
2021 MEDIA KIT





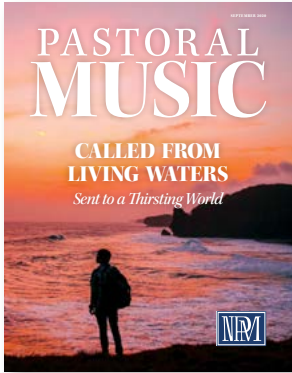
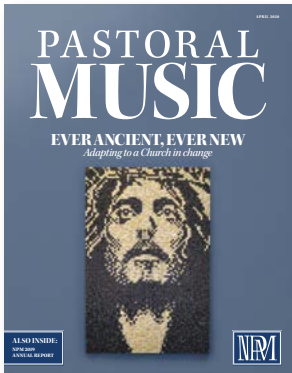
PRINT PUBLICATIONS

Pastoral Music

Pastoral Music is a magazine which serves our membership of nearly **5,000 church musicians**. Each issue has a central theme relevant to pastoral leaders in the field of music and liturgy and regular features including musical and book reviews, national and chapter news, as well as articles of professional concerns such as spirituality and liturgy preparation.

The Liturgical Singer

The Liturgical Singer is an 8 page periodical packed with inspiration for choirs, choir directors, and all who love to sing at worship. Publishes four times a year, it is an excellent resource with practical help for increasing understanding of the liturgy, the singer's role in the liturgy, and vocal techniques to use.

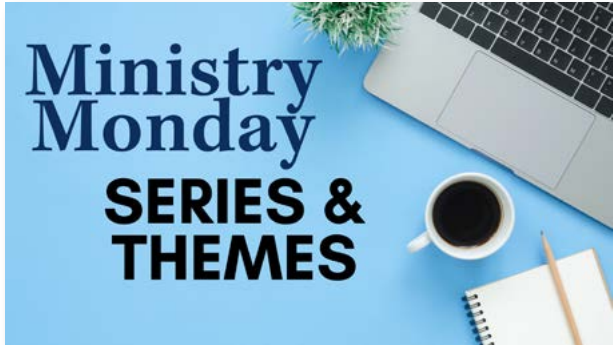




WEB-BASED PRODUCTS

Ministry Monday

Ministry Monday is NPM’s weekly podcast about music, ministry, and liturgy. *Ministry Monday* is the podcast for today’s parish minister. Weekly episodes provide opportunities for anyone engaged in pastoral ministry to learn, engage, grow, and be renewed. Content includes interviews with featured guests alongside a treasure-trove of articles, presentations, plenum addresses, workshops, and recordings from NPM publications, conventions, and events. Check it out wherever you listen to podcasts, or at ministrymonday.org.



CURRENT REACH:

- Average **4510** RSS Subscribers per month
- **710** average unique views per month
- **1114** average page views per month

REACH GOALS:

- Increase traffic to website by 10% by end of 2020
- Increase average monthly RSS subscriptions by 10% in 12 months
- Produce at least 2 video podcast episodes per month on YouTube channel youtube.com/npmlivestream

COSTS:

- Ministry Monday Drop In Ad at the Beginning of the Podcast read by host (15 sec)\$75
- Ministry Monday Drop In Ad at the Beginning of the Podcast - sponsor recorded (15 sec)..... \$100
- Ministry Monday Post Roll Ad Near End of the Podcast (30 sec) - 4 consecutive weeks\$200
- Ministry Monday Show Notes Ad\$75
- Ministry Monday Bundle Drop In Ad and Show Notes \$125
- Ministry Monday Bundle Post Roll Ad and Show Notes - 4 consecutive weeks.....\$400

WEB-BASED PRODUCTS *CONTINUED*

Wednesday Lunchtime Concerts

Our lunchtime concert series provides an excellent platform for artists to showcase their talents and minister to members of our association. These 30-minute programs are an excellent break in the day to meet new friends or spend time with old ones.

