Advertising and Marketing Opportunities
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Please contact our staff for more information and assistance.

Kat Michel  
Membership Manager  
kmichel@arttherapy.org  
(888) 290-0878 or (703) 548-5860
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
- Medical equipment and supplies
- Continuing education opportunities
- Journal and magazine subscriptions
- Parenting resources
- Assessment tools
- Memberships in related Associations
- Books and CDs

Data Source: 2015 AATA Membership Demographic Survey
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.

<table>
<thead>
<tr>
<th>2018 RATES</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
<th>Width</th>
<th>Height</th>
<th>Trim Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$750</td>
<td>$700</td>
<td>$650</td>
<td>$550</td>
<td>7&quot;</td>
<td>10&quot;</td>
<td>8-1/2&quot; w x 11&quot; h Size 300dpi</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$700</td>
<td>$650</td>
<td>$600</td>
<td>$500</td>
<td>7&quot;</td>
<td>5&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>$700</td>
<td>$650</td>
<td>$600</td>
<td>$500</td>
<td>3-3/8&quot;</td>
<td>10&quot;</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$550</td>
<td>$500</td>
<td>$450</td>
<td>$400</td>
<td>3-7/8&quot;</td>
<td>4-7/8&quot;</td>
<td></td>
</tr>
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</table>

2019 Ad Submission Deadline Dates and Publication Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Submission Deadline Date</th>
<th>Publication Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>36 (1) 2019</td>
<td>n/a</td>
<td>March 2019</td>
</tr>
<tr>
<td>36 (2) 2019</td>
<td>April 5, 2019</td>
<td>June 2019</td>
</tr>
<tr>
<td>36 (3) 2019</td>
<td>July 8, 2019</td>
<td>September 2019</td>
</tr>
<tr>
<td>36 (4) 2019</td>
<td>October 7, 2019</td>
<td>December 2019</td>
</tr>
</tbody>
</table>

Ad Display Sizes

FULL PAGE 7" x 10"
1/2 PAGE HORIZONTAL 7" x 5"
1/2 PAGE VERTICAL 3-3/8" x 10"
1/4 PAGE 3-7/8" x 4-7/8"

More advertising options continued on page 5
**WEEKLY PUBLICATION: Art Therapy Today**

**Art Therapy Today** - The American Art Therapy Association’s updated weekly e-News platform, *Art Therapy Today*, connects subscribers to the latest news in the art therapy profession and the association on a weekly basis. Advertising in this publication will allow you to conveniently reach the targeted audience in digital format without having to sacrifice quality, vibrancy, or style. *Art Therapy Today* 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 MultiView, Inc.

The rates provided in the *Media Kit* represent the total cost for display in 13 publications, comparable to one 90 day-cycle.

**Benefits**

**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* solidifies your place among weekly information provided to members.

**METRICS AND REPORTING**
As an advertiser, you’ll have the ability to track reader response your campaign, immediately quantifying your ROI.

**AFFORDABLE**
Advertising in the *Art Therapy Today* is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion.

**TARGETED DISTRIBUTION**
Advertising in *Art Therapy Today* allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.

**OPT-IN SUBSCRIBER LIST**
Subscribers to *Art Therapy Today* have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.

**CREATIVE SERVICES**
MultiView’s talented graphics team is continually raising the bar by creating sophisticated Web ads for clients. These services are offered at no charge to you.

**THESE OPPORTUNITIES AND MORE AVAILABLE BY VIEWING OUR FULL MEDIA KIT**
ONLINE ADVERTISING: Website Banners and Buttons (www.arttherapy.org)

Banner Ads - The American Art Therapy Association website is the central point for members to get information and resources, and a high traffic site for visitors seeking information about art therapy. In fact, the website is viewed by nearly 20,000 visitors each month! The website is organized to provide advertisers with penetration into the audiences they seek to target, including display through member products and services, continuing education and the career center, and the robust news and information section. Select from any of the following advertising communities, or browse the website to identify a specific interest:

Education/Career Center – Featuring the Art Therapy Jobs Board, art therapy educational institutions and accreditation standards, the Institute for Continuing Education in Art Therapy—an online learning center, and information on the Annual Conference and continuing education credits.

Membership – One of the most frequently visited web pages where members find links to benefits and resources and prospective members learn more about the value of membership with the Association.

News – Here visitors can view the latest news and information in the media about art therapy including coverage from major publications around the world.

Display Rates and Sizes

All ads must be submitted to us in one of the following formats: .GIF, .JPG, .TIF, or .EPS. If you want your file to have animation, please submit it to us as a .GIF with built-in animations.

<table>
<thead>
<tr>
<th>Type*</th>
<th>Dimensions</th>
<th>2018 Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular Banner</td>
<td>157 pixels x 150 pixels</td>
<td>$200 per month</td>
</tr>
<tr>
<td>Large Banner</td>
<td>190 pixels x 150 pixels</td>
<td>$275 per month</td>
</tr>
</tbody>
</table>

* Save 15% on blocks of 6 months

Web Banner Ad Placement

Simply select the URL from our website (www.arttherapy.org) that you feel will best fit your organization’s advertising objectives and interests. Our advertising team will review your selection and design a potential location on the page to meet your needs.

More online advertising options continued on page 7
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.*

<table>
<thead>
<tr>
<th>Program</th>
<th>Requirements</th>
</tr>
</thead>
</table>
| Undergraduate | 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 | 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 8*
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.

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

CONFERENCE ADVERTISING

50th Annual Conference | October 30 – November 3, 2019 | Kansas City, MO

The American Art Therapy Association’s Annual Conference is the premier event for art therapists, clinicians, educators, students, counselors, and professionals from other related fields. You can increase your visibility by participating in a variety of opportunities including advertising, sponsorships, and exhibits. Click here for the full 2019 Conference Prospectus.
American Art Therapy Association Advertising, Sponsorship and Exhibits

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.

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Full Page 1 X $750</th>
<th>Full Page 2 X $700</th>
<th>Full Page 3 X $650</th>
<th>Full Page 4 X $550</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art Therapy Journal</td>
<td>Half Page 2 X $650</td>
<td>Half Page 3 X $600</td>
<td>Half Page 4 X $500</td>
<td>Half Page 4 X $500</td>
</tr>
<tr>
<td>QTR Page 2 X $500</td>
<td>QTR Page 3 X $450</td>
<td>QTR Page 4 X $400</td>
<td>Half Page 4 X $500</td>
<td>Half Page 4 X $500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Online Website</th>
<th>Regular Banner $200 per month</th>
<th>Large Banner $275 per month</th>
</tr>
</thead>
</table>

Art Therapy Today
Order online: http://mk.multibriefs.com/MediaKit/Pricing/AATA.

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