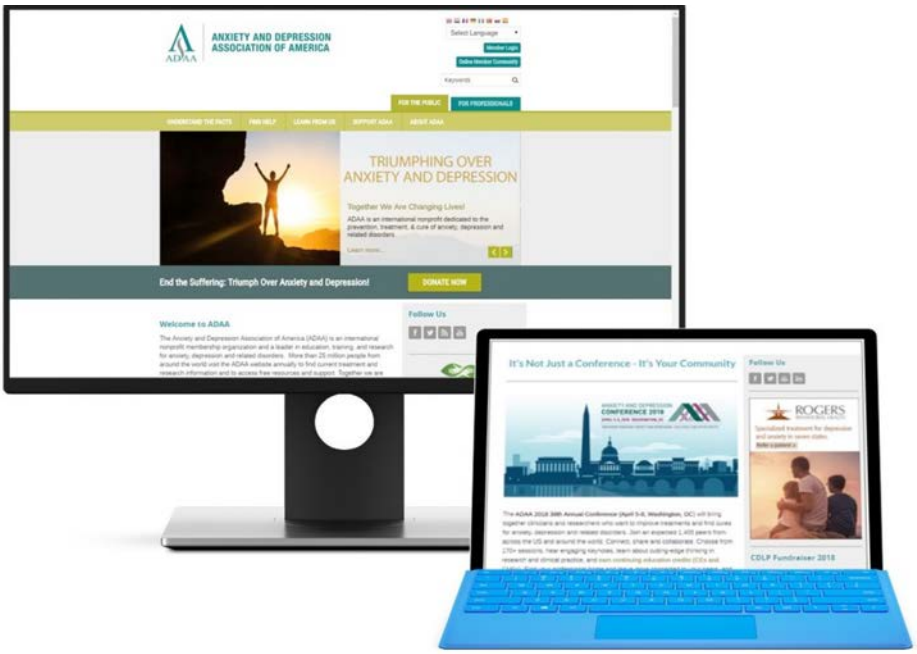
Year-round Advertising and Partnership Opportunities