CURRENT & PROJECTED REACH

- **Average reach per concert:** 1918 views
- **Projected reach per concert:** 2100 average views, 25% increased subscription rate to NPM's YouTube channel [youtube.com/nplivestream](https://www.youtube.com/nplivestream)

Lunchtime Concert Series Songs of Grace for the Soul with Stephen Pishner

Wednesday, September 23
12:30 pm ET/11:30 am CT
[Youtube.com/NPMLivestream](https://www.youtube.com/NPMLivestream)
[Facebook.com/NPMnational](https://www.facebook.com/NPMnational)



Thursday Thoughts at 3

Similar to our Key Changes at the national convention, these 15-20 minute sessions offer insight into particular areas of interest to pastoral musicians. Past topics have included tips on coping with stress, real information regarding dealing with copyright issues, and how to improve your posture for better vocal technique. These quick sessions provide great inspiration and education.

CURRENT & PROJECTED REACH

- **Average reach per Thursday Thoughts:** 904 views
- **Projected reach per Thursday Thoughts:** 1000 average views, 25% increased subscription rate to NPM's YouTube channel [youtube.com/nplivestream](https://www.youtube.com/nplivestream)

Thursday Thoughts at 3:

*Wedding Music
Ministry in
Pandemic Times
with Mark Scozzafave*

Thursday, September 24
3 pm ET/2 pm CT





SOCIAL MEDIA

Tuesday Takeover

24 hour access to NPM’s social media channels (Twitter, Instagram, Facebook)! This is an excellent opportunity to allow NPM followers to learn more about your business and products. Give our members a “behind the scenes” view such as a tour of your business, industry interviews, ways to use your product, etc.

- **Cost:** \$1,100

CURRENT CHANNEL REACH:

- **Facebook:** 38, 391
- **Instagram:** 2,654
- **Twitter:** 5,033
- **Total combined reach:** 46,078

NATIONAL CONVENTION

National Convention

Our national convention hosts **1200-1500 pastoral musicians** in one place over four days. They spend this time forming themselves in their ministry, networking with other pastoral musicians and looking for new tools. We offer several options to promote your business or product.



- One item insert in convention tote bag or virtual goody bag.....\$600
- Full page ad in convention program book.....\$500
- 1/2 page ad in convention program book.....\$350
- 1/4 page ad in convention program book.....\$200
- Push notifications in convention app.....\$500
- Banner ads on convention virtual platform..... \$150
- 30 second pre-recorded commercial style ad broadcast before a main event \$750

To learn more about exhibiting options and other sponsorship opportunities, contact npmadmin@npm.org.



Pastoral Music Publication Details

- **Trim Size:** 8.375" x 10.75"
- **Binding:** Saddle-stitch
- **Printing:** Offset Lithography
- **Screen:** 133 lines

Pastoral Music Ad Requirements

All ads are printed in four-color process. Black and white ads may be submitted at the same rates as full-color ads.

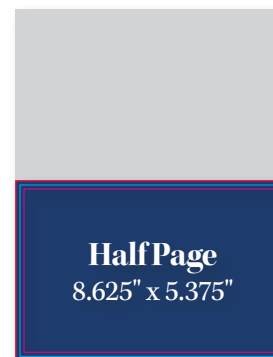
An example of a full page ad can be seen on the right side of the page.

Ads must use the following:

- **Bleed:** There must be a text-free, or safety area, of 0.25" from the trim on all sides, and bleed of 0.125".
- **Color Mode:** CMYK
- **Resolution:** 300dpi
- **File Format:** High Quality Print
or Press Quality PDF (*Make sure to include bleed*)

Pastoral Music Ad Placement Sizes & Rates

Ad Placement	Width & Height (<i>Includes 0.125" Bleed</i>)	Ad Rates	
Inside Front Covers	8.625" x 11"	\$1,225	10% discount bundle pricing for 3 or more issues
Back Cover (<i>3/4 Page</i>)	8.625" x 8.375"	\$1,300	
Full Page	8.625" x 11"	\$1,050	
1/2 Page	8.625" x 5.375"	\$665	
1/4 Page	8.625" x 2.6875"	\$ 350	





NPM NATIONAL OFFICE

962 Wayne Avenue, Suite 550 Silver Spring, Maryland 20910

Phone: (240) 247-3000 | (855) 207-0293 (*tollfree*) | **Fax:** (240) 247-3001

General Email: npmsing@npm.org | **Advertising:** (240) 247-3007