



Advertising and Marketing Opportunities

4875 Eisenhower Avenue, Suite 240, Alexandria, VA
22304 (888) 290-0878 or (703) 548-5860
www.arttherapy.org

Table of Contents



Overview

- About the Association 3
- Demographics 3

Advertising

- Art Therapy Journal 4
- *Art Therapy Today* 5
- Online Website Advertising 6
- Educational Listing 7
- Online Jobs Board 8

2021 Annual Conference

- Advertising 8

Order Form

9

Please contact our staff for more information and assistance.

Kat Michel
Membership Manager
kmichel@arttherapy.org
(888) 290-0878 or (703) 548-5860

Overview



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.

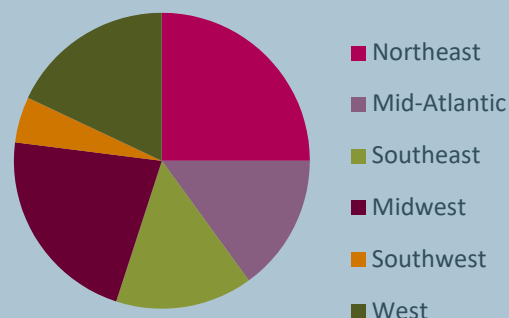
Founded in 1969, the organization represents practicing art therapists, students, educators, and related practitioners. Art therapists are master's-level professionals who hold a degree in art therapy or a related field.

Your marketing resources will help you reach the largest audience of credentialed and licensed art therapists available. These individuals buy a wide range of products and services used by their hospitals, medical centers, educational institutions, private and group practices, community and civic organizations, and related facilities.

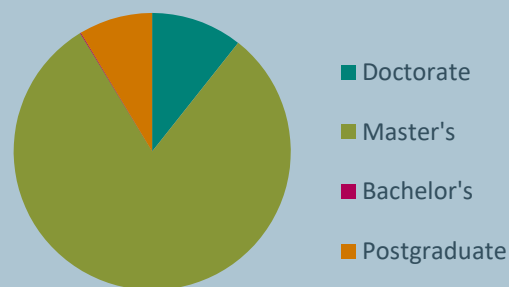
Our members are looking for companies like yours that offer products and services in areas such as:

