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# Advertising Channels

## 2023-2024 Opportunities

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# WHO WE ARE: SERVING THE CHORAL FIELD FOR 45 YEARS

## Mission

Chorus America strengthens singing communities with the advocacy, connections, and resources they need to be a vital part of society.

## Vision

Chorus America envisions a vibrant society in which diverse singing communities affirm and share the full range and depth of our humanity.

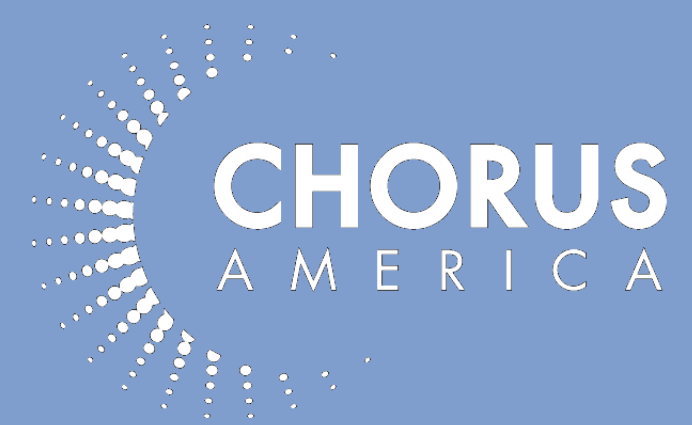
## Guiding Principles

1. Singing Together
2. Collective Action
3. Service and Learning in Community
4. Transparency and Modeling Successful Practices





# WHO WE SERVE: THOSE WHO BRING CHORAL MUSIC TO LIFE



What types of choral organizations are Chorus America members?

Symphonic

Children and Youth

Community/Volunteer

Social Justice/Affinity

Professional

...and so many more!

Member  
Choruses and  
Businesses

~600

Annual  
Corporate  
Sponsors &  
Donors

~50

Annual  
Conference  
Exhibitors

~30

Chorus America serves thousands of choruses, individuals, businesses, & organizations with a wide array of programs, publications, research, and professional services.

Who will you encounter in the Chorus America community?

Conductors

Administrators

Composers & Singers

Educators & Students

Service Providers

Board Members

Individual  
Members

~7,000

Annual  
Conference  
Attendees

~500

Social Media  
Followers

~15,000

Annual Program  
Participants

~100

# WHO ARE YOU REACHING?

## THE CHORUS AMERICA AUDIENCE



### **Our Members are Influential**

Make a strong impression on peers and leading voices in the choral field who have the power to spread your brand and reputation

### **Our Members are Decision Makers**

Get in front of leaders who set vision and make purchasing decisions

- Chief artistic leaders: 550+
- Chief administrative leaders: Nearly 400
- Board presidents: 400+

### **Our Members Represent Multiple Perspectives**

Within member organizations, multiple individuals with a range of leadership roles turn to our resources - reach them all at once

### **Our Members Benefit From Your Investment**

In addition to the value your offerings provide, your advertising dollars support programs and services that further strengthen the field

