

REACH

18,000+
Visual Arts
Education
Professionals
and students!



Magazine

Newsletter



List Rental



Career Center

Art Education
Resource Guide



Convention
Program



National Art
Honor Society

ADVERTISE

with the



National Art Education Association

www.arteducators.org/advertising

Founded in 1947, NAEA is a nonprofit, educational organization with a membership consisting of **almost 20,000 art educators from every level of instruction**: early childhood, elementary, intermediate, secondary, college and university, administration, museum education, and lifelong learning. Membership also includes publishers, manufacturers and suppliers of art materials, parents, students, retired teachers, arts councils, and institutions—anyone concerned about quality visual arts education.

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ART EDUCATION, the journal of the National Art Education Association, covers a diverse range of topics of professional interest to art educators. Each issue features a full-color Instructional Resource section with lesson plans, making *Art Education* a great addition to every teacher's reference library.

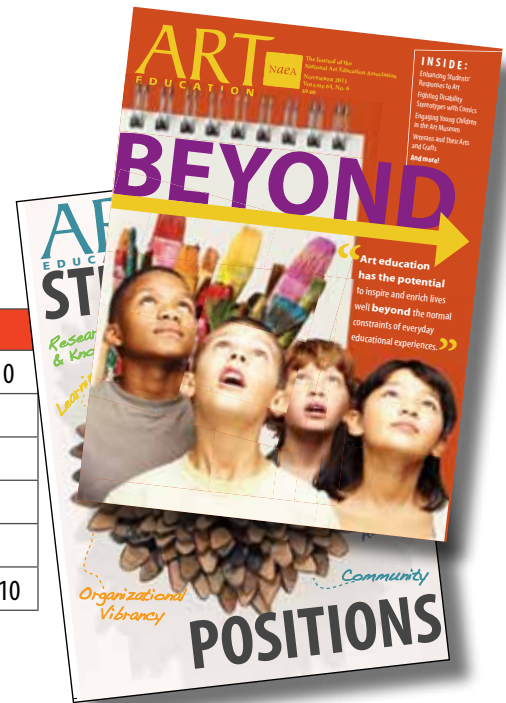
Art Education is published bimonthly (see issue months below). This 56-page magazine offers B/W as well as full-color advertising, and is received by all NAEA members.

Display Ad Size	Width x Height	Rate	5+ Discount
1 page (b/w)	7 1/8" x 10"	\$1,865	\$1,660
2/3 page vertical	4 5/8" x 9 3/4"	\$1,570	\$1,420
1/2 page vertical	3 1/2" x 9 3/4"	\$1,260	\$1,125
1/2 page horizontal	7 1/8" x 4 7/8"	\$1,260	\$1,125
1/3 page vertical	2 1/4" x 9 3/4"	\$965	\$750
1/3 page square	4 3/4" x 4 3/4"	\$965	\$750
1/6 page vertical	2 1/4" x 4 3/4"	\$520	\$470
Cover 2: Inside Front*	7 1/8" x 10"	\$2,950	\$2,915
Cover 3: Inside Back*	7 1/8" x 10"	\$2,755	\$2,555
Cover 4: Outside Back*	7 1/8" x 10"	\$2,950	\$2,915

Issue	Space Order	Artwork
January	November 1	November 10
March	January 2	January 10
May	March 1	March 10
July	May 1	May 10
September	July 1	July 10
November	September 1	September 10

* Includes 4/C and optional bleed. For 4/C on other sizes, add \$450 to listed price.

▶ Advertising for **JOB POSITION OPENINGS** is \$215 per 1/6 page, or multiples thereof. Submit text (100 words or less per 1/6-page ad) by e-mail. Ad will be formatted.



SPECIAL ISSUES!

March 2012: The Business of Art Education
September 2012: NAEA Resource Catalog

Insertion Order Form: http://www.arteducators.org/research/advertising/Insertion_Order_ART_ED.pdf

2

NAEA NEWS, the newsletter of the National Art Education Association, provides members with comprehensive information on what is happening throughout the organization as well as in the field of art education within every teaching level, geographic region, and issues group.

NAEA News is published 5 times yearly (see issue months below) and is posted for members on NAEA's website after publication. It is 24-28 pages per issue, B/W, on newsprint, and is received by all NAEA members. Some issues feature color.

