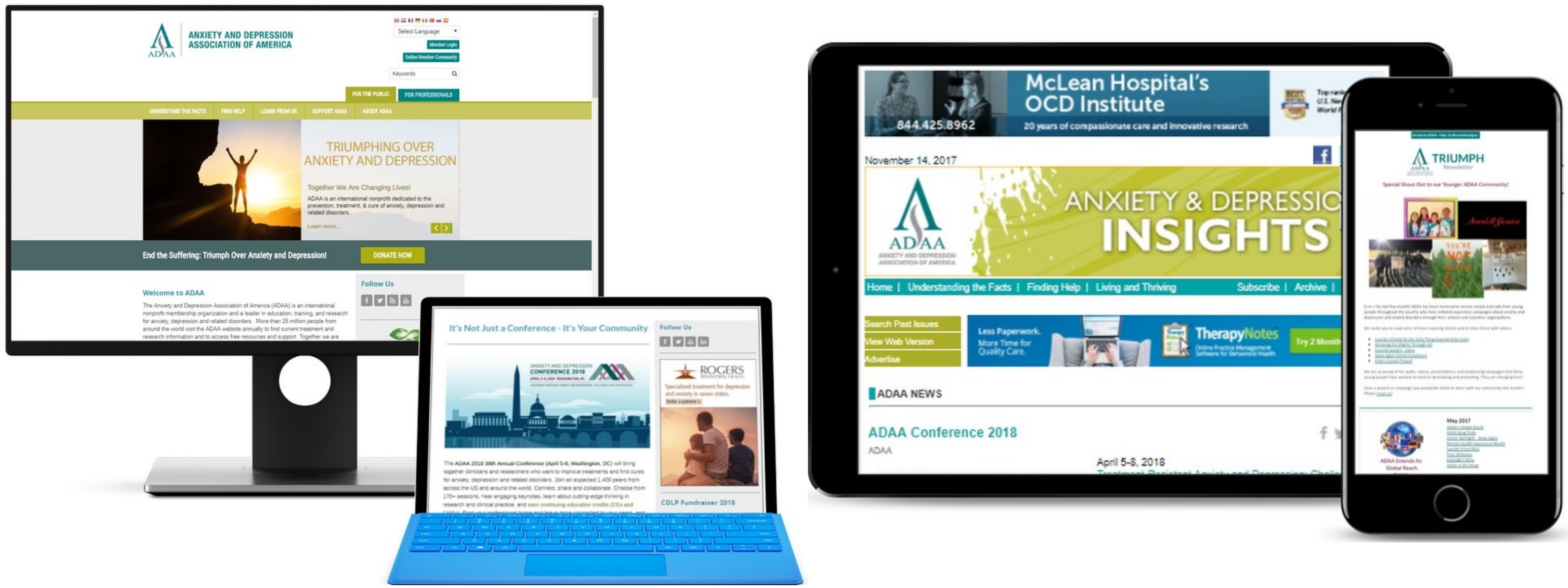
ADAA 2018 Media Kit

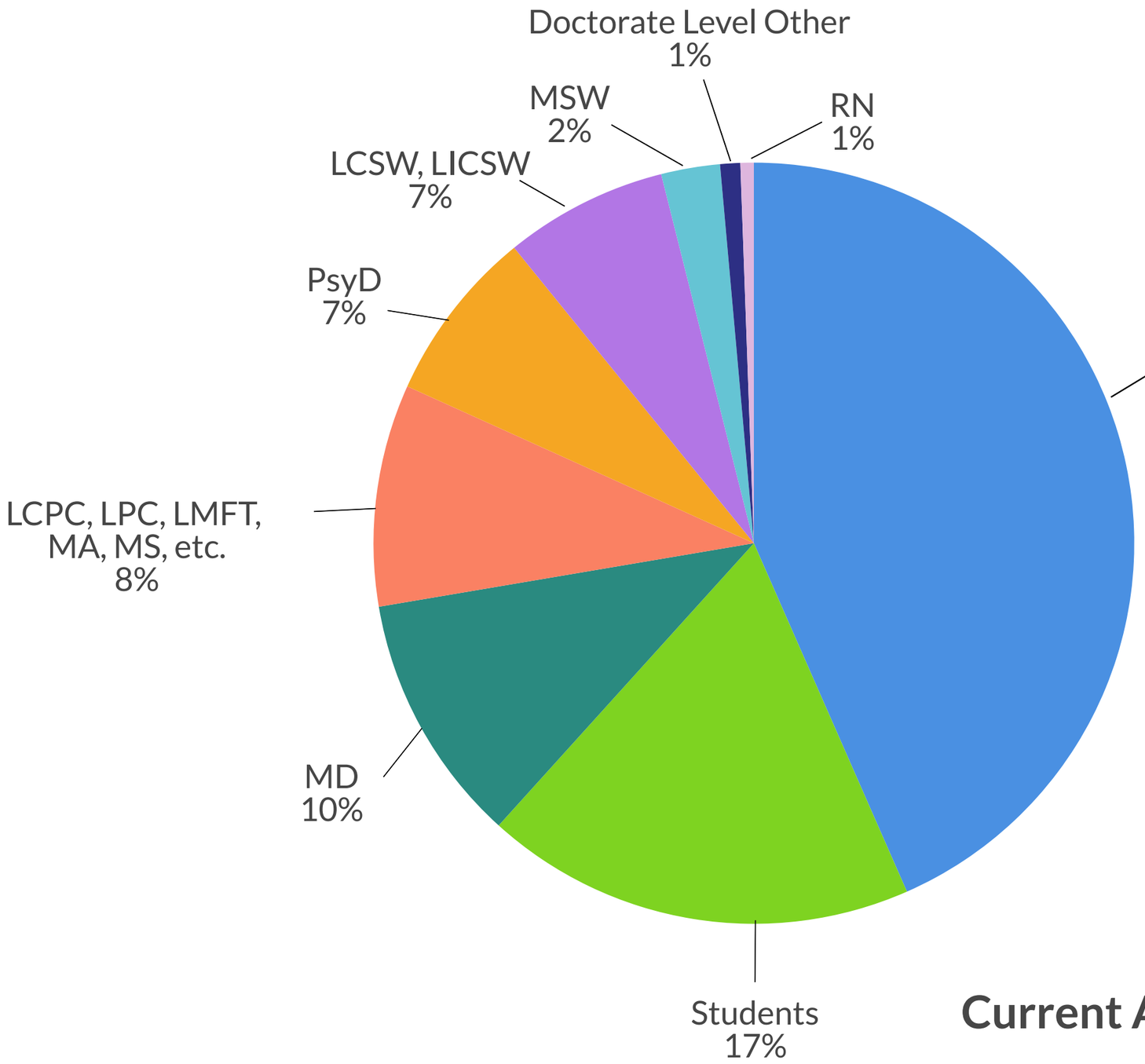


Reach more than
25 million potential customers.

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.

ADAA's Membership



Current ADAA Membership: 1748

As of January 2018

ADAA.org

Where consumers and professionals have access to ADAA