



Arts & Activities spells profits for the 2008–09 school year through excellent graphic design, high-impact illustrations, quality articles, special features and informative departments.

arts & activities[®]
offers its advertisers:

- Largest ABC-audited PAID circulation in art education
- 10 issues a year—more than any other art education magazine
- Editorial backing
- Reader Response Service
- “Shop Talk” product news
- Media and Book Reviews
- Two annual Buyer’s Guides: January and June•Summer issues
- Confirmed placement on full-page ads

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ARTS & ACTIVITIES ADVERTISING · EDITORIAL 2008·09 Calendar

September Go **BACK TO SCHOOL** with a variety of activities and applications of art media, techniques and visuals, courtesy of *Arts & Activities*. Practical ideas for starting the year right. Listing of **FALL ART EDUCATION ASSOCIATION CONFERENCES** provides places and dates where art educators will gather for meetings.
Advertising closing date: **July 8**

October The emphasis is on **PAPER AND COLLAGE**, highlighting what is possible when creative art teachers and students get ahold of paper and glue. **EXPANDED SHOP TALK** focuses on new products (send us your press releases) and *A&A*'s exclusive **CLAY CORNER** section gives special emphasis to ceramics-related ads.
Advertising closing date: **August 5**

November **PRINTMAKING** theme examines processes and materials for making prints. If you sell inks, brayers, plates, presses, paper or printmaking tools, this issue is custom-made for you. Plus, contact us about our **WEB SITE SHOWCASE**. Our *new* **ART EDUCATION EXPERIENCES** advertising section debuts.
Advertising closing date: **September 5**

December **WORKING WITH FIBERS AND TEXTURES** proves again to be a popular theme issue—drawing reader attention to every page and every ad. Ceramics ads star in **CLAY CORNER** and product information is highlighted in **EXPANDED SHOP TALK** (be sure to send us your press releases). Plus, **25% DISCOUNT** for Book and Audio-Visual ads. Be sure you are a part of our special **CATALOG SHOWCASE**.
Advertising closing date: **October 7**

January **ART HISTORY** and **APPRECIATION**, as well as an exploration of the artistic contributions of a variety of **CULTURES** are a big part of a quality art program. Exposure to art books, videos and reproductions strengthens artistic awareness. Take part in this by advertising in *A&A*. **2009 BUYER'S GUIDE** leads readers to the resources and supplies they need—make sure you are a part of it.
Advertising closing date: **October 31**

February **WORKING WITH CLAY** captures readers' attention and imagination, which leads to more visibility for your ad. Kilns, clay, glazes, wheels and more enjoy the spotlight in our **CLAY CORNER** advertising section. It's time for mid-year ordering. Be sure your ad is seen by those doing the buying: *Arts & Activities*' readers! Reserve your space in our **WEB SITE SHOWCASE**.
Advertising closing date: **December 1**

March **DRAWING AND COLOR MEDIA** theme offers ideas for all drawing media. Pencils, pastels, crayons and markers will be among the media readers will seek after reading this issue—an ad in this issue will assure that your company's products are the ones they choose. **SUMMER ART EXPERIENCES** provides high-visibility space for school and workshop ads at a **30% DISCOUNT**.
Advertising closing date: **January 6**

April Thousands of extra copies of our expanded **CONVENTION ISSUE** will be distributed when the **NAEA** meets in Minneapolis, April 17–21. *A&A*'s **PAINTING AND COMPOSITION** issue ensures that your sales message gains visibility, as it is complemented by articles with lavish color photos. **CLAY CORNER** section aims the spotlight on ceramics ads.
Advertising closing date: **February 3**

May Art teachers love **THREE-DIMENSIONAL DESIGN** ideas for the way they challenge student abilities and creativity. **EXPANDED SHOP TALK** calls attention to your products: Send us your new product information! Make sure you are included in our **CATALOG SHOWCASE**.
Advertising closing date: **March 3**

June•Summer Readers finish the school year with **IDEAS FOR JUNE AND SUMMER**. Guide to **SUMMER ORDERING** helps fulfill supply needs for summer and fall. **CLAY CORNER** focuses on ceramics ads, and our **ART EDUCATION EXPERIENCES** ad section returns. **25% DISCOUNT** for Book and Audio-Visual ads.
Advertising closing date: **April 7**