ADAA Media Kit

ADAA
ANXIETY AND DEPRESSION ASSOCIATION OF AMERICA

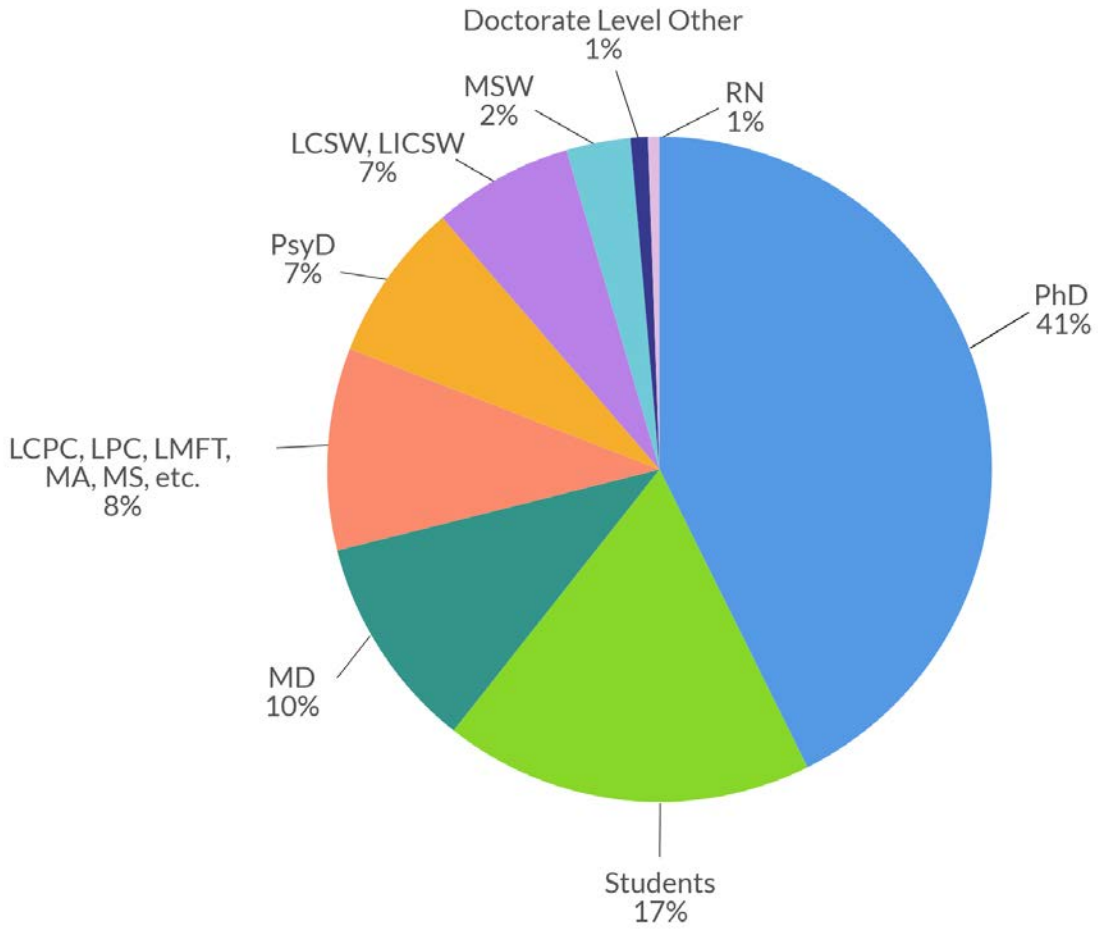


Reach more than 29 million potential customers.

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: 1800+



International Audience

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

ADAA.org

- Advertisers logo
- Hyperlink to web site
- Click rates provided

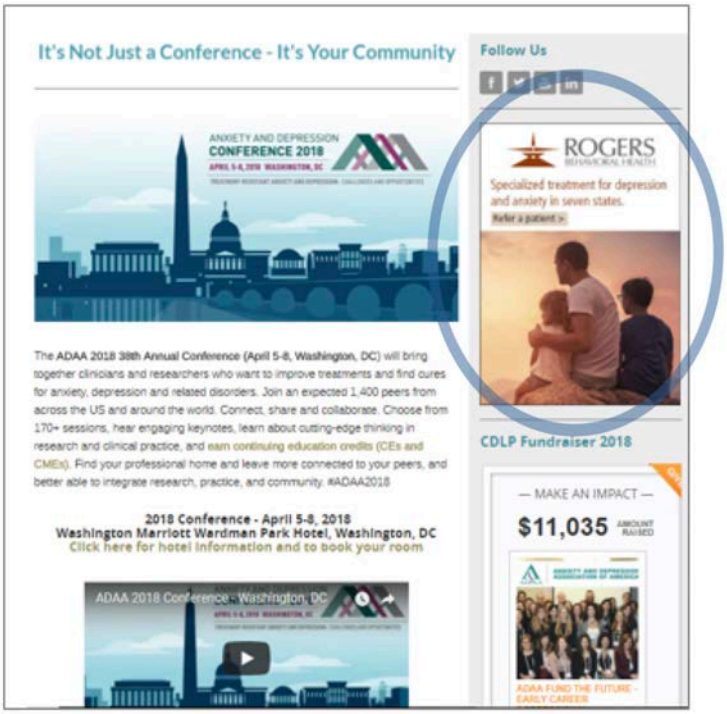
Where consumers and professionals have access to ADAA programs, webinars, blog posts, clinical trials, podcasts and more. ADAA has reached more than **29 million** website visits in 2017.