programs, webinars, blog posts, clinical trials, podcasts and more. ADAA has reached more than **25 million** website visits in 2017.

Advertising on ADAA.org

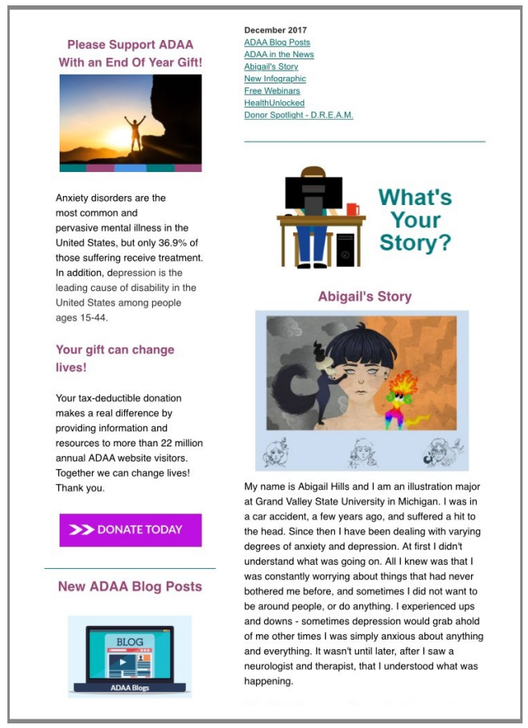
ADAA.ORG	REACH	COST
Placement on the side and/or bottom of specified page(s)	**Over 25 million annual website visits**	**1 ad for 6 months** $2,200

