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# 2024 MEDIA KIT

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# PRINT & DIGITAL PUBLICATIONS

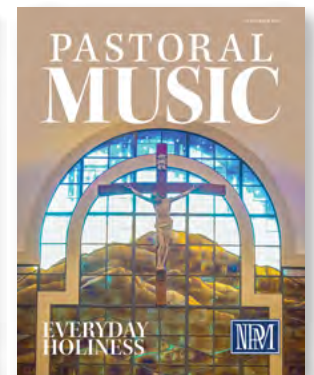
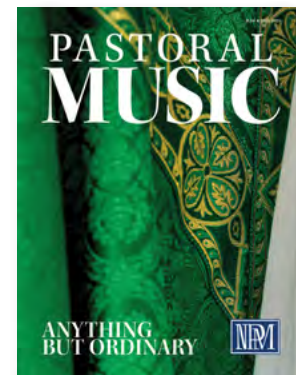
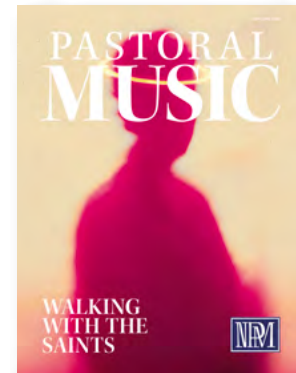
## Pastoral Music

*Pastoral Music* is a magazine offered in both print and digital format, which serves our NPM membership and its varied needs in ministry today. Each issue has a central theme relevant to pastoral leaders in the field of music and liturgy and regular features including music reviews, national and chapter news, and articles regarding professional concerns such as spirituality and liturgy preparation.

You can find more details for the publication, ad requirements and rates on the following page.

### RECENT ARTICLES FEATURED:

- Fruitful Clergy-Musician Relationships
- Starting a Handbell Ministry
- Developing a Choral Ear
- Synodality
- Fostering a Harmonious Cantor Ministry
- Making the Most of Your Parish Music Library





## Pastoral Music Publication Details

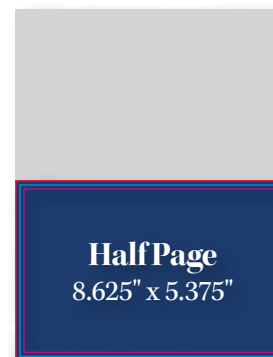
- **Trim Size:** 8.375" x 10.75"
- **Binding:** Saddle-stitch
- **Printing:** Offset Lithography
- **Screen:** 133 lines

## 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.

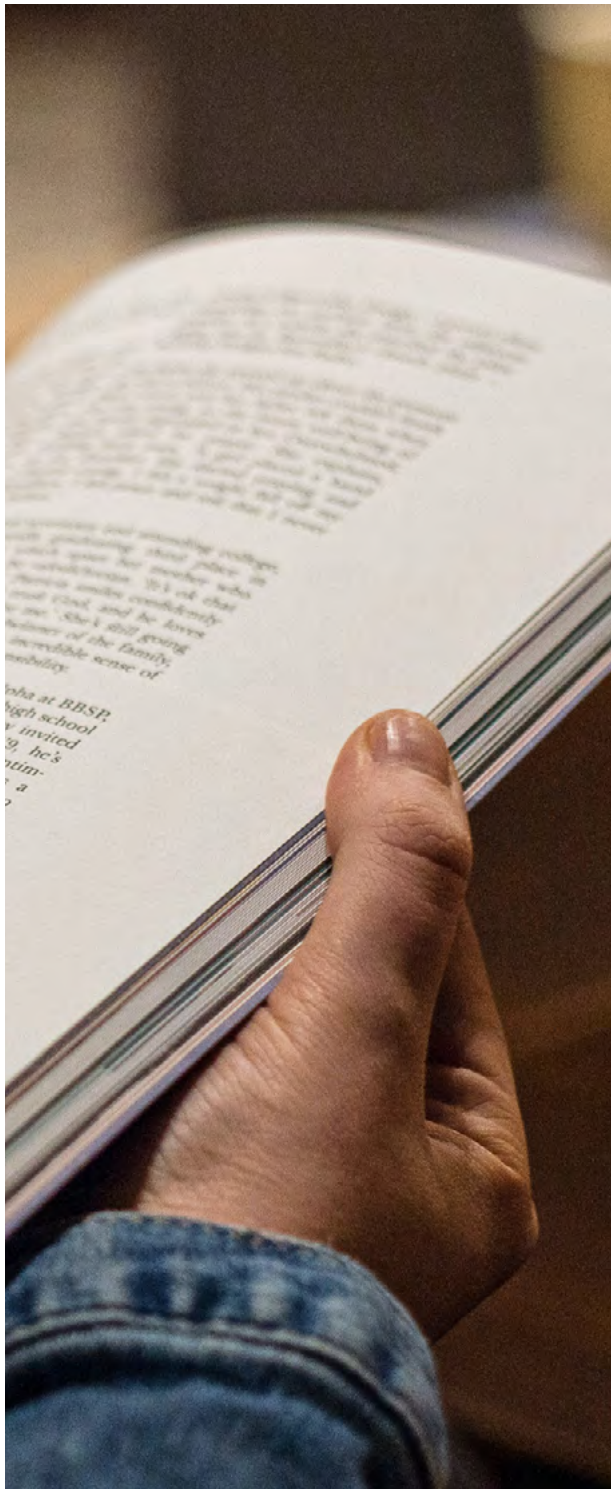
### Ads must use the following:

