

NATIONAL

AfterSchool  
ASSOCIATION

LET'S WORK TOGETHER.



# MEDIA & ADVERTISING KIT

## JULY–DECEMBER 2025

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 34,000 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](mailto:marcom@naaweb.org)  
[www.naaweb.org](http://www.naaweb.org)

# OUR COMMUNITY IS 34,000 STRONG

- 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



## THEIR LARGEST FUNDING SOURCES

- 43%** Funded by tuition and fees
- 28%** Federal and/or state funding
- 29%** Other funding sources



**CHECK OUT PAGE  
10 FOR BUNDLED  
SAVINGS!**

# AfterSchool Today

Put your brand front and center in the go-to publication for OST professionals.

With a reach of more than 30,000 engaged educators and leaders, AfterSchool Today is published twice each year and covers workforce development, program excellence, leadership, and more. Choose from ad placements or featured editorial content to showcase your products, services, or thought leadership in a trusted and content-rich format.



## Magazine Ads

Advertiser-designed full or partial page ads

Full Page (Specs 8.375" x 10.75") **\$1,890**

Half Page (Specs 7.25" x 4.75") **\$1,510**

Quarter Page (Specs 2.25" x 7.25") **\$1,080**

## Editorial Content

Advertiser-supplied article and accompanying graphics

250-words with 1-2 images or graphics **\$1,620**

For the fall 2025 issue, advertisements or editorial content must be purchased by February September 15, 2025. Materials must be submitted by September 30, 2025

Email [marcom@naaweb.org](mailto:marcom@naaweb.org) for more information.



# PRODUCTS & SERVICES CATALOG

Your solution in the hands of buyers when they need it most.

Released ahead of the fall planning season, this catalog drives clicks and conversions from program leaders who are actively seeking curriculum, supplies, and resources. Our 2024 catalog had nearly 5,000 views in just 10 hours of release, meaning your message receives fast and effective exposure in a timely and visually appealing guide.



New this year, we're launching the **Back-to-School Bash** — a five-day spotlight campaign celebrating the catalog and elevating five featured sponsors.

## Catalog Placement

Product or service advertisement in the print catalog

Full Page advertiser-designed ad  
(Specs 8.375" x 10.75") **\$1,620**

Half-page placement featuring your logo,  
product photo, and copy <100 words **\$920**

**NEW**

## BTS Bash Daily Spotlight

A featured sponsorship of our five-day spotlight campaign celebrating the catalog

- A dedicated eBlast sent to 30,000+ OST professionals
- A post on NAA's Facebook and LinkedIn pages
- A fun, interactive giveaway of your choosing
- Host a brief webinar or share a short spotlight video

**\$1,620**

Only 5 spots available!

Email [marcom@naaweb.org](mailto:marcom@naaweb.org) for more information.

## NAA WEBSITE

Stay top of mind with high visibility web placements.

With between 13,000 and 22,000 monthly visitors and more than 41,000 page views, naaweb.org offers digital real estate that keeps your brand front and center. Choose from a high impact homepage slider or prominent box ads that run for 3, 6, or 12 months.

### Box Ads

300x250 pixel advertiser-designed web ads

3-month box ad	<b>\$1,350</b>
6-month box ad	<b>\$2,480</b>
12-month box ad	<b>\$4,750</b>

### Homepage Slider

1600x500px pixel advertiser-designed homepage carousel image

1-month homepage slider	<b>\$2,480</b>
-------------------------	----------------

The screenshot shows the NAA website homepage. At the top, there is a navigation bar with links: ABOUT NAA, CONNECT & GET INVOLVED, RESEARCH & RESOURCES, and AWARDS & RECOGNITION. Below the navigation bar is a large slider image. The slider features a background image of diverse young people. Overlaid on the image is the text 'AfterSchool Today' in a large, bold, blue font. Below this, it says 'The Spring 2025 issue of our magazine is out now!'. On the left side of the slider, there is a thumbnail image of the magazine cover for 'AfterSchool Today'. The cover features the title 'THE CHANGEMAKERS' and the subtitle 'DRIVING AFTERSCHOOL FORWARD THROUGH LEADERSHIP & INNOVATION'. At the bottom of the slider, there is a section titled 'Our Mission' with the following text: 'The National Afterschool Association is the professional membership association for people who work with and for youth during Out-of-School time. NAA fosters positive youth outcomes by supporting, developing, and advocating for afterschool professionals and leaders. The Association is the leading network of OST professionals.'