For more information on these and other website advertising options, please contact Lise Bram at: **lbram@adaa.org**

AD SPECS

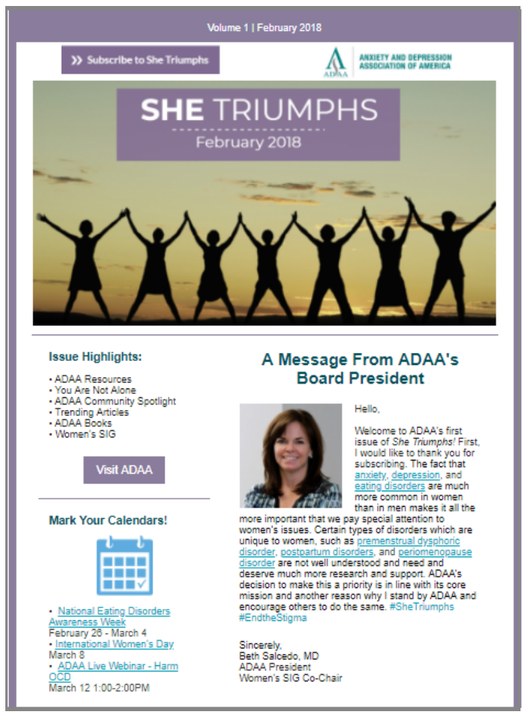
- Advertisers logo
- Hyperlink to website
- Click rates provided

Advertising on ADAA's E-Newsletters



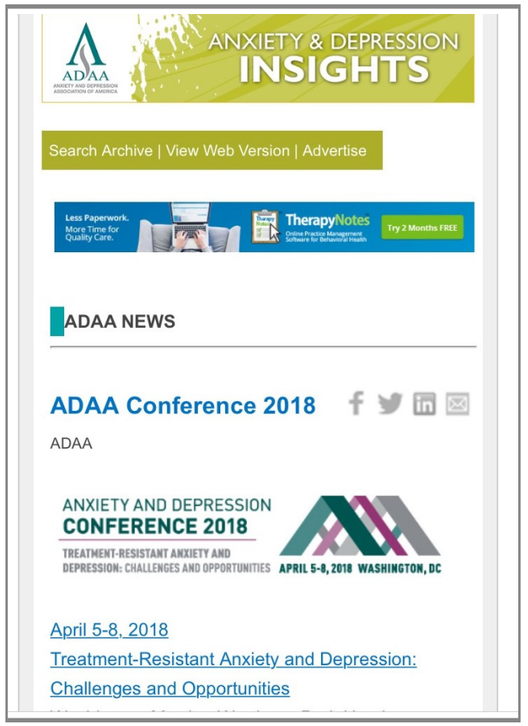
Triumph e-Newsletter

ADAA's free **consumer-focused** e-Newsletter that covers resource and articles on anxiety, depression and co-occurring disorders. Sent monthly to more than **27,000 subscribers**.



She Triumphs e-Newsletter

ADAA's free consumer-focused e-Newsletter supported by a grant from the Hope and Grace Fund featuring articles, resources, blog posts, webinars and more for girls/women struggling with anxiety, depression and co-occurring disorders.



