



MEDIA & MARKETING KIT

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

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...](#)

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

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:
NAA Spotlight 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:

- **\$3,150 for one contest**
- Dedicated eBlast
- 3-4 social media posts
- eNews Box Ad



CONSULTING SERVICES

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