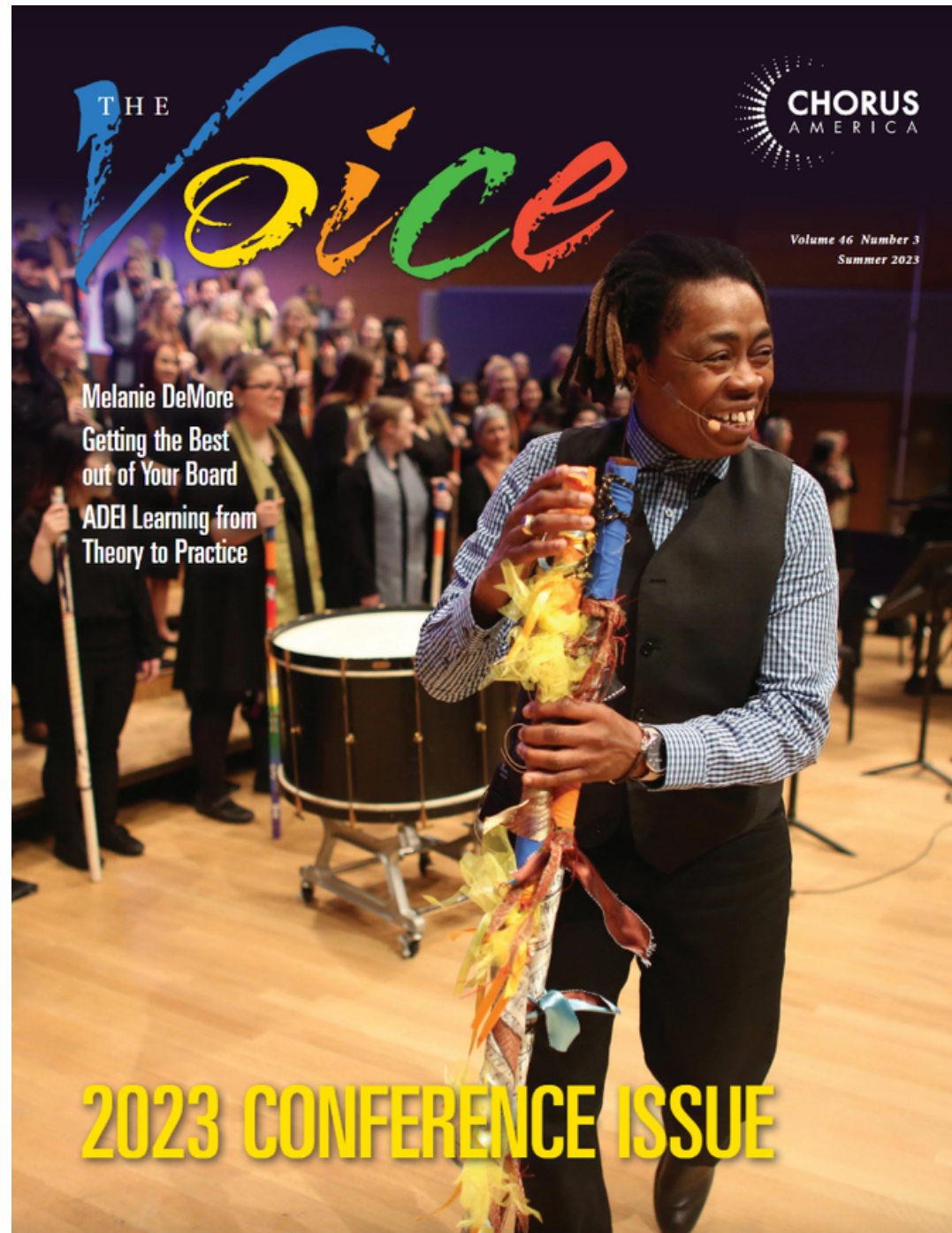
#### **Take Your Engagement Further**

If you're looking for the prominent visibility that our advertising channels offer, as well as direct ways to demonstrate your support for Chorus America's mission and difference-making services, we also offer sponsorship opportunities that incorporate advertising benefits.

Visit [Corporate Support](#) for more details.



# ADVERTISING CHANNELS: THE VOICE MAGAZINE



Chorus America's award-winning flagship publication, highlighting artistic and administrative trends in the choral field and news from our members



**Published 3x annually**  
Print circulation: 2,000  
Digital circulation: 4,000

- Conference issue distributed to 400+ attendees for unique engagement
- Digital edition features direct click-thru capabilities to your chosen URL

2023-24 Advertising Opportunities



# ADVERTISING CHANNELS: EMAIL UPDATE E-NEWSLETTER

Our member e-newsletter, Update, reaches nearly 4,000 readers bi-weekly with the latest Chorus America news, articles, and highlights from the field

- 3 placement options in each edition to stand out at all budget levels
- 2 ad design options, 1 price - choose the one that's right for you:
  - Banner - Make your impression visually in a linked graphic
  - Sponsored content - Tell your story with words in a native format