Insights e-Newsletter

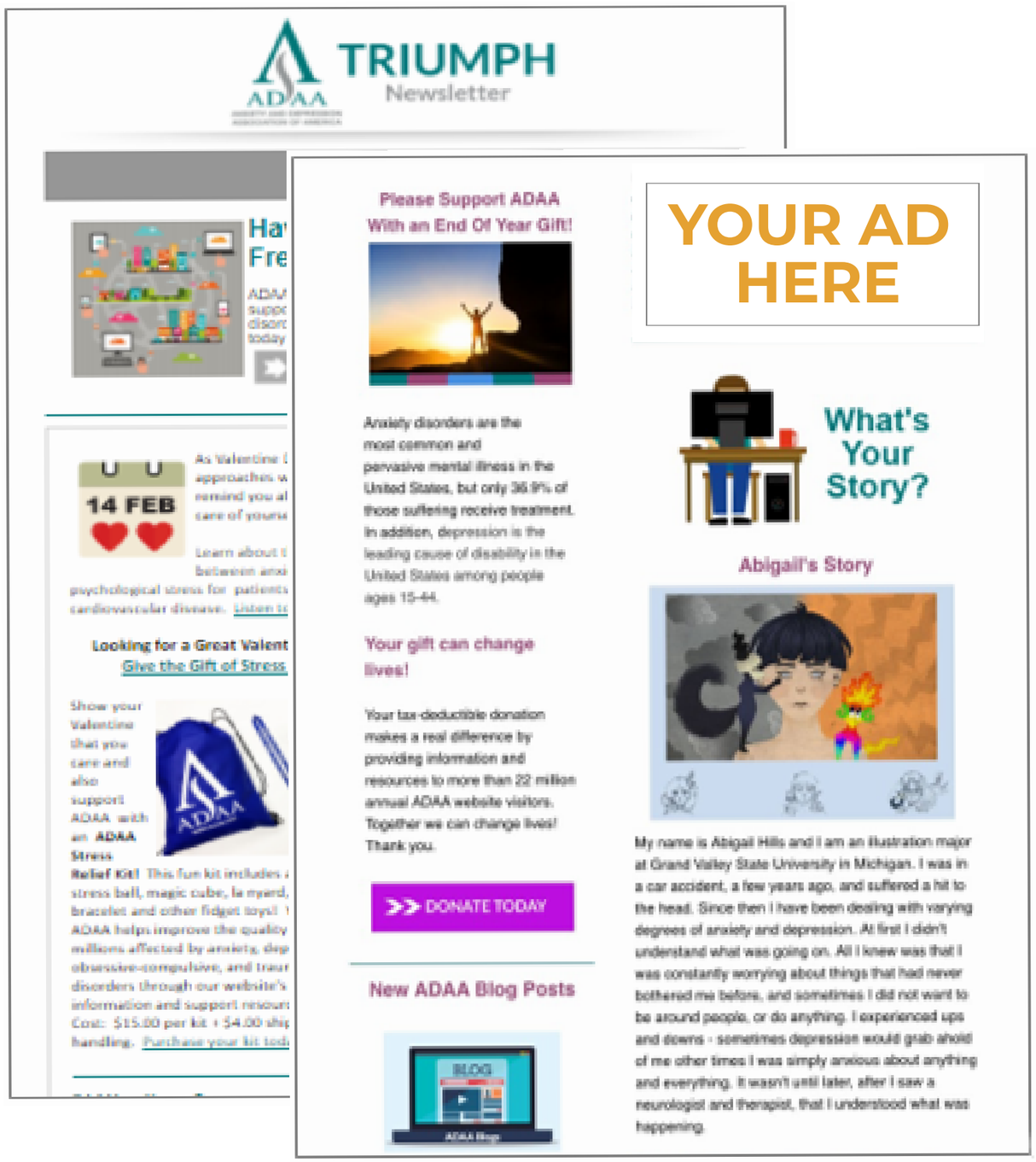
ADAA's free bi-weekly e-Newsletter for the professional community delivers current research and news about anxiety, depression and co-occurring disorders to more than **10,000 subscribers.**

Triumph

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. Sent monthly to more than **27,000 subscribers.**

Click here to read current issues of Triumph

Advertising in ADAA's Triumph



REACH

27,000+
subscribers

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

COST

1 time placement

$900.00

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

She Triumphs

ADAA's free consumer-focused e-Newsletter supported by a grant from the Hope and Grace Fund 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 ADAA's She Triumphs

COST

1 time placement

$450.00

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

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. Sent to more than **10,000 subscribers.**

Click here to read current issues of Insights

Advertising in ADAA's Insights

REACH

10,000+
subscribers

Avg Open Rate: 18%
Avg Click Rate: 11%

COST

See here:

