Pastoral Music Magazine
2019-2020 Advertising
Revised 21 August 2019

National Association of Pastoral Musicians
962 Wayne Avenue, Suite 210
Silver Spring, Maryland 20910-4461
(240) 247-3000 • www.NPM.org
NPMSing@npm.org
About the National Association of Pastoral Musicians

The National Association of Pastoral Musicians (NPM) includes both individuals and parish groups. Our members are:

- Active, practicing, and purchasing ministers, priests, pastors, religious, and lay leadership in pastoral music, liturgy, and a wide variety of related fields;
- Users of pianos, organs, guitars, handbells, and all kinds of string, woodwind, brass, and percussion instruments, as well as digital and print music in all styles; microphones, sound systems, audio and video recorders, audio-visual aids, pitch pipes, music stands, and risers; church furnishings, artwork, bibles, clergy vestments and choir robes, banners, ritual books, candles, and other sacred objects; digital signage and hearing systems; computers and software, tablets, printers and print services, graphic design services; posters, cards, books, inspirational memorabilia, and custom T-shirts, mugs and other logo items.

As the primary association serving Catholics across the nation, NPM and its members work tirelessly to transform the hearts of believers as we revitalize our church. It is our goal to not only help our members with training and opportunities to enhance their individual skills, but to inspire them to lead their church members to connect more deeply with God.

Pastoral Music Magazine

Pastoral Music magazine is the flagship periodical of the National Association of Pastoral Musicians. While relevant to all structured orders of worship, its primary focus is liturgical music and liturgy for the Roman Catholic tradition.

Regular membership in the association includes musicians, clergy, and other liturgical ministers in parishes and faith communities throughout the United States and in Canada, Europe, and other regions. The magazine aims to thoughtfully address issues and share ideas, practices, and achievements among all who use music in their ministry. As the Church in the U.S. grows increasingly multicultural, the magazine will align with NPM leadership goals to reflect and meet the diverse needs of the Church and its liturgical ministers.

Character

Pastoral Music is an award-winning magazine which serves the membership of the National Association of Pastoral Musicians (NPM) and other subscribers. Each issue has a central theme relevant to, and addressed by, pastoral leaders in the field of music and liturgy. Issues regularly feature reviews of music, books and/or other resources for pastoral musicians. Other regular features include association and chapter news, as well as articles on professional concerns such as spirituality and liturgy preparation. In 2018 surveys of membership, Pastoral Music rated consistently high in readership and value. And, the magazine’s design and content have been refreshed to meet the needs and expectations of current and prospective members.
**Publication Frequency and Editorial Content**

*Pastoral Music* is published five times each year, with the issue volume and advertising rate “year” beginning each November. While specific themes for the 2019-2020 volume year have not yet been finalized, the targeted content includes:

- **November**: Liturgical focus on Advent and Christmas
- **January**: The Annual Convention Brochure, summer programming, and a liturgical focus on Lent and Easter
- **April**: The NPM Annual Report and donor list, and a liturgical focus on Summer Ordinary Time
- **June/July**: This special issue includes practical year-round program planning for members and chapters; also includes advertising from sponsor packages and partnerships
- **September**: Summer programming highlights and a liturgical focus on Fall Ordinary Time

Insertion Orders and Ad Copy should be sent to:

Dr. Jill Nennmann  
Director of Publications and Development  
Jill@NPM.org

- Placement orders may be made using the official order form, or by email with all specifics noted. Orders received after the Insertion Order Deadline will be accepted on a space-available basis.
- Copy must be submitted per established deadlines; reminder e-mails may or may not be sent from the NPM National Office.

**Publication Deadlines**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Insertion Order Deadline</th>
<th>Ad Copy Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>September 5</td>
<td>September 18</td>
</tr>
<tr>
<td>January</td>
<td>November 5</td>
<td>November 18</td>
</tr>
<tr>
<td>April</td>
<td>February 5</td>
<td>February 18</td>
</tr>
<tr>
<td>June/July</td>
<td>April 5</td>
<td>April 18</td>
</tr>
<tr>
<td>September</td>
<td>July 5</td>
<td>July 18</td>
</tr>
</tbody>
</table>

1 If deadline falls on a weekend, please send on last work day prior to the weekend date.
Conditions and Contracts

Advertising Orders
- Requests for Advertising space should be made as far in advance of an issue as possible, and no later than the order deadline(s) listed on page 3.
- NPM has the right to refuse any advertising that does not meet quality standards consistent with the publication. NPM also has the right to refuse any advertising inconsistent with its mission and character.

