Reach Art Educators *with* NAEA







Thought Leadership | **Events** | **Advertising**

CONNECT WITH THOUSANDS OF CREATIVE **TEACHERS, LEARNERS,** & **ADMINISTRATORS.**

2026-2027

NATIONAL
ART EDUCATION
ASSOCIATION

NATIONAL ART EDUCATION ASSOCIATION

About NAEA

The National Art Education Association (NAEA), a 501(c)(3) nonprofit organization, is the professional home for visual arts, design, and media arts educators. As a collaborative, worldwide community, NAEA continues to shape and advocate for the field while promoting and providing professional learning, research, resources, connectivity, and opportunities since our founding in 1947.

Mission

NAEA champions creative growth and innovation by equitably advancing the tools and resources for a high-quality visual arts, design, and media arts education throughout diverse populations and communities of practice.

Vision

NAEA harnesses the power of the visual arts, design, and media arts to educate and enrich the lives of all learners and communities, especially those who are members of historically marginalized groups, and serves as a catalyst for developing creative and culturally competent future generations.

Our Vibrant Professional Community

NAEA's 15,000+ members come from all 50 states plus the District of Columbia, U.S. Possessions, most Canadian Provinces, U.S. military bases around the world, and 25+ countries worldwide. NAEA members include: preK–high school educators, college and university professors, university students, researchers and scholars, teaching artists, school administrators, art museum educators, retired art educators, advocates, and more!

Professional Learning and Resources

- Annual National Convention—gathering art educators for collaboration, inspiration, and learning opportunities. Recent conventions have drawn over 5,000 attendees and featured 600+ sessions and workshops.
- Specialized webinars, regional events, and online communities that support ongoing professional growth.
- Tools, guides, standards, and curriculum resources.
- Peer-reviewed journals, books, and research-based resources.

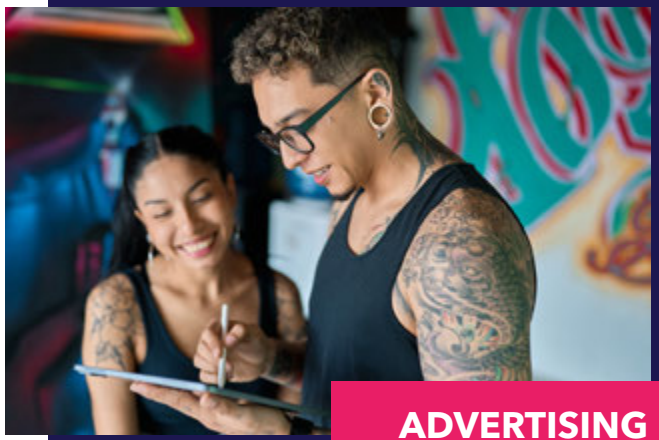
Opportunities to Connect:



THOUGHT LEADERSHIP



EVENTS



ADVERTISING

NATIONAL ART EDUCATION ASSOCIATION

Saturday Studio Sessions: Hands-On Virtual Workshops for Art Educators

$7,500 each/Spring and Fall

Join fellow art educators from across the country for a dynamic, hands-on virtual Saturday Studio designed to spark creativity and refresh your artistic practice. In these interactive sessions, participants will create alongside a featured teaching artist or educator, exploring new materials, techniques, and approaches that can be directly translated into classroom instruction and personal practice.

Whether experimenting with digital tools, sustainable materials, or expressive mixed-media processes, these workshops emphasize learning by doing. Participants engage in guided studio prompts, reflection, and collaborative discussion to connect personal artmaking with professional teaching practice.

No matter your grade level or teaching environment, Saturday Studio Sessions offer an inspiring space to recharge, reconnect with your own artmaking, and gather ideas for fostering creativity in your students.



Thought Leadership

NATIONAL ART EDUCATION ASSOCIATION

Open Studio Conversations

$5,500 / 4 available

Join a dynamic monthly series that unites art educators from across the country for lively, interactive conversations on today's most pressing topics in the field.