http://mk.multibriefs.com/MediaKit/Pricing/ADAAORG

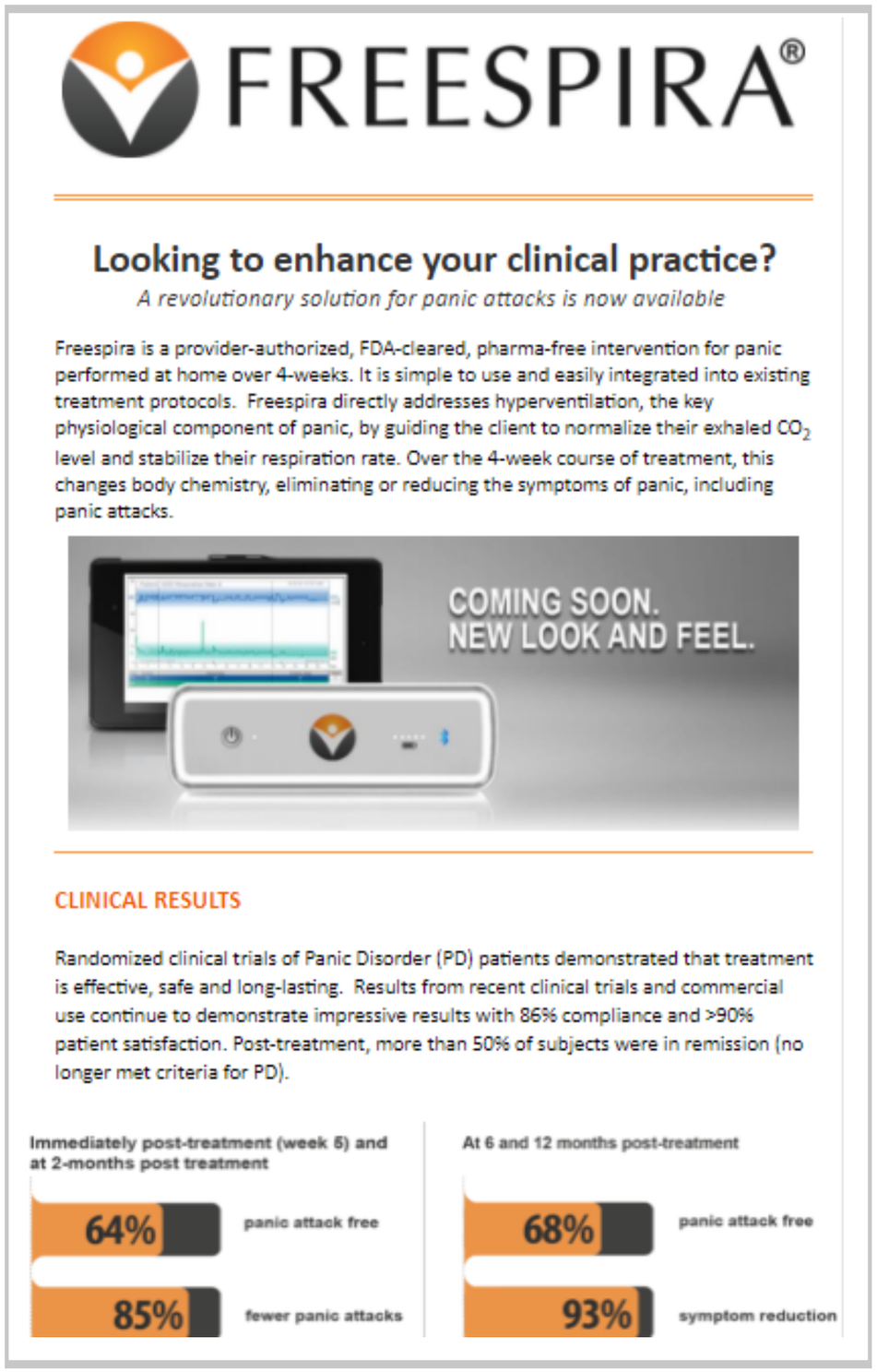
AD SPECS

Ad opportunities for ADAA Insights are handled by **Multiview Publications.**

Learn more.

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

Sponsored ADAA Email Opportunities



FREESPIRA®

Looking to enhance your clinical practice?

A revolutionary solution for panic attacks is now available

Freespira is a provider-authorized, FDA-cleared, pharma-free intervention for panic performed at home over 4-weeks. It is simple to use and easily integrated into existing treatment protocols. Freespira directly addresses hyperventilation, the key physiological component of panic, by guiding the client to normalize their exhaled CO_2 level and stabilize their respiration rate. Over the 4-week course of treatment, this changes body chemistry, eliminating or reducing the symptoms of panic, including panic attacks.