**Average open rate: 49.9%\***

\*MailChimp statistics from newsletters Jan-Dec 2022



**CHORUS AMERICA** **Update**

NEWS FROM CHORUS AMERICA Mar. 23, 2023

*This issue of Update is supported by [Children's Chorus of Washington](#).*

**VOICES TOGETHER**  
an international youth choral symposium  
JULY 1-3, 2023

**CHORUS AMERICA** **Update**

NEWS FROM CHORUS AMERICA Apr. 20, 2023

Sponsored Content from a Chorus America Partner

**2024 Azrieli Music Prizes: Celebrating Excellence in Music Composition**

Apply Now! Composers: Now is your chance to become a 2024 AMP Laureate. Submit your proposal to one of the world's most significant composition competitions to vie for a prize package valued at over \$200k CAD, including a gala premiere in Montréal, international showcases, and recordings of your prize-winning work.

[Take your music to the next level! Apply by May 5, 2023.](#)

**2023-24 Advertising Opportunities**

# ADVERTISING CHANNELS: EMAIL

## SPONSORED EMAIL



Reach nearly 4,000 Chorus America members directly with a dedicated message and custom content crafted by you

- You design the content, we send the email directly to members on your behalf
- Schedule on a mutually agreeable date; capacity is limited to optimize the impact of your message

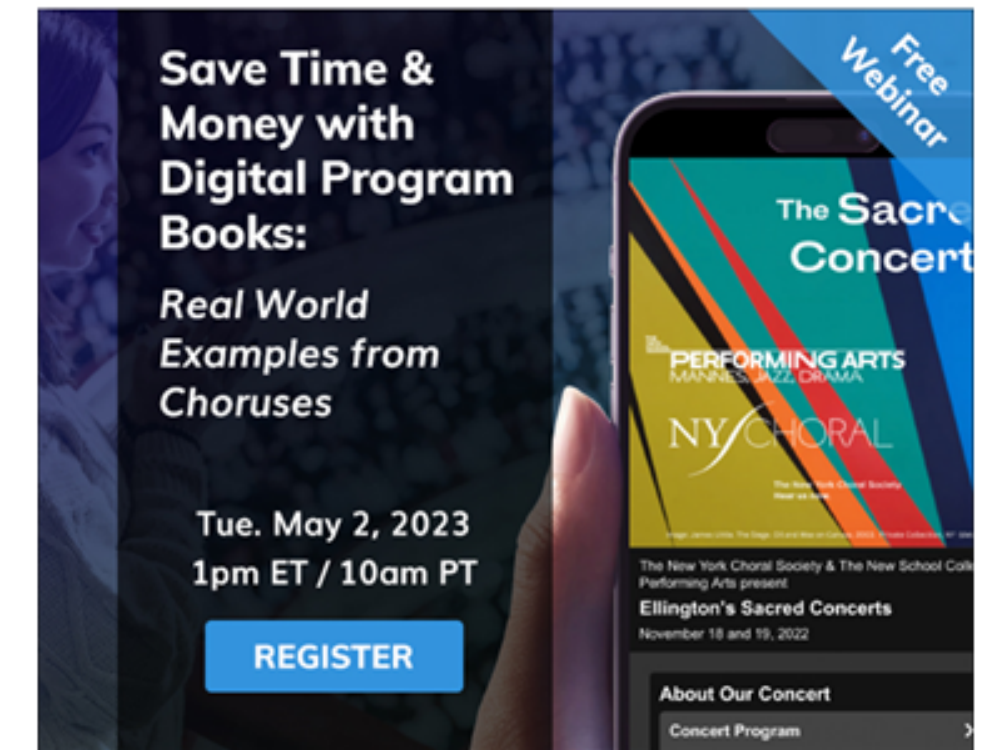
Sponsored emails are only available to Chorus America members

**Average open rate: 48.8%**

**Average click rate: 2.4%**

\*MailChimp statistics from sponsored emails Jan 2022 - Jun 2023

This email is sent on behalf of InstantEncore, an advertiser with Chorus America. Thank you for supporting the organizations that make our programming possible.



Choruses around the world are adopting digital program books to cut costs, eliminate waste, and save staff time. Shifting from print to digital also unlocks new opportunities to engage patrons and promote sponsors and advertisers.