NAEA's Open Studio Conversations offer a welcoming, inclusive space where art educators of all levels can exchange ideas, spark innovation, and build lasting professional connections. Each session centers around a timely theme or challenge, encouraging meaningful dialogue, collaboration, and shared learning.

With free registration and consistently strong engagement—averaging 200 live attendees and 400–500 on-demand viewers—this series draws from NAEA's vibrant national network. Sponsoring Open Studio Conversations aligns your brand with impactful professional development and demonstrates your commitment to supporting art educators across the country.

Sponsorship Includes:

- Your organization's logo featured prominently across all event promotions—including NAEA email announcements, website listings, and social media outreach.
- Verbal acknowledgment during the live session by the event moderator, reinforcing your support for art educators.
- Your logo displayed at both the beginning and end of the live session, ensuring maximum exposure to attendees.
- Opportunity to deliver a brief (1–2 minute) welcome message or branded video to kick off the session and connect with attendees.
- Inclusion in the follow-up email sent to all registrants, keeping your brand top of mind after the event.
- Two dedicated promotional emails highlighting your sponsorship and reaching NAEA's engaged community.
- One sponsored social media post across NAEA's platforms to amplify your reach and engagement.
- Your company information included in the email sent to all registrants with the session recording—extending your exposure beyond the live event.
- Receive a list of event attendees, including email addresses, for post-event outreach and engagement.
- Collaborate with NAEA on content creation or messaging to align your brand with meaningful educational conversations.

To reserve your sponsorship or for more information, please contact: NAEASales@discoversb.com

Thought Leadership

NATIONAL ART EDUCATION ASSOCIATION

NAEA Webinars

$4,500 each

Connect with Art Educators Nationwide through NAEA's Monthly Webinar Series



Reach a dedicated audience of art educators across the country through NAEA's monthly webinars—an exclusive, content-rich professional learning experience hosted by the National Art Education Association.

Each webinar offers a credit-bearing opportunity, drawing a highly engaged and targeted audience of art educators, decision-makers, and thought leaders. With a minimum of 100 registrants per session, these online events provide a high-impact platform for visibility and connection—delivered directly to participants in their classrooms or offices.

Sponsoring a NAEA webinar positions your brand at the heart of meaningful professional development and demonstrates your commitment to supporting excellence in art education.

Sponsorship includes:

- Your organization's branding will be prominently featured across all promotional materials, event registration pages, and during the live webinar—maximizing exposure to a targeted audience of engaged art educators.
- Your logo will be clearly displayed at key moments during the webinar, with a live verbal thank-you from the session moderator at both the opening and closing of the event.
- As a sponsor, you'll have the opportunity to deliver a brief (up to 2-minute) introductory message—live or prerecorded, allowing you to spotlight your products, services, or initiatives directly to attendees.

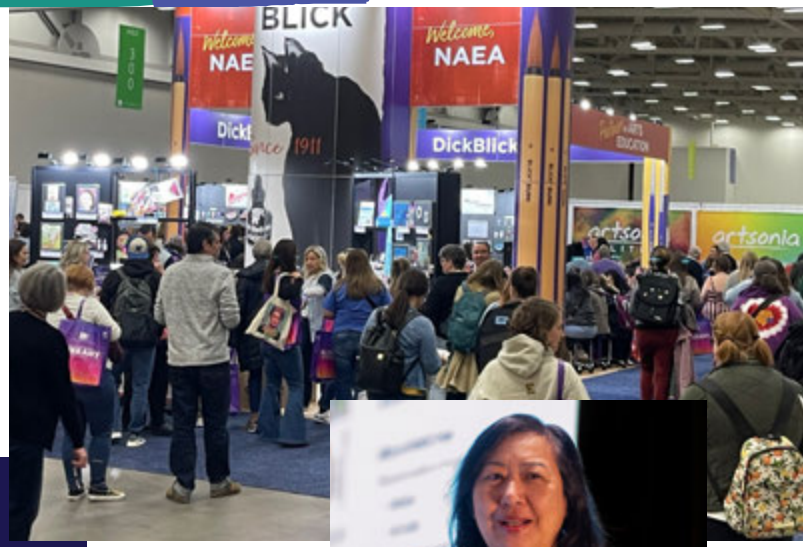
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Events

NATIONAL ART EDUCATION ASSOCIATION

Annual National Convention

NAEA's flagship event, gathering art educators for collaboration, inspiration, and learning opportunities. Recent conventions have drawn over **5,000 attendees** representing all facets of visual arts educators and featured **600+ sessions and workshops**.





