Advertising Channels
2023-2024 Opportunities
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
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

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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
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.

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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
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
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*
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
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*
**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

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

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### Pricing, Specs, Reservations

- Complete list of opportunities, rates, and specs
- PDF reservation form

Chorus America advertising webpage

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**Package Discount Options**
- Voice 3x reservations | Save over 15%/issue
- Web display 3-month runs | Save over 1.5%/mo
- Update multi-placements | Starting at 5% off
- Multi-channel packages | Starting at 10% off

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Have questions? Get in touch and learn more: chorusamerica.org/advertise

Let’s Talk

Mike Rowan
mike@chorusamerica.org
Schedule a 30-minute conversation with Mike