Insertion Order Acknowledgments
- Approximately 10 days after the Order Deadline, an Insertion Order Acknowledgement (IOA) will be sent to confirm each order received. If you do not receive an IOA, please contact NPM staff to ensure that your order has been received.
- To contract for multiple issues, send a written commitment via e-mail (body text or attachment) to the designated NPM staff member. Rates for the entire duration of the contract will be guaranteed at the prevailing published rate when the contract is received.

Rate Details
- Rate categories (earned frequency) is determined by the number of contracted issues in a calendar year, not by the number of insertions in any one issue.
  - 1X: Advertisers committing to one or two issues
  - 3X: Advertisers committing to three or four issues
  - 5X: Advertisers committing to five or more issues
- Rates are guaranteed through the end of each contract period (currently November 2019 through September 2020).

Payment
- Payment may be made when the Insertion Order Acknowledgement is received. Please include a copy of that IOA with your payment.
- Upon its publication, invoices for advertisements will be sent to each advertiser who has not already paid their invoice. Payment is due upon receipt of the invoice.
- Full-year advertising contracts (November 2019 through September 2020) received and paid in advance by November 5, 2019 will receive a 10% discount.

Cancellation Policy
- Cover II, III and IV, and Page One placements are 5x only, and are non-cancellable except at the beginning of each rate year. Renewals for these positions are accepted prior to any new orders or requests.
- Cancellations for any pre-ordered 3x and 5x placements must be received in writing prior to each planned Insertion Order Deadline, or the ad will be billed at the contracted rate.
**Publication Formats**

**Publication Trim Size:** 8.375 x 10.750

- Binding: Saddle-stitch
- Printing: Offset Lithography
- Screen: 240 lines

**Color and Bleed**

- All ads are printed in four-color process. Black and White ads may be submitted at the same rates as full-color ads
- No additional charge for full-page bleeds
  - Full-page bleed size: 8.625” x 11” (For full page ads there must be a text-free, or safety area, of .25” from the trim on all sides, and bleed of .125”.)
  - Gutter bleed spread: 15.500 x 10

**Advertising Copy Format**

- All copy must be in electronic format
- Use high resolution (300 dpi or better) files; PDF files are preferred, though other formats may be submitted if they conform to all other specifications.
- All ad files should be submitted to size in CMYK format. Any needed adjustments will incur an additional charge.
- Send ad copy files via e-mail or provide a shared file link. Include final output file with font and graphics embedded. *Please also send proofs*

**Advertising Rates** *(Ad size options and images on next page)*

<table>
<thead>
<tr>
<th>Covers Rate</th>
<th>1X</th>
<th>3X</th>
<th>5X</th>
</tr>
</thead>
<tbody>
<tr>
<td>II or III</td>
<td>$1,204</td>
<td>$1,120</td>
<td>$1,064</td>
</tr>
<tr>
<td>IV</td>
<td>$1,148</td>
<td>$1,064</td>
<td>$1,008</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Interior Size/Rate</th>
<th>1X</th>
<th>3X</th>
<th>5X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page One</td>
<td>$1,148</td>
<td>$1,064</td>
<td>$1,008</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,036</td>
<td>$952</td>
<td>$896</td>
</tr>
<tr>
<td>1/2 Page Island (Vertical)</td>
<td>$968</td>
<td>$878</td>
<td>$818</td>
</tr>
<tr>
<td>1/2 Page (Horizontal)</td>
<td>$864</td>
<td>$783</td>
<td>$729</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$742</td>
<td>$663</td>
<td>$610</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$644</td>
<td>$567</td>
<td>$515</td>
</tr>
</tbody>
</table>

**Note:** When new rate cards are issued, advertisers will be protected at their contract rates for the duration of the contract.
## Size Specifications