To learn more about exhibitor and sponsor opportunites at NAEA's National Convention, visit **www.arteducators.org.**

The **2027 NAEA National Convention** will take place in **New York City**, **March 4–6**. From world-class museums to groundbreaking professional learning, this event offers unparalleled opportunities for all levels of educators, administrators, teaching artists, and museum educators to connect and grow.

The 2027 Exhibitor and Sponsor Prospectus is online here.





If you have questions or would like to join the NAEA27 Exhibitor mailing list, contact NAEASales@discoversb.com

Advertising

NATIONAL ART EDUCATION ASSOCIATION

Eblasts

$2,000 each / 6 available

Reach NAEA members directly through dedicated eblasts delivered to NAEA's engaged email audience. This exclusive marketing opportunity puts your message in front of decision-makers, helping you increase brand visibility, showcase products and services, promote special offers or events, and drive meaningful engagement with your target audience.

Why choose an NAEA eblast?

- Delivered directly to NAEA's engaged member audience
- 40% open rates and strong click-through rates, demonstrating high subscriber trust and content relevance
- An effective way to increase awareness, generate leads, and drive traffic to your website, landing page or promotional offer



Member Benefit Email Mention

$500

Promote your organization with a mention in a Member Benefit Email sent to NAEA members. Promotional content is limited to 65 words (excluding your logo and any accompanying promotional image). Images must be high-resolution and provided in a square format for optimal display.

Advertising

NATIONAL ART EDUCATION ASSOCIATION

Social Media Posts

Expand your reach and connect with NAEA's highly engaged professional community through sponsored social media posts. Shared across NAEA's social channels, this opportunity helps increase brand visibility, promote products and services, announce special offers or events, and drive traffic to your website or landing page.

NAEA's social media audience includes:

29,385 Facebook followers

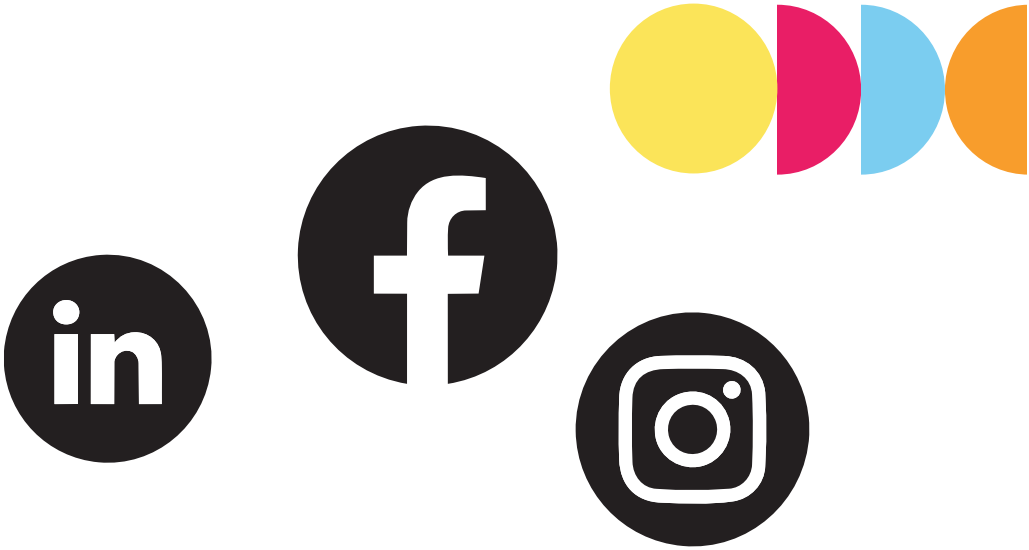
19,700 Instagram followers

31,925 LinkedIn followers

with content generating 1,110 Facebook engagements, 1,294 Instagram engagements and 528 LinkedIn engagements, providing sponsors with meaningful exposure to an active audience.