CLINICAL RESULTS

Randomized clinical trials of Panic Disorder (PD) patients demonstrated that treatment is effective, safe and long-lasting. Results from recent clinical trials and commercial use continue to demonstrate impressive results with 86% compliance and >90% patient satisfaction. Post-treatment, more than 50% of subjects were in remission (no longer met criteria for PD).

REACH

27,000+ consumer subscribers

10,000+ professional subscribers

COST

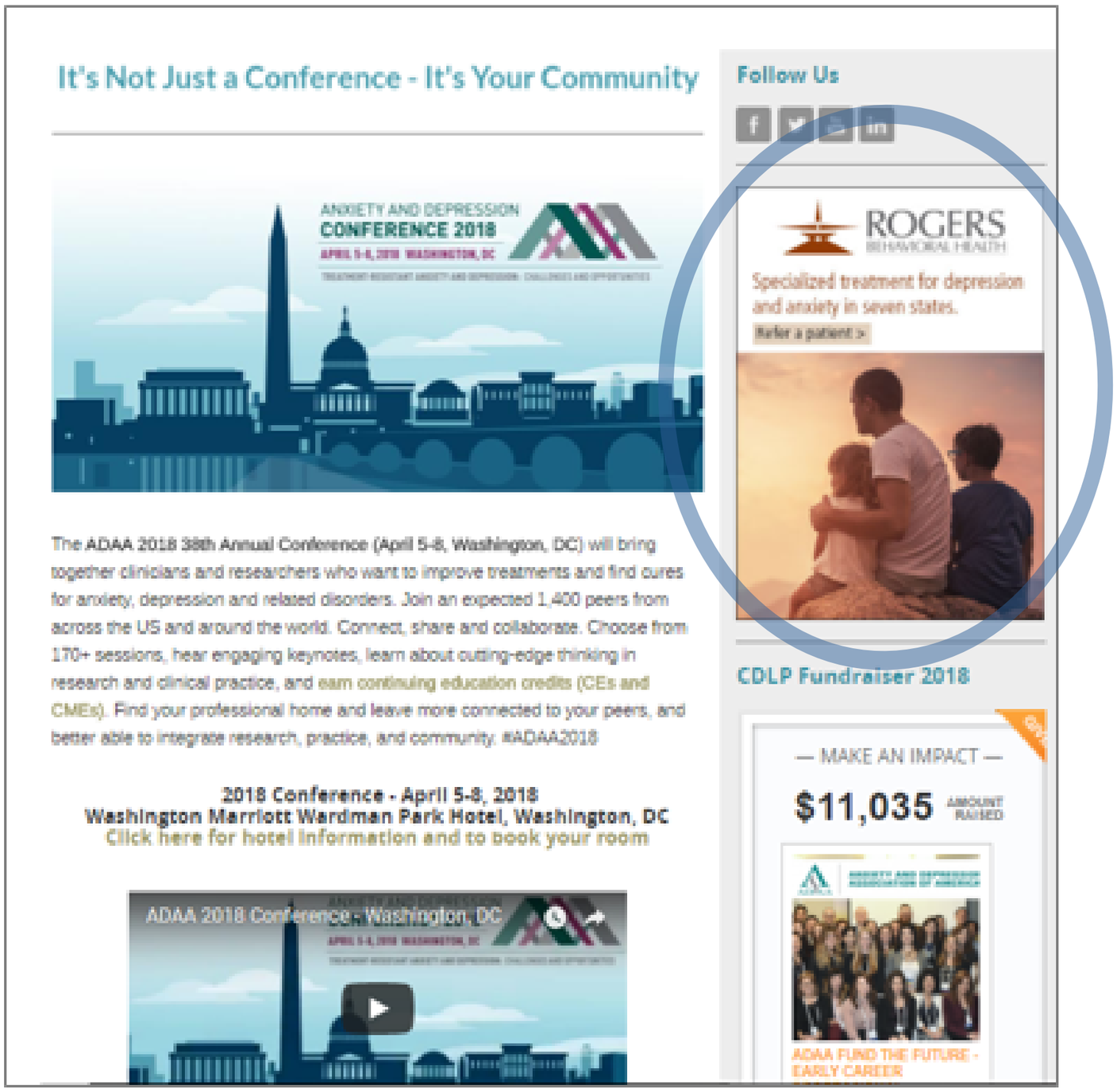
One time email

$2,000

AD SPECS

- Advertisers creates their own email template and content
- Includes social media posts for your product/company
- Open/click rates provided

