The National AfterSchool Association (NAA) is the national professional membership association for people who work with and on behalf of youth during out-of-school time. Currently 30,000+ members strong, NAA contributes to young people's success by supporting, developing and advocating for afterschool professionals and leaders.
Opportunities to GAIN EXPOSURE & STRENGTHEN YOUR PRESENCE within THE FIELD OF AFTERSCHOOL

ADVOCATE MEMBERSHIP
The first step for those with offerings for the afterschool market and those interested in additional advertising opportunities.

*Advocate membership is a prerequisite for advertising through NAA’s communication channels.

ADVERTISE
An array of digital advertising and marketing initiatives available. Check out the engagement packages on page 4 for multi-channel options at discounted rates.

SPONSOR
Sponsored content, webinars, contests, special events and more!

ADVOCATE MEMBERSHIP BENEFITS
Your annual membership of $395 includes:

Exclusive opportunity to market to NAA members.
New Member Welcome or Renewing Member Post on NAA’s social media channels.
Use of the NAA membership logo. / Listing in the online Marketplace directory on naaweb.org.
Inclusion in special events and projects including the Fall and Summer Planning Guides.
**NAAWEB.ORG**

Averages 13,000–22,000 visits and 41,000 page views per month.

**BOX AD**

$450/mo  •  $1,148/3mos  
$2,160/6mos  •  $4,212/12mos

**WEEKLY eNEWS**

Sent to all members (30,000+).

**TOP BANNER**

$1,180/mo  •  $2,950/3mos  •  $5,910/6mos

**BOTTOM BANNER**

$700/mo  •  $1,785/3mos  •  $3,570/6mos

**BOX AD**

$700/mo  •  $1,785/3mos  •  $3,200/6mos

**SPONSORED ARTICLE IN eNEWS** $900/issue

Content about your offerings, which appears in one issue of NAA’s weekly eNewsletter. Links to article on web site and includes free social media post.

**LEADERSHIP-RELATED SPONSORED CONTENT** (NEW) $900/issue

Content sharing your expertise, which appears in one issue of NAA’s weekly eNewsletter. Links to article on web site and includes free LinkedIn post.

---

**2022 ADVERTISING DEADLINES**

**SPRING** Published March 9, 2022  
SPACE: February 4, 2022 / MATERIAL: February 17, 2022

**FALL** Published October 26, 2022  
SPACE: September 14, 2022 / MATERIAL: September 30, 2022

---

**EXECUTIVE EXTRA ADVERTISING** (NEW)

Monthly eNewsletter to all Executive Members (2,300+).

**BOX AD**

$560/mo  •  $1,344/3mos  •  $2,688/6mos

**SPONSORED eBLAST** $2,450

Promote your offerings in a dedicated eBlast to all NAA members. Sponsored eBlasts are on behalf of the sponsor, from NAA. **Limited availability.**

**WEBINAR SPONSORSHIP** $2,750 (Client hosts webinar)/$3,400 (NAA hosts webinar)

Webinar promoted over a 4-week period via a variety of channels (social media, eNews, dedicated eBlast) and provides you with direct leads.

**CONTEST SPONSORSHIP** $2,500/contest

Custom contests promote your brand for a 4-week period via a variety of channels (social media, eNewsletter, dedicated eBlast) and provides you with direct leads.

**SOCIAL MEDIA POSTS** $425/post

Your message and link posted on NAA’s social media channels (Facebook, Twitter and LinkedIn) and boosted on Facebook.

**AFTERSCHOOL VOICES - LIVE VIDEO** (NEW) $1,995

A live conversation with NAA Leadership on NAA’s Facebook channel about your offerings.

---

**ADVERTISING Opportunities**

**CIRCULATION**

30,000+*

**MAILING LIST RENTAL AVAILABLE.**

Please inquire.

---

**NAAWEB.ORG**

Averages 13,000–22,000 visits and 41,000 page views per month.

**BOX AD**

$450/mo  •  $1,148/3mos  
$2,160/6mos  •  $4,212/12mos

**WEEKLY eNEWS**

Sent to all members (30,000+).

**TOP BANNER**

$1,180/mo  •  $2,950/3mos  •  $5,910/6mos

**BOTTOM BANNER**

$700/mo  •  $1,785/3mos  •  $3,570/6mos

**BOX AD**

$700/mo  •  $1,785/3mos  •  $3,200/6mos

**SPONSORED ARTICLE IN eNEWS** $900/issue

Content about your offerings, which appears in one issue of NAA’s weekly eNewsletter. Links to article on web site and includes free social media post.

