

50
YEARS

AMERICAN
arttherapy
ASSOCIATION

www.arttherapy.org

Media Guide

Reach the largest audience of credentialed
and licensed art therapists available!

Art Therapy Today eNewsletter
Website Advertising
Audience Retargeting

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR ➤
ASSOCIATION SOLUTIONS



About AATA

The American Art Therapy Association (AATA) is the most prestigious association in the field of art therapy dedicated to increasing recognition of the profession worldwide. Founded in 1969, the organization represents practicing art therapist, students, educators, and related practitioners across the United States and the world.

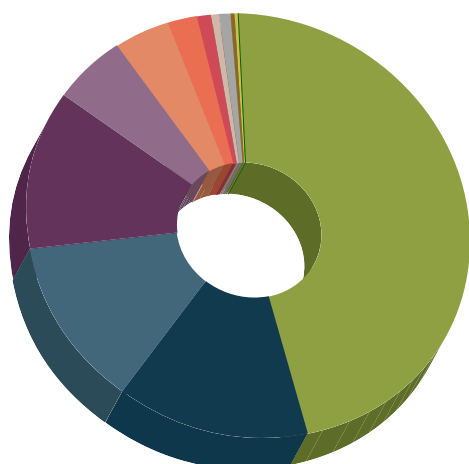
Members include practicing art therapists, students, educators, and related practitioners. Art therapists are master's level professionals who hold a degree in art therapy or a related field.

AATA Members Need You!

Our members are looking for companies like yours that offer products and services in areas such as:

- Medical equipment and supplies
- Educational products and learning aids
- Art supplies
- Office and school supplies
- Technology products & equipment
- Insurance and legal services
- Continuing education opportunities
- Journal and magazine subscriptions
- Parenting resources
- Assessment tools
- Memberships in related associations
- Books and CDs

Membership Breakdown

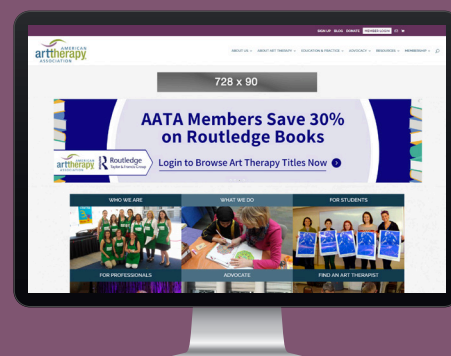


- Credential Professional
- Student
- Professional
- Student PLUS
- New Professional
- Retired Professional
- International Professional
- Associate
- International Student
- Honorary Lifetime Member
- Lifetime Member
- Retired Associate
- Affiliate

Data from 2019 AATA Marketing Questionnaire



Art Therapy Today eNewsletter



arttherapy.org Website Advertising

Audience Retargeting

Use AATA's audience retargeting solution to create highly targeted ad campaigns to reach your desired audience around the web.

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AATA Website

Advertising on the AATA Website – www.arttherapy.org

Advertising on the AATA website is a great way to reach art therapy industry professionals and reinforce your marketing message. Visitors go to arttherapy.org to learn about art therapy, find an art therapist, and explore upcoming association events. Members also visit the site to access their member portal and discover ways to maximize their AATA membership. Advertising on arttherapy.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of art therapy professionals.

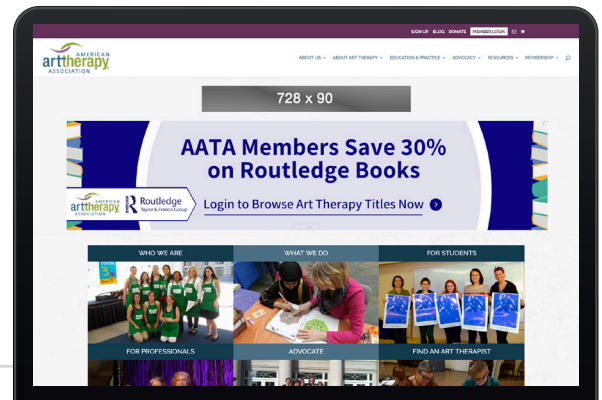
Features of AATA website advertising:

- Cross-promoted in other AATA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, arttherapy.org receives:

- More than 18,800 visits per month
- More than 2 pages viewed per session
- Sessions lasting more than 2 minutes

*Traffic numbers from 01/2018 - 12/2018



1 Leaderboard

12 Months | \$3,000

Featured on the home page and the majority of sub-pages with 3 rotations
728 x 90 and 320 x 50 pixels