Advertising on ADAA.org

PLACEMENT	REACH	COST
On the side and/ or bottom of specified page(s)	Over 29 million annual website visits	1 ad for 6 months $2,200

For options and specifications, see next page

ADAA Website Ad: Option 1



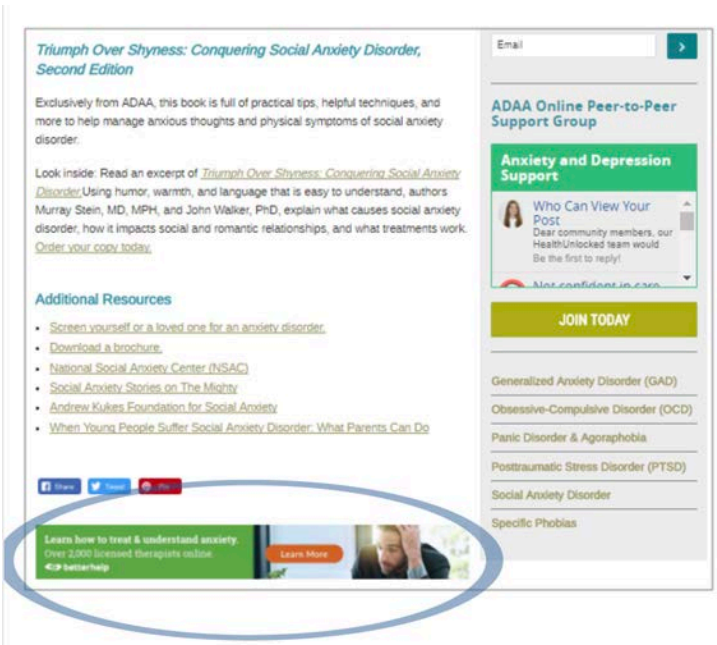
SIDEBAR AD

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 Website Ad: Option 2



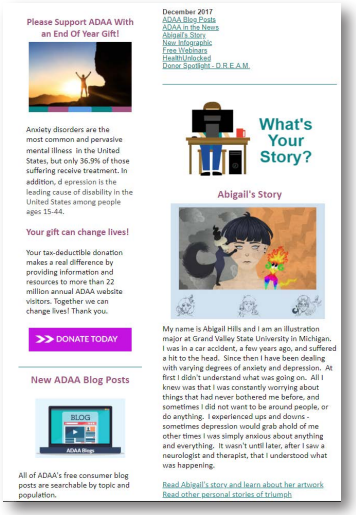
BANNER AD

Banner ads allow your company to feature your logo, a short description and a link to your website at the bottom of a specified page(s).

