.

Sponsored email open rate: 44.3%

(+15% over industry average for education and nonprofits; source: Constant Contact)



- 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

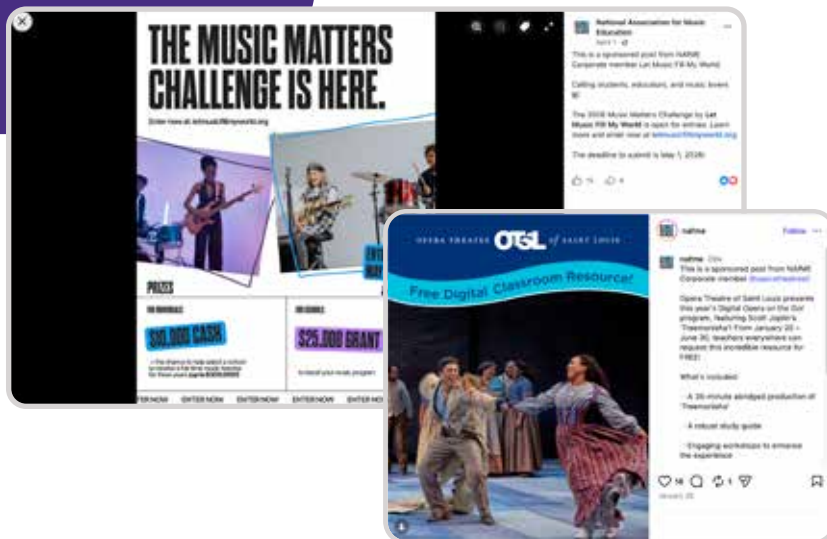


Ellie Dunn, Advertising Sales
EllieD@nafme.org

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	76,000
LinkedIn	26,700
Instagram	19,500

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

 corporate@nafme.org



NAfME Blog

Where music educators find helpful tips for their classrooms

177,000

**MONTHLY
NAfME.org VIEWS**

- Average 177,000 monthly NAfME.org views.
- Featured in NAfME Notes and on social channels.
- 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



A Music Educator's Guide to Fundraising Success

Strategies and Tips to Hit the Right Notes

This blog is sponsored by NAfME Corporate member [Cheddar Up](#)

Fundraising is often the heartbeat of a thriving music program. Whether it's for new instruments, competition fees, uniforms, or trip expenses, raising funds ensures your students have the resources they need to succeed. But let's face it—fundraising can feel overwhelming, especially when you're already juggling rehearsal, lesson plans, and performances.

The good news? With a little creativity, some strategic planning, and the right tools like [Cheddar Up](#), fundraising doesn't have to be a stressful experience. Here's a detailed guide to help music educators simplify and supercharge their fundraising efforts.



1. Set Clear Goals and Share Your "Why"

Every successful fundraiser starts with a clear purpose. Before you even choose a fundraising method, take time to define your goals and communicate them to your audience.



corporate@nafme.org



**National Association
for Music Education**

**For more information on
corporate membership and
sponsorship opportunities,
including sponsored blogs
and social media posts:**

corporate@nafme.org

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

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

