Reach More Than 7 Million Annual Unique Website Visitors, Thousands of Social Media Followers and 40,000 Newsletter Subscribers
About the Anxiety and Depression Association of America (ADAA)

ADAA’s unique interlinked consumer and professional mission is focused on improving the quality of life for people of all ages struggling with anxiety, depression and co-occurring disorders.
Current ADAA Membership: 1500

International Audience

ARGENTINA • AUSTRALIA • BELGIUM • BRAZIL
CANADA • FRANCE • GERMANY • GRENADA • ICELAND • INDIA
ISRAEL • ITALY • JAPAN • MEXICO • NETHERLANDS • NORWAY
PORTUGAL SINGAPORE • SOUTH KOREA • SPAIN • SWEDEN
TAIWAN • UNITED KINGDOM

Get started! Contact lbram@adaa.org | 2
The website banner allows for your company message to be displayed prominently throughout ADAA.org, reaching the ADAA audience and community all year.

### Advertising on ADAA.org

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>REACH</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>On the side and/or bottom of specified page(s)</td>
<td>Over 7 million annual unique website visitors</td>
<td>Contact Multiview for pricing information</td>
</tr>
</tbody>
</table>

For options, pricing and specifications, see next page
ADAA Website Ads

SIDEBAR AD

Sidebar ads allow your company to feature a logo and a link to your website on the side of a specified page(s).

AD SPECS

High res JPG or PNG: 284 px wide x 350 px tall
ADAA NEWS

Nearly 450 million people worldwide are living with a mental illness. May is Mental Health Awareness Month, bringing together our community as we highlight the importance of having conversations to break the stigma surrounding mental health.

ADAA’s free consumer-focused e-Newsletter, **Insights** e-Newsletter, covers resources and articles on anxiety, depression, and co-occurring disorders. Sent monthly to more than **40,000 subscribers**.

Triumph e-Newsletter

ADAA’s free bi-weekly e-Newsletter for the professional community delivers current research and news about anxiety, depression, and co-occurring disorders to more than **10,000 subscribers**.

Get started! Contact lbram@adaa.org | 5
Triumph
Sent monthly to more than 40,000 subscribers

ADAA’s free consumer-focused e-Newsletter covering resources and articles on anxiety, depression and co-occurring disorders, member hosted webinars, blog posts, personal stories and more.

Click here to read current issues of Triumph
ADAA NEWS

Nearly 450 million people worldwide are living with a mental illness. Mental Health Awareness Month brings together our community as we highlight the importance of having conversations to break the stigma surrounding mental health.

Anxiety disorders and depression are treatable. Many people experience meaningful symptom relief and improvement in their quality of life with professional care. ADAA’s professionals help you understand anxiety disorders. ADAA’s website provides information about the different therapy treatments and the types of mental health care professionals to learn what is best for you.

Learn More about your treatment options in this ADAA Video Series:
- What is Cognitive Behavioral Therapy (CBT)?
- What is Dialectical Behavior Therapy (DBT)?
- What is Acceptance and Commitment Therapy (ACT)?
- What is Exposure Therapy?

SUPPORT ADAA THIS MENTAL HEALTH AWARENESS MONTH

Advertising in Triumph

REACH

40,000+ subscribers

Avg Open Rate: 18%
Avg Click Rate: 12%

COST

Click Here

Or email: salesinquiries@multiview.com

AD SPECS

- Leaderboard ~720x90
- Horizontal Product Showcase ~275x175
- Hyperlink to your website
- Open/click rates provided

Have a question? Email salesinquiries@multiview.com

Get started! Contact lbram@adaa.org | 6
ADAA’s free bi-weekly e-Newsletter brief for members and the professional community delivering current relevant research and program news about anxiety and depression from respected journals and media outlets.

Click here to read current issues of Insights
ADAA Professional Education

Professional Webinars ADAA Stay up to date! www.ADAAn.org

ADAA offers live and recorded webinars for mental health professionals. Many ADAA professional webinars offer CEU and MHP credits.

Upcoming Live Webinars

- 6/2/2023 | Live Webinar: Superhero Therapy: Combining Evidence-Based Therapy with Pop Culture Narratives to Help Clinics Heal featuring Janine Scarrlett, PhD
- 8/13/2022 | Live Webinar: Assistant Personality: Underdiagnosed and Understudied featuring James H. Reich, MD

Click here to view a full list of all ADAA webinars.

Advertising in Insights

Reach

- 10,000+ subscribers
- Avg Open Rate: 18%
- Avg Click Rate: 11%

Cost

Visit here: http://mk.multibriefs.com/MediaKit/Pricing/adaaorg

Ad opportunities for ADAA Insights are handled by Multiview Publications.

Learn more

Have a question? Contact salesinquiries@multiview.com

Get started! Contact lbram@adaa.org | 7
ADAA Twitter chats are held a few times a year and focus on a topic related to anxiety, depression or co-occurring disorders. ADAA has more than 18,000 Twitter followers. Each chat is hosted by two ADAA professional member experts and lasts between 50-60 minutes.

**INCLUDES**

• An advertisement in a dedicated chat announcement e-blast sent to more than 40,000 ADAA newsletter subscribers.
• Asidebar ad on the post-chat blog post
• Sponsor acknowledgment as the chat’s sponsor on all social media posts

**REACH**

20,000+ Twitter followers

**COST**

$1,500 per chat

Get started! Contact lbram@adaa.org
Facebook and Twitter Post Opportunities

**Post Details**

Anxiety and Depression Association of America

Do you have Major Depressive Disorder (MDD)? You may be eligible to participate in a clinical trial. We invite you to learn about a research study of an investigational drug that is taken with your current antidepressant medication. In this study, researchers will evaluate the safety and efficacy of the investigational drug as an add-on therapy to your current antidepressant medication. Follow the screening link to get more information about a clinical trial in your area. [https://clk.re/1vwr0z](https://clk.re/1vwr0z)

![Post Details](Image)

Get More Likes, Comments and Shares

Boost this post for $30 to reach up to 6,900 people.

<table>
<thead>
<tr>
<th>People Reached</th>
<th>Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>603</td>
<td>13</td>
</tr>
</tbody>
</table>

Audrey DallaPiazza

1 Share

- Like
- Comment
- Share

Create a post for ADAA’s Public or Professional Facebook and Twitter accounts. Each post will appear once on the day/time of your choice.

**INCLUDES**

- A post on ADAA’s Public and/or Professional Facebook and Twitter.
- A performance report with the amount of likes and shares the post have received.

**REACH**

54,000 Facebook followers

20,000+ Twitter followers

**COST**

$450 per post

Get started! Contact lbram@adaa.org | 9
ADAA's mailing is updated on a daily basis. The membership list includes addresses (not emails) in Excel format and is for one-time use only. ADAA does not provide printed labels.

<table>
<thead>
<tr>
<th>REACH</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,500+ ADAA professional members</td>
<td>$425 per list (no emails)</td>
</tr>
</tbody>
</table>

For more information on ADAA’s mailing lists, please contact Lise Bram at lbram@adaa.org.
More than 1,200 psychologists, therapists, social workers, counselors, biological and psychosocial researchers, physicians, and nurses from around the world meet annually to learn and share treatment and research information on treating children and adults with anxiety, depression and co-occurring disorders.

Click here for more information about supporting ADAA’s annual conference through sponsorship and/or advertising opportunities.

Contact us at conference@adaa.org
Work with ADAA

Ask us about how we can work with you to customize the perfect sponsorship/advertising opportunity for your company’s goals and budget!

Contact us:
bram@adaa.org