

INTERMEZZO

REACH

6,600

TOP TEACHERS OF SINGING

EVERY WEEK

MEDIA KIT



MUSIC IS IN OUR *nature*

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**Intermezzo**  
NEWS CLIPS FOR THE SINGING PROFESSION  
BROUGHT TO YOU BY NATIONAL ASSOCIATION OF TEACHERS OF SINGING

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ROOSEY & SHAWLES

**JW PEPPER** The Music You need Ready to ship TODAY

**Adele: A singing star's vocal worries**  
BBC News  
The 23-year-old star, who boasts the two best-selling albums of the year so far with 19 and 21, has been ordered by doctors to take an extended period of rest after the discovery of a hemorrhage on her vocal cord. Jonathan Hern, a surgeon who runs the voice clinic at Frimley Park Hospital in Surrey, says Adele will probably be out of action for at least two weeks. [MORE](#)

**The heart of the musical experience**  
music.cnn.com

**Classical music meets Facebook in 'Portals'**  
Lincoln Journal Star  
How can classical music exist in the world of Facebook and Twitter? Can new forms of communication exist side by side with a virtuoso playing a centuries-old Stradivarius violin? Will that interaction enhance the experience or detract from it? [MORE](#)

**'Jesus Christ Superstar' musical is Broadway-bound**  
Forbes  
What's the buzz? A hit production of "Jesus Christ Superstar" in Canada is coming south to Broadway. Producers announced that the rock musical about the last days of Jesus written by Andrew Lloyd Webber and Tim Rice will hit New York in the spring, a move that was widely expected. [MORE](#)

**Product Showcase**

<b>Teacher Test Packet</b> The teacher test packet offers chapter by chapter testing of Voice Ease Technique Book through multiple choice, fill in the blank, essay, and labeling as well as filling in blank charts which appear throughout the book. It also contains a teacher key and limited copying permission for use in testing students only. <a href="#">More info</a>	<b>PSD410 Digital Recorder</b> The PSD410 is a portable music practice and digital recorder that records to SD media and external USB storage devices. The PSD410 includes all the practice features SuperScope music recorders are famous for...Tempo and Key Control, A-B Looping, Voice Reduction, Accompaniment Mode, and much more. <a href="#">More info</a>	<b>Voice Evaluation Suite</b> A computer program that automates the collection, analysis, storage, and retrieval of standard clinical voice measures. Designed for use in the voice clinic, VES is a convenient way to back up your perceptual judgments with robust acoustic data for evaluations, progress reports, or research. <a href="#">More info</a>
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**Voices! Education Seminars! Private Coaching!**  
Voices!Education.com

**Jane Krakowski, Cheyenne Jackson, Kelli O'Hara, Josh Radnor and more to headline Roundabout Benefit Performance of 'She Loves Me'**  
Broadway.com  
Tony winner Jane Krakowski, Cheyenne Jackson, three-time Tony nominee Kelli O'Hara, Josh Radnor, Tony nominee Michael McGrath, Tony nominee Rory O'Malley and four-time Tony nominee Victor Garber will lead a one-night only concert reading of the beloved romantic musical "She Loves Me". The performance will take place on Dec. 5 at the Stephen Sondheim Theatre, and is a celebration of Roundabout Theatre Company's 20th anniversary of producing on Broadway. [MORE](#)

**W. W. Norton & Company, Inc.**  
This large publishing house offers a variety of music books.

**Featured Companies**

<b>VoiceWize</b> At VoiceWize, you will work with a therapist who will design the best program to match your learning style and meet your functional goals. <a href="#">MORE</a>	<b>Hal Leonard Corp.</b> Hal Leonard Corporation is the world's largest music print publisher. For over 60 years, they've been publishing and distributing publications for virtually every type of instrument. <a href="#">MORE</a>
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**Marketing News**

**Mapping the marcomm continuum**  
Arts Blog  
As reported by Clayton Lord, "As the marketing and communications director at an arts service organization, I'm often approached by marketing directors at our over 300 member companies with questions about various channels of marketing and communications. Recently, a frazzled executive director at a small company (one of those that often do not have a dedicated or even semi-dedicated marketing person) contacted me to have a conversation about social media." [MORE](#)

**Business owners can get cheap or free courses**  
Chicago Sun-Times  
Many business owners, especially those who are in the early stages of running a company, need advice. Many also find they need to learn about business subjects like accounting and marketing. But cost is often a problem. Going to a consultant or enrolling in a university may not be an option when your cash flow is tight in a difficult economy. [MORE](#)

**6 tips for providing social media training to your small business employees**  
Business 2 Community  
One of the biggest small business challenges with social media is scaling efforts. There are only so many hours in a day for business owners to engage with their customers through Facebook, Twitter, LinkedIn and blogging. The best way to scale social media is to leverage employees and to provide them with social media training on best practices, content development, measuring return on investment, community management, among other items. [MORE](#)

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A

A1

C

D

C1

E



MANY WAYS  
TO DELIVER YOUR  
MESSAGE  
TO THIS MARKET

**ADVERTISING OPTIONS**

**A/1 LEADERBOARD/LOWER**

This premier position provides your company with top exposure and quality traffic.

**B/1 LOWER/SKYSCRAPER**

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

**C/1 TOP/BOTTOM BANNER**

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

**D PRODUCT SHOWCASE**

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

**E FEATURED COMPANY TEXT AD**

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

**F TRADITIONAL TEXT AD**

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to the 6,600 teachers in the singing profession nationwide (one 90 day cycle)



Leaderboard  
\$2500

Image Dimensions  
728x90

File Format  
JPEG, GIF

Max File Size  
40k



Lower Leaderboard  
\$2250

Image Dimensions  
728x90

File Format  
JPEG, GIF

Max File Size  
40k



Top/Bottom Banner  
\$2000/\$1500

Image Dimensions  
468x60

File Format  
JPEG, GIF

Max File Size  
40k



Top/Bottom Skyscraper  
\$2000/\$1500

Image Dimensions  
120x600

File Format  
JPEG, GIF

Max File Size  
40k



Product Showcase  
\$1500

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 Ut enim ad minimum  
 veniam, quis nostrud  
 exercitation ullamco  
 laboris nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
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Featured Company Text Ad  
\$1000

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum  
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 Lorem ipsum  
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 consectetur

Traditional Text Ad  
\$500

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

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INTERMEZZO, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO THE TOP TEACHERS IN THE SINGING PROFESSION.

The Intermezzo tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of teachers of singing in the United States, Canada and over 25 other countries.

INTERMEZZO  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN INTERMEZZO:



## CREDIBLE SOURCE

For 67 years, our members have turned to the association as the informational authority of the industry. Advertising in Intermezzo solidifies your place among weekly information provided to NATS members.



## TARGETED DISTRIBUTION

Advertising in Intermezzo allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to Intermezzo have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, Intermezzo ensures ensures your ad will be seen weekly by our 6,600 subscribers.



## AFFORDABLE

Advertising in Intermezzo is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Intermezzo has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Intermezzo.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.