AD SPECS

High res JPG or PNG:
728 px wide x 90 px tall

Advertising in ADAA's e-Newsletters



Triumph e-Newsletter

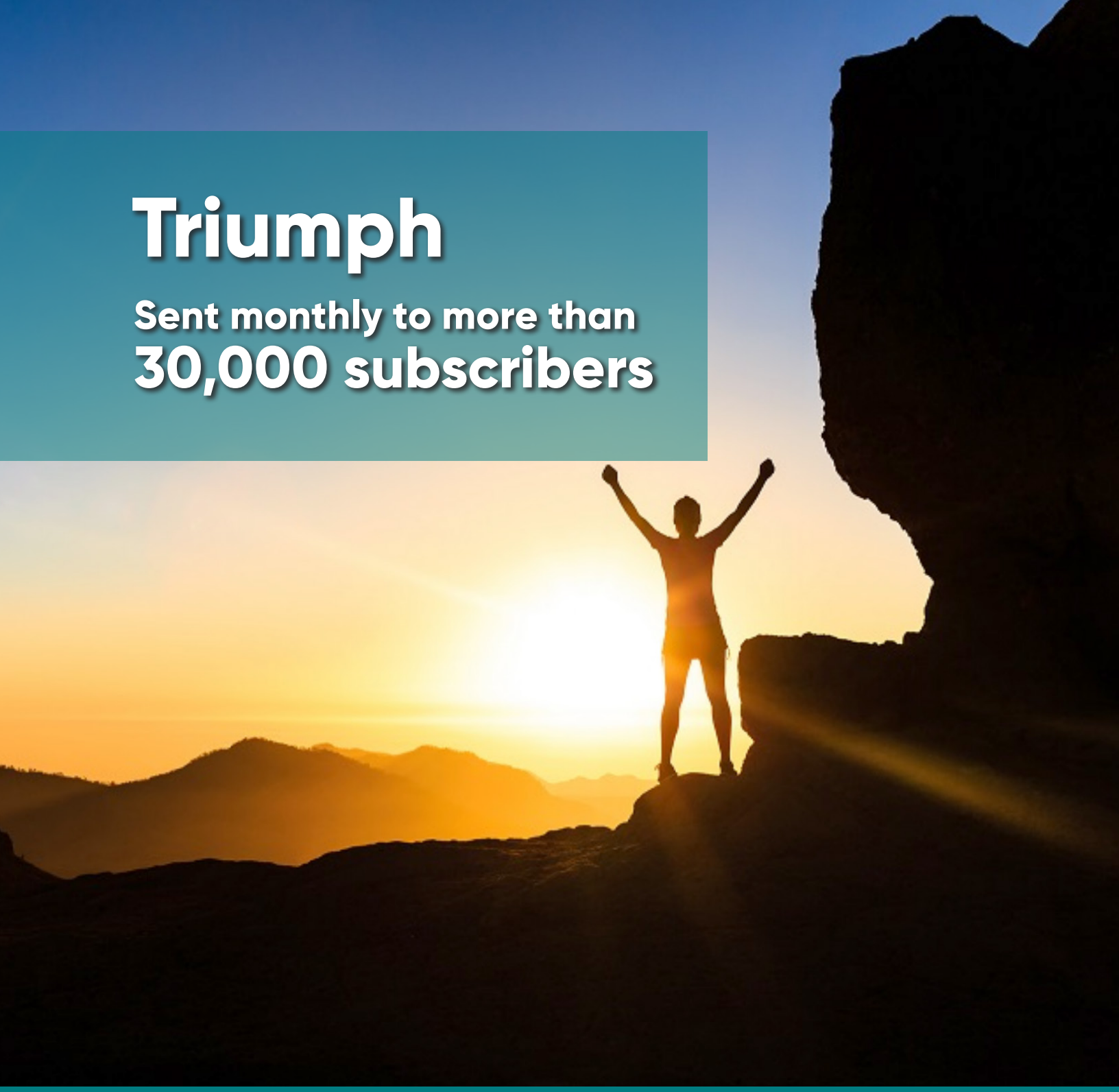
ADAA's free consumer-focused e-Newsletter that covers resource and articles on anxiety, depression and co-occurring disorders. Sent monthly to more than **30,000 subscribers.**

She Triumphs e-Newsletter

ADAA's newly launched, free consumer-focused e-Newsletter featuring articles, resources, blog posts, webinars and more for girls/women struggling with anxiety, depression and co-occurring disorders.