- 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

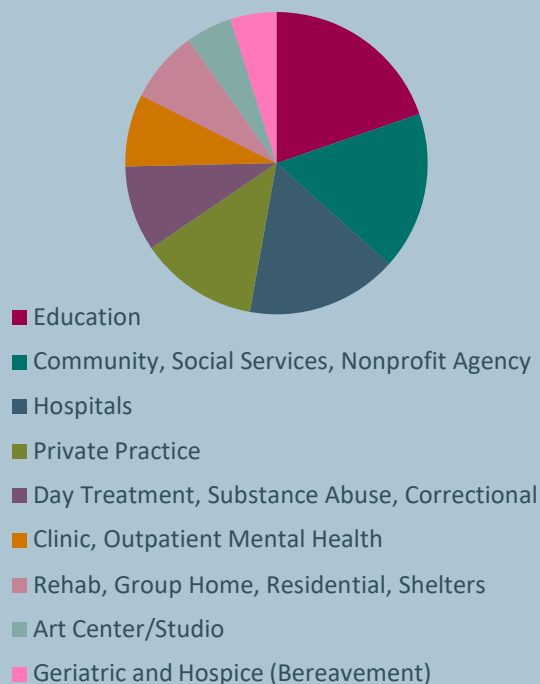
Where Members Are Located



Educational Level



Practice Settings

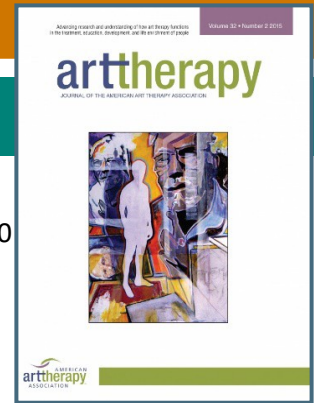


Data Source: 2015 AATA Membership Demographic Survey

Advertising

JOURNAL

Art Therapy: Journal of the American Art Therapy Association - The official journal of the American Art Therapy Association has been a recognized academic publication for more than 20 years, with the purpose of advancing the understanding of how visual art functions in the treatment, education, development, and enrichment of people. The journal provides a scholarly forum for divergent points of view on art therapy and strives to present a broad spectrum of ideas in therapy, practice, professional issues, and research. The visual arts in therapy are emphasized, but articles in related disciplines of interest to art therapists are also considered for publication. The highly regarded Journal reaches thousands of subscribers quarterly and thousands more who access the publication through libraries and online services.



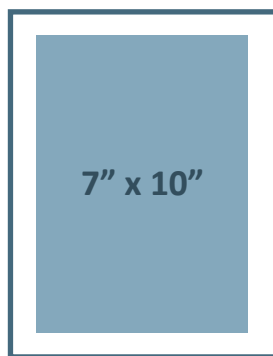
Ads are in black and white only.

2021 RATES	1X	2X	3X	4X	Width	Height	Trim Size
Full Page	\$750	\$700	\$650	\$550	7"	10"	8-1/2" w x 11" h Size 300dpi
1/2 Page Horizontal	\$700	\$650	\$600	\$500	7"	5"	
1/2 Page Vertical	\$700	\$650	\$600	\$500	3-3/8"	10"	
1/4 Page	\$550	\$500	\$450	\$400	3-7/8"	4-7/8"	

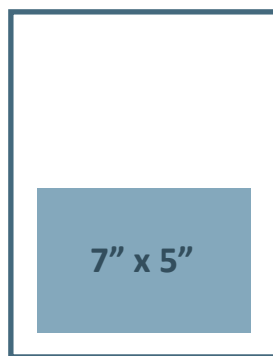
2021 Ad Submission Deadline Dates and Publication Schedule

Issue	Ad Submission Deadline Date	Publication Date
37 (1) 2021	December 2020	March 2021
37 (2) 2021	March 2021	June 2021
37 (3) 2021	June 2021	September 2021
37 (4) 2021	September 2021	December 2021