Display Ad Size	Width x Height	Rate
2 pages (centerfold)	21 1/4" x 13 1/2"	\$3,050
1 page	10" x 13 1/2"	\$1,690
1/2 page horizontal	10" x 6 1/2"	\$918
1/2 page vertical	4 7/8" x 13 1/2"	\$918
1/4 page	4 7/8" x 6 1/2"	\$435
1/8 page horizontal	4 7/8" x 3"	\$295
1/8 page vertical	2 3/8" x 6 1/2"	\$295

Issue	Space Order	Artwork
February	December 1	December 10
April	February 1	February 10
Summer	May 1	May 10
October	August 1	August 10
December	October 1	October 10

▶ Advertising for **JOB POSITION OPENINGS** is \$130 per 1/8 page, or multiples thereof. Submit text (150 words or less per 1/8-page ad) by e-mail. Ad will be formatted.



Insertion Order Form: http://www.arteducators.org/research/advertising/Insertion_Order_NAEA_NEWS.pdf

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NAHS NEWS, the official newsletter of the **NATIONAL ART HONOR SOCIETIES**, is a digital publication posted twice a year at www.arteducators.org/nahs. It features articles for students on careers in art, portfolio preparation, honor society chapter activities, student artwork, and scholarships. E-blasts with links notify members of its posting.

Honor society members are top **MIDDLE/HIGH SCHOOL ART STUDENTS** who are enrolled in advanced art courses and likely to consider post-secondary opportunities in the visual arts. Total circulation is over 35,000 students and 3,500 art teachers. *NAHS News* is 28-40 pages per issue, 4/C, online.

Display Ad Size	Width x Height	Rate
1 page	10" x 13 1/2"	\$1,040
1/2 page horizontal	10" x 6 1/2"	\$625
1/2 page vertical	4 7/8" x 13 1/2"	\$625
1/4 page	4 7/8" x 6 1/2"	\$500

Issue	Space Order	Artwork
Winter	October 1	November 1
Spring	February 1	March 1

SAVE 5% on NAHS ads for this year if your organization is an **NAEA INSTITUTIONAL MEMBER!** See details at www.arteducators.org/advertising.html



Insertion Order Form: http://www.arteducators.org/research/advertising/Insertion_Order_NAHS_NEWS_fillable.pdf

4

NAEA LIST RENTAL Target your message! Purchase a mailing list of our entire membership, or select specific groups including Elementary, Middle/Junior High, or Secondary Art Teachers; College/University Art Education Students and Faculty; Supervisors and Administrators; or Museum Educators. Lists grouped geographically by state or region are available as well.

Orders under 1,000 names: \$115. Orders over 1,000 names: prorated at \$115 per 1,000. Labels or digital file.

List Rental Form: www.arteducators.org/research/advertising/naea-list-rental

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NAEA NATIONAL CONVENTION PROGRAM Carry your message to the largest professional gathering of art educators in the world! Reach a broad audience beyond NAEA membership who seek products, services, and connections related to visual arts education. See WWW.ARTEducATORS.ORG for information on the NAEA National Convention each spring.

The 8 1/2" x 11" perfect-bound program is approximately 200 pages, and offers opportunities for B/W and full-color advertising.

Display Ad Size	Width x Height	B/W Rate	4/C Rate
1 page	7 1/4" x 10 1/4"	\$730	\$1,060
1/2 page horizontal	7 1/4" x 5"	\$440	N/A

Issue	Artwork Due
March-April	November 1

Program Advertising Contact: Kduse@arteducators.org



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NAEA ART EDUCATION RESOURCE GUIDE

This new online vendor site connects advertisers to their audience, and helps NAEA members save valuable time and money with targeted searches for visual arts-related products and services. Users search by keyword or category, and the Product Showcase provides a great way to introduce new products and promotions. The Guide is easily accessible from the NAEA home page, WWW.ARTEducATORS.ORG.

7

NAEA's online **CAREER CENTER** gives employers and recruiters access to the most qualified talent pool with relevant work experience to fulfill their staffing needs. Post by division (Higher Education, Museum, etc.) or by job type (Classroom, Museum, Supervisor/Administrator, etc.).

Post Positions Here: www.arteducators.org/careers

Advertisers Page: <http://arteducationresourceguide.com/>

CONTACT US!

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