Static Post: $2,500

Static Post with Video: $3,500



Advertising: NAEA Publications

NATIONAL ART EDUCATION ASSOCIATION

NAEA publishes scholarly journals, newsletters, books, and other valuable educator resources in print and digital formats for K–12 visual arts teachers; university faculty in art education; arts researchers, librarians; historians; museum and community arts educators; arts administrators; arts curriculum and standards developers; and arts education advocacy specialists and policy makers.



Art Education Journal Ads

- *Art Education* covers diverse topics of professional interest to arts educators and those interested in quality visual arts education. Published six times per year in print and digital formats, each issue of Art Education features an editorial, at least five peer-reviewed articles, and an instructional resource that can be applied in an arts classroom, studio, or program. *A subscription to Art Education (print and digital) is included with each NAEA membership.*
- NAEA partners with Taylor & Francis for the production and promotion of *Art Education*. For information about print advertising in *Art Education*, please contact Jeff Leonadrd of Leonard Media at 215-498-6905 or via email jeff@leonardmedia.com.
- **Ads specs are the following:**

FULL PAGE:	8.125" x 10.875" with .125 bleed on all sides
HALF PAGE:	7.25" x 4.5625"
QUARTER PAGE:	7.25" x 3.03125"



For more information, please contact: NAEASales@discoversb.com

Advertising: NAEA Publications

NATIONAL ART EDUCATION ASSOCIATION

NAEA News



- Published quarterly in the fall, winter, spring, and summer, *NAEA News* provides insight on happenings throughout the Association, as well as in classrooms, museums, universities, communities, and more. Access to this publication—the official newsletter of the National Art Education Association since 1970—is an NAEA member benefit.
- **Ad specs and pricing are as follows:**

FULL PAGE:	8.5" x 11" with .125 bleed on all sides	**$750**
HALF PAGE:	7.5" x 4.75"	**$500**
QUARTER PAGE:	3.5" x 4.75"	**$250**

NAHS News



- *NAHS News* is the official publication of the National Art Honor Society program. It is published digitally twice a year and open to all readers. It features reports for National Art Honor Society chapters, student artwork, award winners, and scholarship information. Honor society members are top middle and high school art students who are enrolled in advanced art courses and are likely to consider post-secondary opportunities in the visual arts. Total circulation is over 54,000 students and 3,500 visual arts, design, and media arts educators in 2,000+ student chapters. NAHS News is 30-50 pages per issue.
- **Ad specs and pricing are as follows:**

FULL PAGE:	8.5" x 11" with .125 bleed on all sides	**$1,500**
HALF PAGE:	7.5" x 4.75"	**$1,000**
QUARTER PAGE:	3.5" x 4.75"	**$500**

To place your ad or for more information, please contact: NAEASales@discoversb.com

Advertising: NAEA List Rental

NATIONAL ART EDUCATION ASSOCIATION

Target your message with NAEA mailing lists! Purchase a list of our entire membership of **16,000**, 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 also available.

Pricing: Orders under 1,000 names: **$230.** Orders over 1,000 names: pro-rated at **$230** per 1,000.

AUDIENCE	NUMBER OF NAMES	PRICE
Elementary Art Educators	approx. 5,000	$230/1,000 names
Middle Level Art Educators	approx. 2,400	$230/1,000 names
Secondary Art Educators	approx. 5,000	$230/1,000 names
College/University Art Educators	approx. 1,000	$230/1,000 names
Preservice (undergrad and graduate students)	approx. 1,400	$230/1,000 names
District Art Supervisors	approx. 500	$230 flat
Museum Art Educators	approx. 650	$230 flat

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