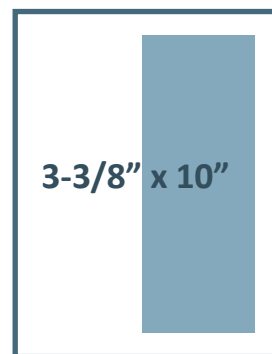
Ad Display Sizes



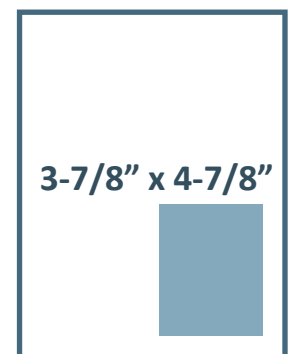
FULL PAGE



1/2 PAGE
HORIZONTAL



1/2 PAGE
VERTICAL



1/4 PAGE

More advertising options continued on page 5

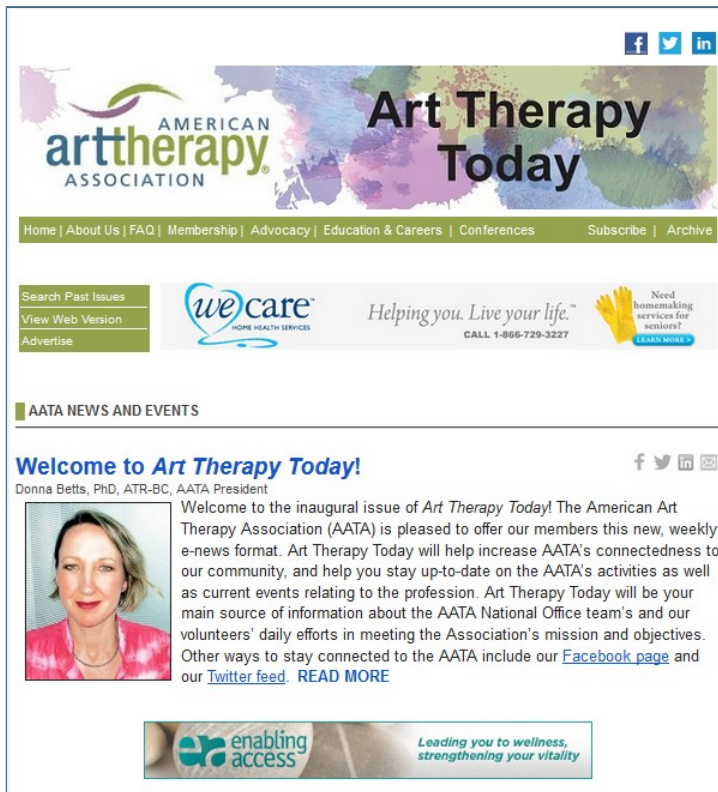
Advertising

BI-WEEKLY PUBLICATION: *Art Therapy Today eNewsletter*

Art Therapy Today eNewsletter - A bi-weekly form of staying connected to a professional community in arms reach. The Art Therapy Today eNewsletter provides members access to quality and informative content about the industry and association news. A variety of topics and discussions are viably open to gain new knowledge and unique perspectives obtained within the art therapy profession. Every targeted eNewsletter is supported by AATA and distributed regularly. *Art Therapy Today eNewsletter* is accessible to the public, providing advertisers the opportunity to reach subscribers within our full membership base as well as non-member subscribers. Advertising in *Art Therapy Today* is managed by Naylor Association Solutions.

The rates provided in the [Naylor Media Guide](#) are exclusive and designed to fit your needs, products and services.

Benefits



**THESE OPPORTUNITIES AND MORE
AVAILABLE BY VIEWING OUR FULL
[MEDIA GUIDE](#)**

A CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in the *Art Therapy Today eNewsletter* solidifies your place among weekly information provided to members.

METRICS AND REPORTING

Offered through standard month end results, campaign optimization, strategic insights/recommendation, and end of campaign performance metrics to help stay in tune with the progress of your advertisement.

AFFORDABLE

Advertising in the *Art Therapy Today* offers affordable opportunities for better access to viewing your advertisement in the most effective way.

TARGETED DISTRIBUTION

Advertising in *Art Therapy Today* allows your company to reach more than 6,000 industry decision-makers. Your message will leave an impact encouraging the support and value of your products and services.

LIMITED OPPORTUNITY

Art Therapy Today eNewsletter ensures your voice will be heard as AATA limits the number of advertisers in order to provide adequate space to share your message among fellow decision-makers.

CREATIVE SERVICES

Naylor provides optimal choices for your business. Customized solutions for gaining your target audience.

Advertising

ONLINE ADVERTISING: AATA Website (www.arttherapy.org)

Advertisement on the AATA Website - The American Art Therapy Association website reaches the largest audience of credentialed and licensed art therapists available. The benefit to advertising on the AATA website increases accessibility to finding the resources and promotional value to marketing your message. The arttherapy.org provides many portals to help become more informed about art therapy, professionals in the field, and events occurring through the association. The advantage of advertising on arttherapy.org are the provisions made to share topical resourceful information among art therapy industry professionals.

The AATA website includes features directly geared towards year-round visibility, time-sensitive promotion, customization, and cross-promotions associated with AATA publications.

Leaderboard and sub-pages spaces are available to fully expand upon your message placing your business in the eyes of the community built within the profession of art therapy.



Audience Retargeting

AATA recognizes the importance of staying connected with other associates interested in and related beyond the official website.

Audience retargeting ensures the extension of digital audiences, meaning the traffic flow of the website helps to lead site visitors into an advertiser's audience. The advertiser would be able to reach more visitors across the web maintaining quality of impressions over quantity.