<table>
<thead>
<tr>
<th>Page Unit</th>
<th>Width/Height (in inches)</th>
<th>Width/Height (with Bleed)&lt;sup&gt;1&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Covers II and III</td>
<td>7.875 x 10.250</td>
<td>8.625 x 11.000</td>
</tr>
<tr>
<td>Cover IV</td>
<td>7.875 x 8.3750</td>
<td>8.625 x 8.3750</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.875 x 10.250</td>
<td>8.625 x 11.000</td>
</tr>
<tr>
<td>1/2 Page Island (Vertical)&lt;sup&gt;2&lt;/sup&gt;</td>
<td>4.625 x 7.5000</td>
<td>5.000 x 7.8750</td>
</tr>
<tr>
<td>1/2 Page Horizontal&lt;sup&gt;2&lt;/sup&gt;</td>
<td>7.875 x 5.0000</td>
<td>8.625 x 5.3750</td>
</tr>
<tr>
<td>1/3 Page Vertical&lt;sup&gt;2&lt;/sup&gt;</td>
<td>2.500 x 10.250</td>
<td>3.000 x 11.000</td>
</tr>
<tr>
<td>1/3 Page Square&lt;sup&gt;2&lt;/sup&gt;</td>
<td>4.625 x 5.0000</td>
<td>5.000 x 5.3750</td>
</tr>
<tr>
<td>1/3 Page Horizontal&lt;sup&gt;2&lt;/sup&gt;</td>
<td>7.875 x 3.3125</td>
<td>8.625 x 3.6875</td>
</tr>
<tr>
<td>1/4 Page Horizontal&lt;sup&gt;2&lt;/sup&gt;</td>
<td>4.625 x 3.7500</td>
<td>5.000 x 4.1250</td>
</tr>
</tbody>
</table>

<sup>1</sup> Not all sizes are applicable  
<sup>2</sup> Bleed only on Trim Edges on right hand side

### Notes:
- Full page ads must have a text-free, or safety area, of .25” from the trim on all sides
- Any ad not submitted to the size reserved will incur adjustment charges
- No extra charge for full bleed ads
- Gutter bleed spread: 15.500 x 10.000
### Advertising Order Form

**Pastoral Music Magazine Advertising**  
Dr. Jill Nennmann, Director of Publications and Development  
E-Mail: Jill@NPM.org

For Office Use Only:  
Date Received: __________

Complete this form on your computer, print or save, and e-mail to the address above.  
Or, print blank form and fill in clearly with black pen, scan, and e-mail to the address above.

### Advertiser Information

<table>
<thead>
<tr>
<th>Advertiser Name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Person</td>
<td>E-mail of Contact Person</td>
</tr>
<tr>
<td>Mailing Address</td>
<td>City, State Zip Code</td>
</tr>
<tr>
<td>( ) Phone</td>
<td>Website</td>
</tr>
</tbody>
</table>

### Order Details

<table>
<thead>
<tr>
<th>Issue(s)</th>
<th>Ad Size(s)</th>
<th>Placement Request*</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>□ Full Page</td>
<td>□ Cover II</td>
</tr>
<tr>
<td>January</td>
<td>□ 3/4 Page (Cover IV only)</td>
<td>□ Cover III</td>
</tr>
<tr>
<td>April</td>
<td>□ 1/2 Page Island</td>
<td>□ Cover IV</td>
</tr>
<tr>
<td>June/July</td>
<td>□ 1/2 Page Horizontal</td>
<td>□ Page One</td>
</tr>
<tr>
<td>September</td>
<td>□ 1/3 Page Vertical</td>
<td>□ Best Available</td>
</tr>
<tr>
<td></td>
<td>□ 1/3 Page Square</td>
<td>□ Other <em>(please specify)</em></td>
</tr>
<tr>
<td></td>
<td>□ 1/3 Page Horizontal</td>
<td></td>
</tr>
<tr>
<td></td>
<td>□ 1/4 Page Horizontal</td>
<td></td>
</tr>
</tbody>
</table>

*Placement requests will be honored on a space-available basis only.

*Attach an additional detail page if needed to clarify Issue/Size/Placements for a multi-issue order.*
OTHER DETAILS

Primary contact for the advertisement order and billing (if different than above):

Contact Person  E-mail of Contact Person

Primary contact for the ad copy:

Contact Person  E-mail of Contact Person

PAYMENT DETAILS

☐ Bill me later

☐ Check # _______ Enclosed

☐ I authorize NPM to charge my:  ☐ MasterCard  ☐ VISA  ☐ AMEX  ☐ Discover

Credit Card Number  Expiration Date

Name on Card (Please print clearly)

Cardholder Signature  Date of Signature

Security Code (3 digits located on back, or 4 digits on front for AMEX)  Billing Zip Code

ADVERTISING ORDER FORM

Pastoral Music Magazine Advertising
Dr. Jill Nennmann, Director of Publications and Development
E-Mail: Jill@NPM.org

Pastoral Music Magazine
2019-20 Advertising Order Form, page 2