Insights 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.**

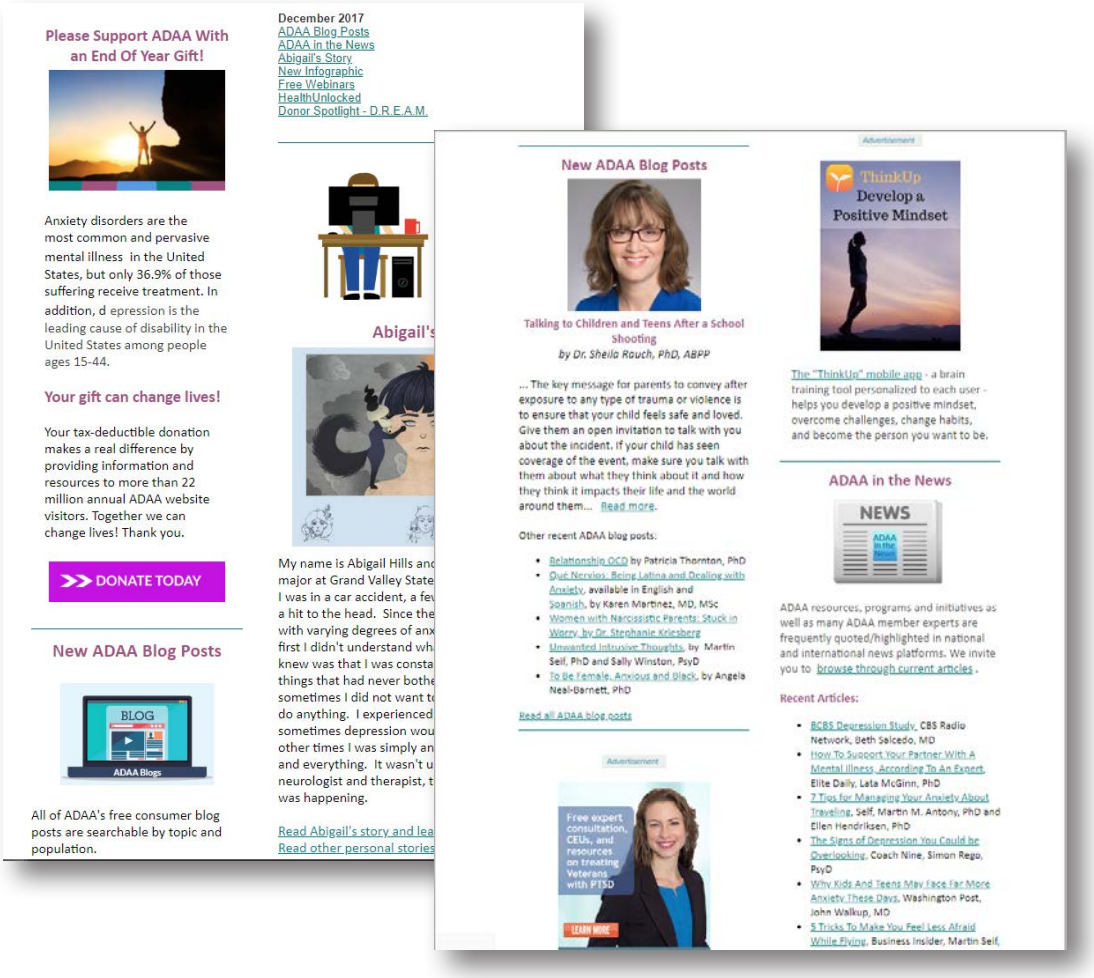


Triumph

Sent monthly to more than 30,000 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



Advertising in Triumph

REACH	COST	AD SPECS
30,000+ subscribers Avg Open Rate: 18% Avg Click Rate: 12%	**$900** 1-time placement Contact us for special multiple month placement rates.	• 285 x 350 graphic • Hyperlink to your website • Open/click rates provided

Have a question? Contact Lise Bram at lbram@adaa.org

She Triumphs

A newly launched resource for women

ADAA's free consumer-focused e-Newsletter featuring articles, resources, blog posts, webinars and more for girls/women struggling with anxiety, depression and co-occurring disorders.

Click here to read current issues of She Triumphs

Advertising in She Triumphs

COST

$450

1-time placement

Contact us for special multiple month placement rates.