- **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"	\$1,350	10% discount bundle pricing for 3 or more issues
Back Cover ( <i>3/4 Page</i> )	8.625" x 8.375"	\$1,430	
Full Page	8.625" x 11"	\$1,155	
1/2 Page	8.625" x 5.375"	\$730	
1/4 Page	8.625" x 2.6875"	\$385	



## Notebook

NPM's *Notebook* is a bi-weekly newsletter delivered to all members' email inboxes. *Notebook* now includes music reviews, pertinent articles on music, ministry and liturgy, and association updates to keep pastoral ministers most informed. *Notebook* retains a very high open rate, averaging 59% of members who open it within 5 days of delivery.

### COSTS:

- One ad displayed in *Notebook*, hyperlinked to your link of choice (600 x 125 px):  
 .....\$100  
*(consecutive editions' discount available)*
- Custom size (up to 2000 x 1250 px):  
 .....\$150  
*(Analytics on open and clickthrough rate provided to purchasers 10 days after email sent. Consecutive editions' discount available.)*

## Cantor Newsletter

Published according to the liturgical seasons, NPM's *Cantor Newsletter* offers links to the weekly Psalms and readings as well as inspirational reflections on the ministry of the cantor as well as vocal tips. The *Cantor Newsletter* continues to be one of NPM's most-read publications, with an open rate of 61-64% and a clickthrough rate of 9-10%.

### COSTS:

- One ad displayed in *Cantor Newsletter*, hyperlinked to your link of choice (600 x 125 px):  
 .....\$100  
*(consecutive editions' discount available)*
- Custom size (up to 2000 x 1250 px):  
 .....\$150  
*(Analytics on open and clickthrough rate provided to purchasers 10 days after email sent. Consecutive editions' discount available.)*





# WEB-BASED PRODUCTS

## Ministry Monday

*Ministry Monday* is NPM’s podcast about music, ministry, and liturgy. *Ministry Monday* is the podcast for today’s parish minister. Its episodes provide opportunities for anyone involved 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](http://ministrymonday.org).

**CURRENT REACH:**

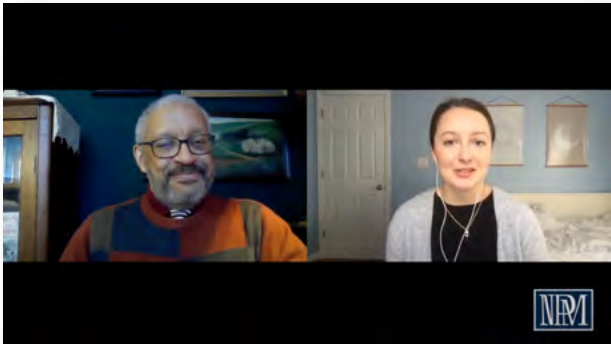
- Average **2713** RSS Subscribers per month
- **432** average unique views per month
- **175** average increased views on episodes with video

**REACH GOALS:**

- Increase number of podcasts with video to 50% annually
- Maintain annual increase of over 10% to YouTube subscribership to NPM’s channel

**COSTS:**

- *Ministry Monday* drop-in ad at the beginning of the podcast read by host (up to 30 seconds) .....\$75, consecutive weeks' discount available
- *Ministry Monday* drop-in ad at the beginning of the podcast recorded by sponsor (up to 30 seconds) ..... \$100
- *Ministry Monday* banner ad in Show Notes (to remain on episode permanently) .....\$75
- *Ministry Monday* bundle drop-in ad and banner ad .....\$125/week, consecutive weeks' discount available





## Lunchtime Concert Series

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:**  
263 views, YouTube only
- 22% increase in viewership from  
2022 Lunchtime Concerts
- **Projected reach per concert:** Increase  
Increase average reach by 10% for Lunchtime  
Concert Series on YouTube channel



## SOCIAL MEDIA

### CURRENT CHANNEL REACH (SEPTEMBER 2023):

- **Facebook/Meta:** 6121 followers
- **Instagram:** 916 followers
- **Twitter/X:** 269 followers

### 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



# NATIONAL CONVENTION

## National Convention

Our National Convention hosts 1,000-1,200 pastoral musicians annually. During the convention experience they grow in their ministry, network with other pastoral musicians, and explore new tools and music offered for the field. We offer several options to promote your business or product.

### **SAMPLE OF CONVENTION SPONSORSHIP OPPORTUNITIES**

- Exhibit table
- Exhibit booths
- Sponsorship of events and services (Social hour, etc.)
- Full page ad in convention book
- 1/2 page ad in convention book
- Push notifications in convention app
- Banner ads on convention app

More offerings, details and pricing can be found in the 2024 Convention Sponsorship Opportunities packet.

Contact [convention@npm.org](mailto:convention@npm.org) for more details.



# Fountains of Faith

**47<sup>TH</sup> ANNUAL NPM NATIONAL CONVENTION  
JULY 8-11, 2024 | KANSAS CITY, MISSOURI**



## 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](mailto:npmsing@npm.org)