**LEADERSHIP-RELATED SPONSORED CONTENT** (NEW) $900/issue

Content sharing your expertise, which appears in one issue of NAA’s weekly eNewsletter. Links to article on web site and includes free LinkedIn post.

---

**2022 ADVERTISING DEADLINES**

**SPRING** Published March 9, 2022  
SPACE: February 4, 2022 / MATERIAL: February 17, 2022

**FALL** Published October 26, 2022  
SPACE: September 14, 2022 / MATERIAL: September 30, 2022

---

**EXECUTIVE EXTRA ADVERTISING** (NEW)

Monthly eNewsletter to all Executive Members (2,300+).

**BOX AD**

$560/mo  •  $1,344/3mos  •  $2,688/6mos

**SPONSORED eBLAST** $2,450

Promote your offerings in a dedicated eBlast to all NAA members. Sponsored eBlasts are on behalf of the sponsor, from NAA. **Limited availability.**

**WEBINAR SPONSORSHIP** $2,750 (Client hosts webinar)/$3,400 (NAA hosts webinar)

Webinar promoted over a 4-week period via a variety of channels (social media, eNews, dedicated eBlast) and provides you with direct leads.

**CONTEST SPONSORSHIP** $2,500/contest

Custom contests promote your brand for a 4-week period via a variety of channels (social media, eNewsletter, dedicated eBlast) and provides you with direct leads.

**SOCIAL MEDIA POSTS** $425/post

Your message and link posted on NAA’s social media channels (Facebook, Twitter and LinkedIn) and boosted on Facebook.

**AFTERSCHOOL VOICES - LIVE VIDEO** (NEW) $1,995

A live conversation with NAA Leadership on NAA’s Facebook channel about your offerings.

---

**ADVERTISING Opportunities**

**CIRCULATION**

30,000+*

**MAILING LIST RENTAL AVAILABLE.**

Please inquire.

---

**NAAWEB.ORG**

Averages 13,000–22,000 visits and 41,000 page views per month.

**BOX AD**

$450/mo  •  $1,148/3mos  
$2,160/6mos  •  $4,212/12mos

**WEEKLY eNEWS**

Sent to all members (30,000+).

**TOP BANNER**

$1,180/mo  •  $2,950/3mos  •  $5,910/6mos

**BOTTOM BANNER**

$700/mo  •  $1,785/3mos  •  $3,570/6mos

**BOX AD**

$700/mo  •  $1,785/3mos  •  $3,200/6mos

**SPONSORED ARTICLE IN eNEWS** $900/issue

Content about your offerings, which appears in one issue of NAA’s weekly eNewsletter. Links to article on web site and includes free social media post.

**LEADERSHIP-RELATED SPONSORED CONTENT** (NEW) $900/issue

Content sharing your expertise, which appears in one issue of NAA’s weekly eNewsletter. Links to article on web site and includes free LinkedIn post.

---

**2022 ADVERTISING DEADLINES**

**SPRING** Published March 9, 2022  
SPACE: February 4, 2022 / MATERIAL: February 17, 2022

**FALL** Published October 26, 2022  
SPACE: September 14, 2022 / MATERIAL: September 30, 2022

---

**EXECUTIVE EXTRA ADVERTISING** (NEW)

Monthly eNewsletter to all Executive Members (2,300+).

**BOX AD**

$560/mo  •  $1,344/3mos  •  $2,688/6mos

**SPONSORED eBLAST** $2,450

Promote your offerings in a dedicated eBlast to all NAA members. Sponsored eBlasts are on behalf of the sponsor, from NAA. **Limited availability.**

**WEBINAR SPONSORSHIP** $2,750 (Client hosts webinar)/$3,400 (NAA hosts webinar)

Webinar promoted over a 4-week period via a variety of channels (social media, eNews, dedicated eBlast) and provides you with direct leads.

**CONTEST SPONSORSHIP** $2,500/contest

Custom contests promote your brand for a 4-week period via a variety of channels (social media, eNewsletter, dedicated eBlast) and provides you with direct leads.

**SOCIAL MEDIA POSTS** $425/post

Your message and link posted on NAA’s social media channels (Facebook, Twitter and LinkedIn) and boosted on Facebook.

**AFTERSCHOOL VOICES - LIVE VIDEO** (NEW) $1,995

A live conversation with NAA Leadership on NAA’s Facebook channel about your offerings.