## EBLAST

The most direct way to reach more than 30,000 OST professionals

Send your custom message in a standalone email branded as an “NAA Spotlight” with no competing content. Ideal for launching a campaign, announcing a product, or driving registrations.

This is our most in-demand channel for a reason.

### Eblast

Advertiser-written copy to 30,000+ recipients

4-week top banner **\$1,080**

12-week top banner **\$2,970**

24-week top banner **\$5,400**

**IN FY25, SPONSORED  
EBLASTS HAD AN  
AVERAGE 43% OPEN RATE  
AND 8% CLICK RATE**

# EMAIL OPPORTUNITIES



# EMAIL OPPORTUNITIES

## WEEKLY ENEWSLETTER

Show up in the inboxes of thousands of decision makers every week

Feature your brand through banner ads, article placements, or integrated content to reach OST professionals where they already go for trusted insights, field updates, and vetted products and services. Add visuals, links, and calls to action to drive brand engagement and traffic.

### Top Banner

Advertiser-designed 625x90 pixel email banner

4-week top banner **\$1,080**

12-week top banner **\$2,970**

24-week top banner **\$5,400**

### Sidebar Box Ad

Advertiser-designed 500x500 pixel email ad

4-week box ad **\$500**

12-week box ad **\$1,350**

24-week box ad **\$2,250**

### Article

Advertiser-written 250-500 words with header

1 article **\$1,080**

3 articles **\$2,700**  
\$540 savings

## SOCIAL MEDIA PLACEMENT

Tell your story across our platforms with built-in visibility

Reach our more than 20,000 followers across Facebook and LinkedIn. Available in packages of 2, 4, or 6 posts on your selected date(s) feature your content, hashtags, and links for organic exposure to our followers and their networks.

### Social Post

Advertiser-provided copy and graphics

2 posts	<b>\$900</b>
4 posts	<b>\$1,600</b> 10% savings
6 posts	<b>\$2,295</b> 15% savings

# SOCIAL MEDIA



## WEBINARS

### Educate and convert with your own lead generating session

Promoted through NAA channels and hosted on your platform, your webinar gives you access to qualified leads while reinforcing your credibility in the OST field. You manage the content, registration, and follow-up while we attract the audience.

#### Webinar

Advertiser-hosted webinar on your date(s) of choice promoted via 1 NAA eNews article, 1 NAA eblast, and 1 NAA social media post

1 webinar **\$3,780**

2 webinars **\$6,480**  
15% savings

## CONTEST SPONSORSHIP

### Drive engagement and brand loyalty through a custom giveaway

Sponsor a four-week NAA contest to generate excitement, leads, and shares. Includes multichannel promotion (eNews, eblast, social media posts) and custom branding opportunities that keep your name associated with fun, value, and creativity.

#### Contest

NAA-promoted and advertiser-managed interactive contest

Promotion via:

- 3 social media posts
  - 2 dedicated eBlasts
  - 1 month eNews Box Ad
- \$5,400**

**NEW**

# MULTIPLY YOUR REACH

## ADVERTISING BUNDLES

**1**

### Eblast + Social

- 1 eblast
- 2 social posts

**\$4,050**

\$90 savings

**2**

### Eblast + Enews

- 1 eblast
- 1 enews article

**\$4,100**

\$220 savings

**3**

### Eblast + Magazine Ad

- 1 eblast
- 1 full-page AfterSchool Today ad

**\$4,900**

\$230 savings

**4**

### Eblast + 2 Other Channels

- 1 eblast
- 1 article
- 2 social posts

**\$5,100**

\$300 savings

**5**

### Website + Enews Ads

- 6-month web ad
- 3-month enews sidebar ad

**\$3,940**

\$294 savings

# 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

Interested in growing your  
brand with NAA?

Email : [marcom@naaweb.org](mailto:marcom@naaweb.org)

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