**In this 30-minute webinar, we will:**

- See how choruses are reducing their print costs by an average of 67%
- Learn how choruses are saving staff time while creating beautiful, eco-friendly program books



# ADVERTISING CHANNELS: WEB SPONSORED STORY

You have a story to tell - work with us to craft a unique engaging article that highlights the impact of your work on the choral community

- Sponsored story visibility includes:
  - 1 Update member e-newsletter
  - 1 sponsored post on Chorus America's social media channels
  - 1-month home page placement
  - Permanent placement in Articles section
  - Options for additional Update and/or Voice placements
- Convenient standard format: Q&A interview
  - Or discuss options for a completely custom narrative article

Sponsored stories are only available to Chorus America members



Get to Know Us - Get Started - Online Community

## Five Questions with New TWC Artistic Director Eugene Rogers

Mike Rowan | July 28, 2020



SPONSORED CONTENT FROM A CHORUS AMERICA PARTNER

*In the upcoming season, The Washington Chorus (TWC) looks not only to meet the challenge of planning in a world dealing with COVID-19, but to do so while welcoming a new incoming artistic director. Eugene Rogers, who takes the artistic helm of TWC while continuing in his role as director of choral activities at the University of Michigan, shared his thoughts with Chorus America on the unique challenges and opportunities ahead for him, his new ensemble, and the choral community.*

**1) Congratulations on beginning your tenure with The Washington Chorus! Why are you excited for this opportunity to lead one of the most visible and active symphonic choruses in North America?**



# ADVERTISING CHANNELS: WEB DISPLAY



Chorus America's website is a hub for resources, research, trends, and news in the choral community

- Ads are static, and rotate on page refreshes
- Ads appear at top center of web pages
- Fully flexible ad runs with pro-rated monthly rate
  - Enjoy best savings on 3-month runs

**Average monthly visitors: 9,000+\***

\*Google Analytics statistics Jan-Dec 2022

[Home](#) / [Lessons Learned: Building P...](#)



## LESSONS LEARNED: BUILDING PARTNERSHIPS WITH SCHOOLS

**Twenty-one nonprofit organizations share key take-aways about building successful relationships with public schools.**

Ayesha Casie Chetty | September 19, 2023

The increasing decline of funding for music education in public schools in the United States and Canada has led to a massive gap in students' education and access to music opportunities. Many arts nonprofits, including choral organizations, are working with schools to provide a combination of in-school and afterschool programs to fill this gap.

Chorus America's 2022-23 Music Education Partnership Grant (MEPG) program provided an opportunity for collaborations between these nonprofit organizations and public schools to increase access to choral music education for students. Twenty-one organizations in the United States and Canada received grants to implement their



# RESERVATION DETAILS



## Print: The Voice

### 1. Choose Your Issues

- Fall/Winter
- Spring
- Summer (Conference)

### 2. Choose Your Size

- Cover
- Center spread
- Full page
- 2/3 vertical
- 1/2 horizontal
- 1/3 square
- 1/3 vertical
- 1/6 vertical
- 1/9 vertical

### 3. Choose Color Preference

- Add color
- Black & white

## Digital

### 1. Choose Your Channels

- Sponsored email
- E-newsletter
- Web display
- Sponsored story

### 2. Request Placement Date

- Web display: Start and end dates
- Emails: Send date
- Sponsored story: Publish date
- We will work to find dates that match your request as closely as possible

### 3. Confirm Timeline & Content

- Sponsored stories: Connect with us to jointly craft your article
- Sponsored emails: Schedule tests and provide subject line

## Pricing, Specs, Reservations

Complete list of opportunities,  
rates, and specs

PDF reservation form

Chorus America advertising  
webpage

### Package Discount Options

- Voice 3x reservations | Save over 15%/issue
- Web display 3-month runs | Save over 15%/mo
- Update multi-placements | Starting at 5% off
- Multi-channel packages | Starting at 10% off





**Have questions? Get in touch and learn more:**  
**[chorusamerica.org/advertise](https://chorusamerica.org/advertise)**

### **Let's Talk**



Mike Rowan

[mike@chorusamerica.org](mailto:mike@chorusamerica.org)

[Schedule a 30-minute conversation with Mike](#)