---

**ADVERTISING Opportunities**

**CIRCULATION**

30,000+*

**MAILING LIST RENTAL AVAILABLE.**

Please inquire.
The multichannel approach that combines advertising and content marketing is **optimal for expanding your reach and branding efforts.**

### DIAMOND PACKAGE
- Advocate Membership
- Box ad for 12 months on naaweb.org
- Box ad for 3 months in NAA eNews
- Box ad for 3 months in NAA's Executive Extra eNews
- 1 Sponsored article in NAA eNews
- 3 posts on all NAA Social Media Channels (Boosted on Facebook)
- 2 Full Page ads in AfterSchool Today magazine (Including 1 Sponsored)

**YOUR CHOICE OF:**
- Sponsored eBlast
- Webinar
- Contest

**YOUR COST:** $13,531

### PLATINUM PACKAGE
- Advocate Membership
- Box ad for 6 months on naaweb.org
- Box ad for 3 months in NAA eNews
- 1 Sponsored article in NAA eNews
- 2 posts on all NAA Social Media Channels (Boosted on Facebook)
- 2 2/3 Page ads in AfterSchool Today magazine

**YOUR CHOICE OF:**
- Sponsored eBlast
- Webinar
- Contest

**YOUR COST:** $10,420

### GOLD PACKAGE
- Advocate Membership
- Box ad for 3 months on naaweb.org
- Box ad for 6 months in NAA's Executive Extra eNews
- 1 Sponsored article in NAA eNews
- 2 posts on all NAA Social Media Channels (Boosted on Facebook)
- 2 1/4 Page ads in AfterSchool Today magazine

**YOUR COST:** $7,674

### SILVER PACKAGE
- Advocate Membership
- Box ad for 3 months on naaweb.org
- 1 Sponsored article in NAA eNews
- 2 posts on all NAA Social Media Channels (Boosted on Facebook)
- 2 1/2 Page ads in AfterSchool Today magazine

**YOUR COST:** $4,761

### BRONZE PACKAGE
- Advocate Membership
- Box ad for 3 months on naaweb.org
- 1 post on all NAA Social Media Channels (Boosted on Facebook)
- 2 1/6 Page ads in AfterSchool Today magazine

**YOUR COST:** $2,556

---

**CUSTOMIZABLE PACKAGES AVAILABLE!**

Looking for even more engagement? Let us put together a package that works for your organization's offerings, target audience and goals.
**ABOUT**  
**NAA’S MEMBERSHIP:**

<table>
<thead>
<tr>
<th>Role at Work</th>
<th>Largest Source of Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>34% Work Directly with Youth</td>
<td>28% Tuition/fees for service</td>
</tr>
<tr>
<td>44% Leadership/Management</td>
<td>17% Federal 21st CCLC</td>
</tr>
<tr>
<td>6% Training/Coaching/Tech Assistance</td>
<td>13% State</td>
</tr>
<tr>
<td>16% Other</td>
<td>12% Private foundation/Donations/Corporate Funding</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Level Served</th>
<th>Work/Program Setting</th>
</tr>
</thead>
<tbody>
<tr>
<td>49% 5-10 years</td>
<td>70% School</td>
</tr>
<tr>
<td>17% 11-13 years</td>
<td>14% Community Center</td>
</tr>
<tr>
<td>14% All</td>
<td>17% Other</td>
</tr>
<tr>
<td>9% 14-18 years</td>
<td>9% Adults, College, Students and/or Afterschool or Youth Development Professionals</td>
</tr>
<tr>
<td>8% 3-4 years</td>
<td>9% 5-10 years</td>
</tr>
<tr>
<td>3% Adults, College, Students and/or Afterschool or Youth Development Professionals</td>
<td>17% 11-13 years</td>
</tr>
</tbody>
</table>

64% of NAA members make purchasing decisions all year long  
73% of NAA Members say they have purchasing power  
94% of advertisers are “Very Satisfied” with the customer service they’ve received from NAA  
85% of advertisers say their advertising/marketing efforts with NAA have been effective

* 30,000+ MEMBERS serving many of the estimated 10.2 million kids in afterschool programs in the U.S.

---

NAA was very helpful in developing an advertising campaign that **WORKED WITH OUR BUDGET** and for the **BEST ENGAGEMENT AND INTERACTION** with the NAA audience.  
Amanda Lieber, Marketing Specialist, Darice, Inc.

Each of our efforts have helped promote our offerings to the afterschool market in different ways. **WE LOVE AND VALUE OUR PARTNERSHIP WITH NAA!**  
Kathleen Lodl, Click2Science

Advertising options are well-priced and **THE SERVICE WE GET FROM THE TEAM AT SERENDIPITY IS EXCELLENT!**  
Diana Gettman Flores, You CAN Do the Rubik’s Cube

---

Interested in growing your brand in the afterschool market?  
**EMAIL** marcom@naaweb.org