The advantage of audience retargeting provides a method to monetizing the digital audience data without difficult alterations and leaving more room for the opportunity to re-engage with the relevant consumer.

Programmatic Packages

Simply select the programmatic package you feel will best fit your organization's advertising objectives and interests. Among the selections are: GO, PRO, and PRO PLUS. Customizing your target audience is also available through Naylor Association Solutions, click on [Naylor Media Guide](#) for more information.

More online advertising options continued on page 7

Advertising

ONLINE ADVERTISING: Educational Listing

Educational Listing— Art therapy master's programs approved by the Educational Programs Approval Board (EPAB) receive a free annual listing on the Education page of our website. Your listing can include your degree program, a link to your website, and contact information to direct interested visitors to your key information.

Undergraduate and Doctoral Programs Listing Requirements

The requirements for listing an undergraduate and/or doctoral program are outlined below. Undergraduate programs and doctoral programs will be listed on a separate page with identifying information of the programs provided. Use the Order Form to confirm your participation.

Programs that are part of the same school as an EPAB-approved master's program will receive a \$50 discount.

Program	Requirements	Rates
Undergraduate	<ol style="list-style-type: none">1. The director of the program must submit a signed letter to the AATA requesting the listing.2. Lead faculty member or coordinator must be a professional credentialed member (ATR-BC) of AATA.3. Courses must be offered within context of accredited four-year college leading to a BA, BS, or BFA degree.	\$250.00/year
Doctoral	<ol style="list-style-type: none">1. The doctoral program director should be a credentialed art therapist. If the doctoral program is a Creative Arts Therapies or Expressive Therapies Program and the director is from another arts therapies discipline, he/she should be credentialed by their own professional arts therapies association.2. Doctoral Program faculty should include at least one credentialed art therapist.3. Art therapy doctoral education programs must be offered in an academic institution accredited by one of the regional or national institutional accrediting bodies recognized by the Council for Higher Education Accreditation (CHEA) or the equivalent for programs outside the U.S.	\$250.00/year

More online advertising options continued on page 7

Advertising

ONLINE ADVERTISING: The Art Therapy Jobs Board

Jobs Board - Art Therapy is driving change in online healthcare recruitment. The best talent relies on The American Art Therapy Association for career advancement. Now you can reach these hard-to-find talent pools through Art Therapy's alliance with the National Healthcare Career Network (NHCN). Art Therapy offers you two options when posting your online job advertisement: to the Art Therapy Career Center only, or to all relevant network partner job boards in the NHCN. Post your job once, choose the NHCN option and the Network WIZARD will distribute your posting automatically to all relevant Associations across the network bringing you added value. Or just post to Art Therapy – the choice is yours! For packages and pricing, [click here](#).

Posting Duration is 30 days	NHCN Job Posting	Art Therapy Job Posting	
Job Type – Discipline	(Includes Art Therapy Posting)	Non-Member	Member
Mental Health/Social Services (Categories: Art Therapist, Clinician)	\$350	\$350	\$200
Allied Health (Categories: Therapist)	\$450	\$350	\$200
Executive (Categories: Program Director/Coordinator)	\$550	\$350	\$200
Academic/Research (Categories: Art Teachers, Art Therapist Educator, Art Therapy Authors, Faculty, Research)	\$550	\$350	\$200
Featured Job (can be selected with any option at checkout)	N/A	Prices start at \$125	Prices start at \$125

CONFERENCE ADVERTISING

52nd Annual Conference . October 27 – October 30, 2021 . San Diego, CA

The American Art Therapy Association's Annual Conference Sponsorship is a great way to leverage your advertising dollars for an extended timeframe. Not only will you receive visibility during the conference, you will gain added exposure in conference promotions leading up to the event. A wide variety of options provide you with the flexibility to position your company in the most appropriate way. Select from our pre-packaged Platinum, Gold, Silver, or Bronze packages, or choose a wide selection of individualized sponsor opportunities. Click [here](#) for the full 2021 Conference Prospectus.