2 First Rectangle

12 Months | \$1,000

Located on the majority of sub-pages with 3 rotations
300 x 250 pixels

3 Second Rectangle

12 Months | \$1,000

Located on the sub-pages with 3 rotations
300 x 250 pixels

For the latest online specs, please visit
www.naylor.com/onslivespecs

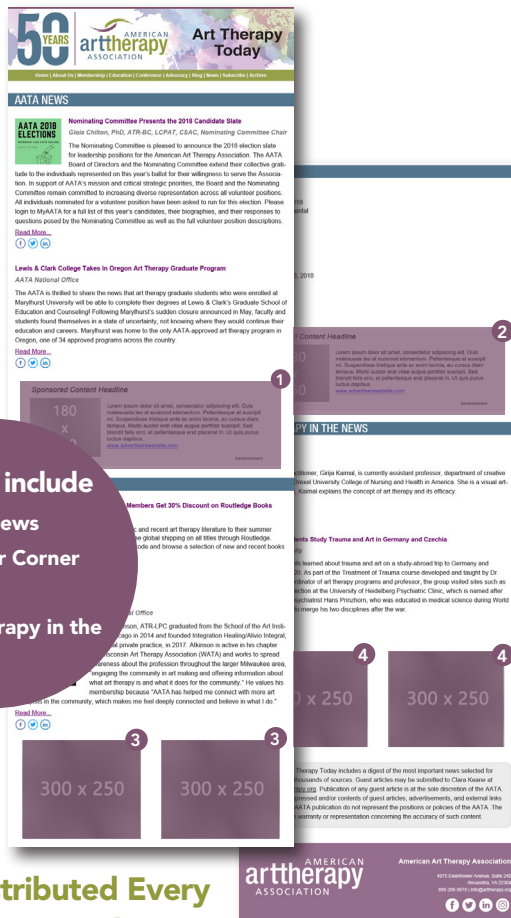
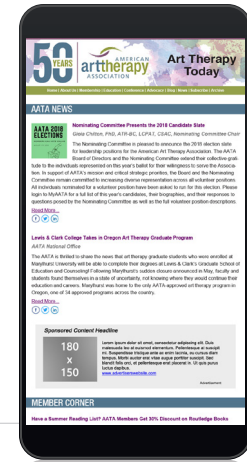
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Art Therapy Today eNewsletter

Now more than ever, professionals consume information on the go. Our *Art Therapy Today* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message **directly to the inbox of 6,500 decision-makers** on a regular basis
- **Reinforce your brand** with art therapy professionals who trust the voice of AATA and its supporters each issue.
- Be part of a **limited opportunity** in *Art Therapy Today*: We limit advertisers to ensure your message stands out.
- Direct visitors to the **landing page of your choice**.
- Be placed within the news section most **relevant to your products and services**, and most popular among AATA readers.



1 1st Sponsored Content

12 Months | \$3,000

- EXCLUSIVE POSITION
- 180 x 150 pixels thumbnail graphic
- Can be logo or product image (JPEG, PNG file @72dpi, RGB)
- Can have no more than a small tagline of text
- No contact info included
- Not to be treated as a regular banner ad

- Headline advertiser supplies 3-6 words
- Summary text: Advertiser supplies 30-50 words
- Web Link: Advertiser supplies URL to link at bottom of text no email addresses

2 2nd Sponsored Content

12 Months | \$2,500

3 1st Row of Rectangles

12 Months | \$2,750 each

- Only two spots available – EXCLUSIVE POSITIONS
- 300 x 250 pixels
- Placed next to content and visible the entire time the eNewsletter is being viewed

4 2nd Row of Rectangles

12 Months | \$2,250 each

- Only two spots available – EXCLUSIVE POSITIONS
- 300 x 250 pixels
- Placed next to content and visible the entire time the eNewsletter is being viewed

Sections include

- AATA News
- Member Corner
- Events
- Art Therapy in the News

**Distributed Every
Other Week**

For the latest online specs, please visit www.naylor.com/online specs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.

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AUDIENCE EXTENSION



EXTEND YOUR REACH beyond AATA's website and career center through audience extension which displays your ad to users who have already visited AATA's sites while they are visiting other sites across the web. Audience extension (also known as site retargeting) is a highly effective method of converting site visitors into purchasers, increasing your ROI and eliminating wasted impressions. **98% of consumers will leave a site without converting.** Here is your chance to re-engage them with a completely new level of performance and insight.

EXTEND YOUR ENGAGEMENT with AATA's highly qualified audience by keeping your brand top of mind with leading art therapy industry professionals, such as, art therapists, students, educators, and related practitioners. **AATA represents members and other industry professionals** who contribute to over **840,000 page views every year** to AATA's website and career center combined.

HOW RETARGETING WORKS



PROGRAMMATIC PACKAGES



ALL PACKAGES INCLUDE:

- ✓ Standard Month End Results
- ✓ End of Campaign Performance Metrics
- ✓ Customized Campaign Reporting
- ✓ Campaign Optimization
- ✓ Creative Optimization
- ✓ Strategic Insights/Recommendations

Customized targeting solutions are available, please contact:

**3-Month Campaign Run*

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NAYLOR
PROGRAMMATIC NETWORK