AD SPECS

- 285 x 350 graphic
- Hyperlink to your website
- Open/click rates provided

Have a question? Contact Lise Bram at lbram@adaa.org

Insights

Sent to more than 10,000 subscribers

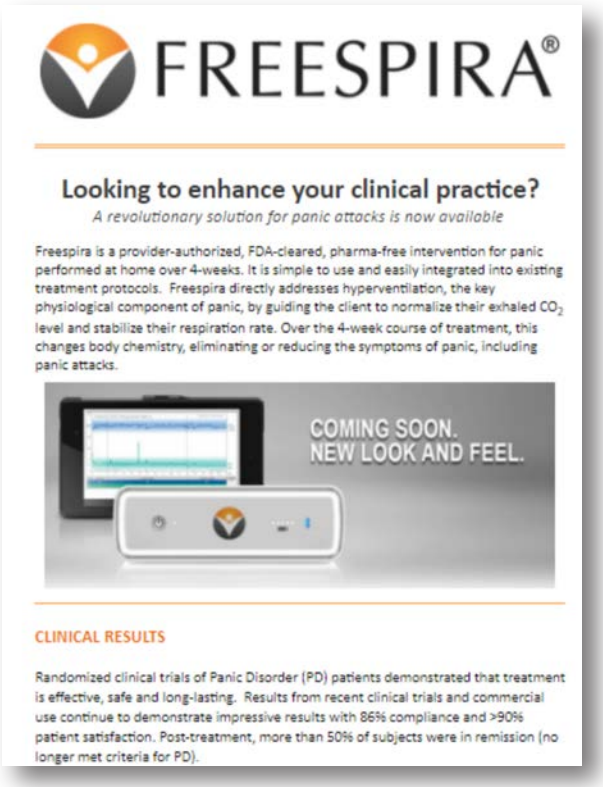
ADAA's free bi-weekly e-Newsletter brief for members and the professional community delivering current relevant research and program news about anxiety and depression from respected journals and media outlets.

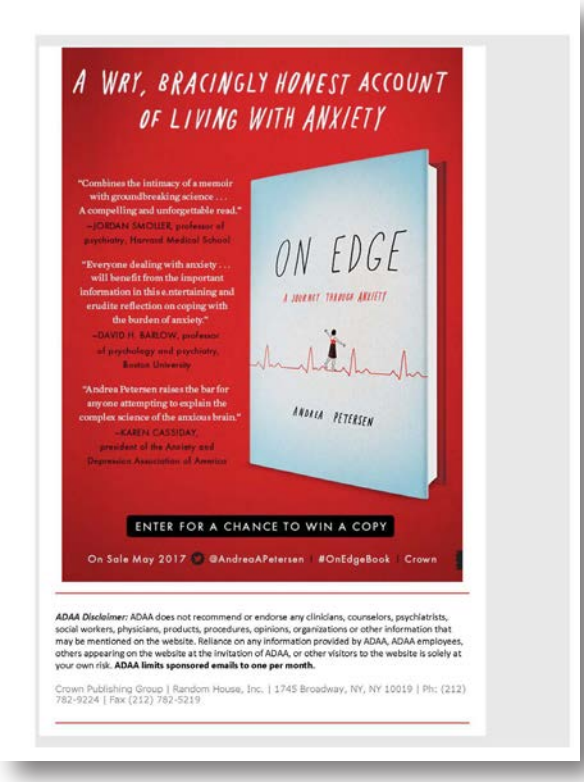
Click here to read current issues of Insights

Advertising in Insights

REACH	COST	AD SPECS
10,000+ subscribers Avg Open Rate: 18% Avg Click Rate: 11%	**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 Lise Bram at lbram@adaa.org





Promote your company, service or product through a sponsored ADAA email opportunity

REACH	COST	AD SPECS
30,000+ consumer subscribers *OR* **10,000+** professional subscribers	**$2,000** 1-time email	• Advertisers create their own email template and content • Includes social media posts for your product/ company • Open/click rates provided

ADAA's Member Mailing List

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.

REACH	COST
1,800+ ADAA professional members	**$425** per list (no emails)

For more information on ADAA's mailing lists, please contact Lise Bram at lbram@adaa.org

ADAA Annual Conference

More than 1,400 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.

Interested in sponsoring/advertising?
Contact Gabriella Oved at goved@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

WEBSITE ADVERTISING
& WEBINAR SPONSORSHIP:

Lise Bram, lbram@adaa.org

CONFERENCE ADVERTISING
& SPONSORSHIP:

Gabriella Oved, goved@adaa.org