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. Our community is 25,000 strong, and we contribute 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.

marcom@naaweb.org

national afterschool association

MEDIA & ADVERTISING KIT
July - December 2023

www.naaweb.org
of our 25,000 Community

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

we also offer:

CONSULTING SERVICES

www.naaweb.org

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Find Your All & New Customers With Us!

- Showcase your offerings to Out-of-School Time (OST) professionals, leaders, policymakers, and funders.
- Connect with national, state, city, organizational leaders, and influencers.
- Build brand awareness and relationships to generate leads and close sales.
- Participate in learning sessions and other activities to connect with participants and speakers, on and off the learning expo floor.
- Become a sponsor and gain additional exposure by purchasing a combination of exhibit space, promotional items, or engagement opportunities.*

SPONSORSHIP OPPORTUNITIES

Sponsorships are customizable to each organization’s needs and achieved by purchasing exhibit space, promotional items, or engagement opportunities which meet or exceed the following investments:

- $17,000+ Diamond Level
- $12,500 Platinum Level
- $8,500 Gold Level
- $5,000 Silver Level

EXHIBITOR OPPORTUNITIES

We have 50 Premier 10’ x 10’ booths available in top-tier, prime locations and 57 Standard 10’ x 10’ spaces in second-tier areas for this year’s Convention. Each space has:

- 8’ H Back Wall Drape
- 3’ H Side Drape
- (1) 6’ L x 30’ H Draped Table
- (2) Limerick Side chairs
- (1) wastebasket
- 7” H x 44” One-Line Booth Sign
- Convention Website Listing
- Mobile App Listing
- (2) Exhibitor Registrations (includes full Convention access, coffee breaks, and lunch Mon. & Tues.)

but there’s more!

Check out the full list of Exhibitor and sponsor options with all the added benefits of joining us this year by visiting bit.ly/NAA24exhibit-sponsor or scanning the QR code.

If you would like assistance in maximizing your sponsorship budget, please contact us at exhibitsponsor@naaweb.org.
The Official Publication of the National AfterSchool Association focuses on topics for OST professionals. This biannual, well-circulated 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!

Circulation 25,000
Materials must be submitted through the online portal according to the following:

- Fall 2023 Issue
  - Materials deadline September 15, 2023
- Spring 2024 Issue
  - Materials deadline February 2, 2024

Magazine Ads and Rates:
- Full Page (Specs 8.375” x 10.75”) - $1,750
- 1/2 Page (Specs 7.25” x 4.75”) - $1,400
- 1/4 Page (Specs 2.25” x 7.25”) - $1,000

Magazine Editorial Content:
- 250-word count - 1-2 images or graphics (based on available space)
- $1,500

Interested in growing your brand with NAA?
Email: marcom@naaweb.org
**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 13,000 NAA members

- **Top Banner Ad (625 x 90 pixels)**
  - 1 month - $1,000 - 4-5 issues
  - 3 months - $2,750 -12-13 issues
  - 6 months - $5,000 - 24-26 issues

- **Sidebar Box Ad (Specs: 500 x 500 pixels)**
  - 1 month - $500
  - 3 months - $1,350
  - 6 months - $2,550

- **Content (250-500 Word Article)**
  - 1 article - $1,000
  - 3 articles - $2,500
  - eNews intro and article with follow-up social media post
  - 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

marcom@naaweb.org
**EBLASTS**

Sponsored eBlasts will be sent on behalf of you from NAA to 30,000 connected OST professionals.

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

- $3,000

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, LinkedIn, and Instagram) to over 20,000 active followers, with 500-1,000 organic impressions per post. We also boost a post on Facebook for an additional 1,000+ unique impressions.

- 1 post with initial boost - $600
- 2 posts with initial boost - $900
- 3 posts with initial boost - $1200

Each additional boost is +$250

marcom@naaweb.org
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 - $3,500
- 2 webinars - $6,000
- 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:

- $5,000 for one contest
- 3 social media posts
- 2 dedicated eBlasts
- 1 month eNews Box Ad

Interested in growing your brand with NAA?

Email: marcom@naaweb.org
Double your visibility for $200 or spend $3,000 and get...

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
- Receive weekly eNews
- $200 annually or
- Spend $3,000 in other advertising

Reach 30,000 engaged OST professionals with your company's logo and products!
A THRIVING WORKFORCE starts with us.

CONSULTING SERVICES

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

- Zoom consulting and mentoring 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.
  - $100 per person, up to 5 ($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
  - $3,000

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