



## MEDIA & MARKETING KIT

**GROWING YOUR BRAND AND ENGAGEMENT WITHIN THE OUT-OF-SCHOOL TIME FIELD**

[www.naaweb.org](http://www.naaweb.org)



## Let's Work Together

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 Out-of-School Time professionals. If you have a product or service to share with our community, let's connect about NAA marketing opportunities to help you meet your goals.

## Afterschool Marketplace

This online public directory includes listings to showcase products and services that are valuable to Out-of-School Time professionals and programs.

Includes:

- 12-month online listing and inclusion in digital products and services catalogs marketed to all members
- \$950 annually

**Be The Change Consulting**

We work with organizations to shift culture and practices through experiential learning, hands-on coaching, culturally responsive curriculum, and dynamic facilitation. What we offer: Curricula for youth; To teach social emotional learning and explore ...

[READ MORE...](#)

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**Charity for Change SEL Program**

The Charity for Change SEL program is an engaging, results-driven social emotional-learning (SEL) curriculum that teaches young learners to care about others and the world around them by integrating civic learning, service learning, character education, m ...

[READ MORE...](#)

Discounts available to NAA Members

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**ChildCare Education Institute (CCEI)**

ChildCare Education Institute®, a division of Excellence Learning Corporation, provides high-quality, distance education certificates and child care training programs in an array of child care settings, including preschool centers, family child care, pr ...

[READ MORE...](#)

Discounts available to NAA Members

“ 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, Click2SciencePD





# Of NAA's 30,000 members...

85%

Have purchasing power

62%

Lead staff who work directly with youth or are youth-serving organization leaders

50%

Work in programs or organizations that support kids ages 5-10

35%

Work in programs or organizations that support kids ages 11-18

12%

Provide services to afterschool professionals, leaders, organizations, and the field at large

## Largest Funding Source

43%

Funded by tuition and fees

28%

Federal and/or state funding

29%

Other funding sources



# AfterSchool Today Magazine

The Official Publication of the National AfterSchool Association focuses on topics for Out-of-School Time professionals. Published two times per year, the digital magazine features content supporting NAA's core knowledge, skills, and competencies | professional development | sustainability | capacity | plus book and product reviews, career pathway stories, program and professional profiles, and more!

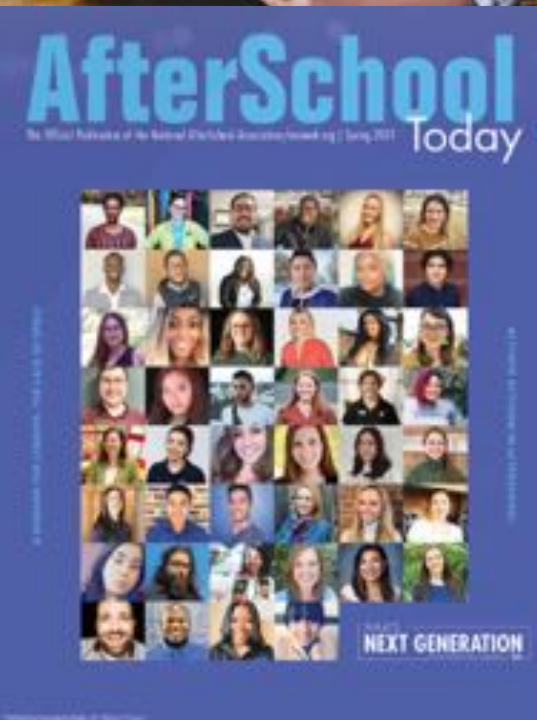
\*The digital magazine is emailed to all NAA members and promoted publicly for expanded distribution.



## Circulation 30,000+

Materials must be submitted through the online portal according to the following:

- Fall 2022 Issue
  - *Materials deadline September 15, 2022*
- Spring 2023 Issue
  - *Materials deadline February 3, 2023*



## Magazine Ads and Rates:

- Full Page (Specs 8.375" x 10.75") - \$1,950
- 1/2 Page (Specs 7.25" x 4.75") - \$1,450
- 1/4 Page (Specs 2.25" x 7.25") - \$950

## Magazine Editorial Content:

- 250 word count - 1-2 images or graphics (based on available space)
- \$1,600

# Additional Opportunities

## NAA WEBSITE

www.naaweb.org averages 13,000–22,000 visits and 41,000 page views per month

### Web Box Ad (Specs: 300 x 250 pixels)

- 3 months - \$1,250
- 6 months - \$2,300
- 1 year - \$4,400

### Web Homepage Slider (1600 x 500 pixels)

- 1 month - \$2,300

## WEEKLY ENEWS

Enewsletter distributed to 30,000+ NAA members

- **Top Banner Ad (625 x 90 pixels)**
  - 1 month - \$2,150 - 4-5 issues
  - 3 months - \$6,250 - 12-13 issues
  - 6 months - \$12,000 - 24-26 issues
- **Sidebar Box Ad (Specs: 500 x 500 pixels)**
  - 1 month - \$950
  - 3 months - \$2,650
  - 6 months - \$5,100
- **Content:**
  - eNews intro and article with follow-up social media post
  - **\$1,250 per issue**
  - Suggested word count of between 100-300 words
  - Include author byline
  - Provide a high-resolution image to accompany the article.
    - Size: 1200 x 630 pixels
    - Resolution of at least 300 dpi
    - Include photo credit as needed





# Additional Opportunities

## EBLASTS

Sponsored eBlasts will be sent on behalf of you from NAA.

The “from” address and name will read:  
NAASpotlight info@naaweb.org

- \$2,550

Must provide the following through the online submission portal:

- Approximately 150 words of your message, promotion, event, etc.
- Header image and any additional images and/or logo. Best image size: Minimum of 600px wide.
- Accepted file types are .jpg, .png or .gif, in RGB color values, and less than 150KB.
- Provide web links to incorporate in your copy/buttons. (i.e. drive traffic to your website, special landing page, Facebook page, etc.)



## SOCIAL MEDIA

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

- 3 posts - \$950





# Additional Opportunities

## WEBINARS

Your webinar is promoted over a 4-week period via a variety of channels (social media, eNews, dedicated eBlast) and provides you with direct leads. You host the webinar on your platform and retain all registration info. for lead generation.

- **1 webinar - \$3,400**
- **2 webinars - \$6,400**
- Webinar host must provide the following via the online submission portal:
  - Webinar Title
  - Webinar Objectives
  - What can NAA members expect to gain by participating? What will they learn? How will it benefit them?
  - Your logo and an image or images you'd like included in your graphics. 300 dpi or better preferred.
  - Link to registration page.

## CONTEST SPONSORSHIP

Custom contests promote your brand for a 4-week period via a variety of channels (social media, eNewsletter, dedicated e-blast) and provide you with direct leads. When you sponsor a contest with the National Afterschool Association, your brand will be promoted through the following outlets throughout the duration of the four-week contest time period:

- Dedicated eBlast
- 3-4 social media posts
- eNews Box Ad

## CONSULTING SERVICES

[www.naaweb.org](http://www.naaweb.org)



## How can we help?

If you are in need of out-of-school time subject matter expertise to support your goals, consider the following:

- Zoom consulting session with one of NAA's leaders
  - **\$250 per hour - minimum 2 hours**
- Electronic introductions from NAA to 3-5 hand-picked field leaders and subject matter experts who you can approach with your request.
  - **\$950 - \$1,500**
- Two-hour long expert Zoom or in-person session where you can "pick the brains" of between 3-5 field leaders and subject matter experts
  - **\$3,500**