American Art Therapy Association's 52nd Annual Conference will be held in San Diego, CA, October 27th to October 30th at the newly re-imagined and renovated Town & Country Resort. Early Bird Registration opens on June 1st



Order Form

American Art Therapy Association Advertising, Sponsorship and Exhibits

Page 1 of 2

Please select the advertising, sponsorship, or exhibit options from the list below. Mark each selection with a check. Then, complete page two of the form, and return it with payment (check or credit card information) by fax to (703) 783-8468 or mail to 4875 Eisenhower Avenue, Suite 240, Alexandria, VA 22304. If you have questions, please call (888) 290-0878, or email kmichel@arttherapy.org.

Company/Organization: _____

Contact Name: _____

Mailing Address: _____

City / State or Province / Zip or Postal Code _____

E-mail: _____

Website: _____

Phone: _____

Fax: _____

Please check your selection(s) from the list below.

Advertising

Art Therapy Journal	<input type="checkbox"/> Full Page 1 X \$750	<input type="checkbox"/> Full Page 2 X \$700	<input type="checkbox"/> Full Page 3 X \$650	<input type="checkbox"/> Full Page 4 X \$550
	<input type="checkbox"/> Half Page 2 X \$650	<input type="checkbox"/> Half Page 3 X \$600	<input type="checkbox"/> Half Page 4 X \$500	<input type="checkbox"/> Half Page 4 X \$500
	<input type="checkbox"/> QTR Page 2 X \$500	<input type="checkbox"/> QTR Page 3 X \$450	<input type="checkbox"/> QTR Page 4 X \$400	<input type="checkbox"/> Half Page 4 X \$500

Art Therapy Today Order online: <http://www.naylornetwork.com/webkits/PDFs/aata.pdf>

Online Educational Listings*

- ☐ Doctoral Program \$250 per year, per listing
- ☐ Undergraduate Program \$250 per year, per listing

***Is there an EPAB-approved Master's Degree program at the same school as your Undergraduate or Doctoral Program?**

- ☐ Yes (\$50 Discount)
- ☐ No

Online Jobs Board Order online: <http://careercenter.americanarttherapyassociation.org/post.cfm>

Annual Conference Sponsorship *(Space is not reserved/held without payment)*

Please contact Barbara Florence at bflorence@arttherapy.org for more information on conference advertising.

Advertising Policies and Terms

- All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising that is not in keeping with the publication's standards and objectives.
- The advertiser agrees to indemnify the publisher and its publications against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.
- Advertisements that appear to be editorial matter must have the word "Advertisement" printed above them. The publisher reserves the right to insert the words "Paid Advertisement".
- American Art Therapy Association publications or programs will not knowingly accept advertisements that discriminate on the basis of ethnic group, race, religion, gender, sexual orientation, age, and/or disability. All advertisers must comply with the Association's discrimination policy.
- In the event a dispute arises between the publisher and advertiser that is not specifically governed by the foregoing terms and conditions, such a dispute shall be resolved in accordance with the rules of Alternative Dispute Resolution.
- Requests for particular placement of advertising will be honored when possible.
- The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement.

AGREEMENT AND SIGNATURE: I have read and agree to abide by all of the requirements and regulations of the stated advertising policies and terms.

Name _____

Date Signed _____

Payment

☐ Check made payable to American Art Therapy Association

☐ Credit Card (American Express, MasterCard, VISA, Discover)

Total Amount \$ _____ Credit Card Number _____

Exp. Date _____ Credit Card V-Code (number located on back of credit card; or front of card for Amex): _____

Cardholder's Name _____ Cardholder's Signature _____

RETURN ORDER FORM AND PAYMENT:

Mail:

American Art Therapy Association
Attn: Kat Michel
4875 Eisenhower Avenue, Suite 240
Alexandria, VA 22304

Email: kmichel@arttherapy.org

Fax: (703) 783-8468