ADAA Website Ad: Option 1



SIDEBAR AD

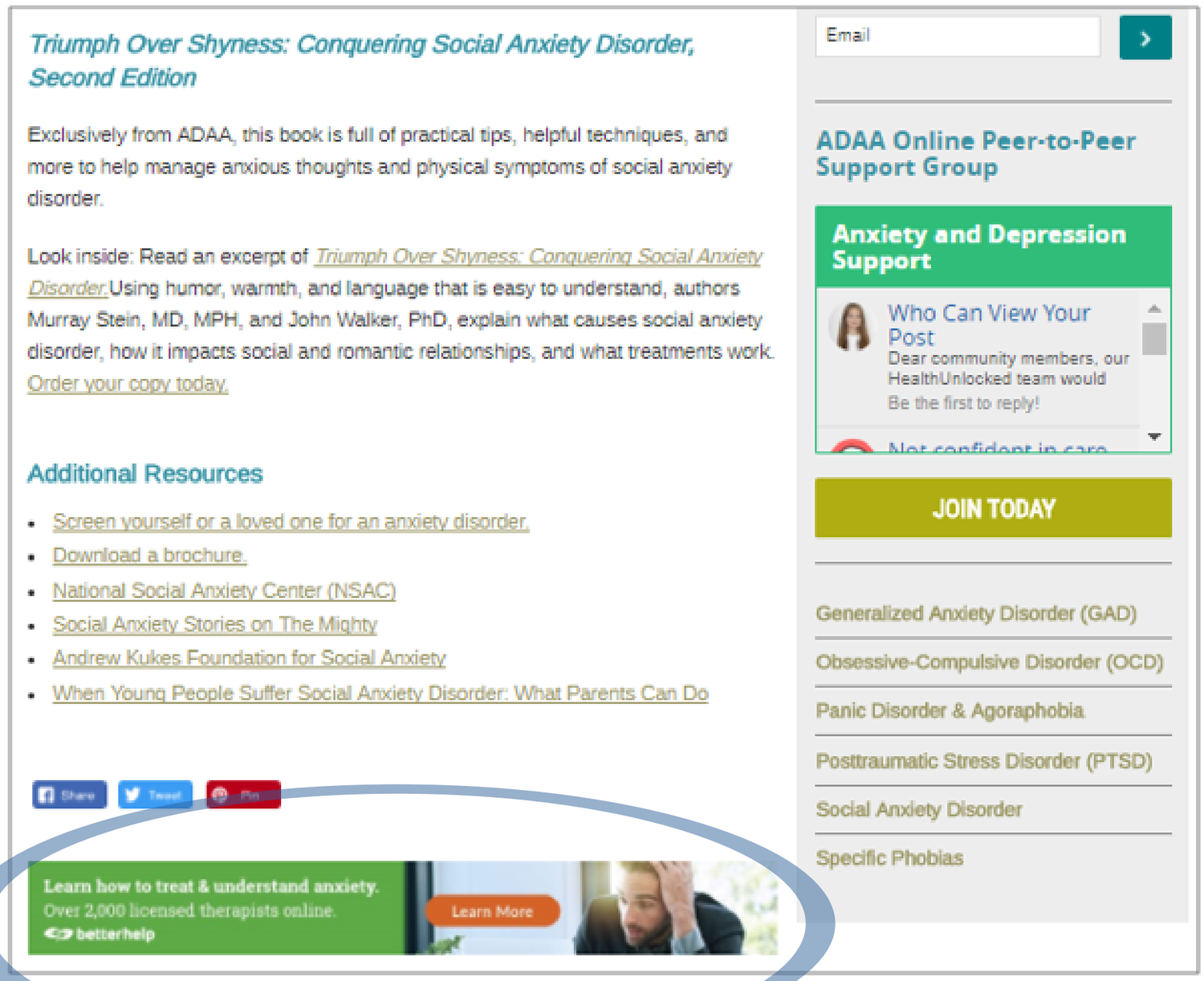
Sidebar ads allow your company to feature a logo and a link to your website on the side of a specified page(s).

Contact Lise Bram at lbram@adaa.org for special packages on site-wide advertising options.

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).

Contact Lise Bram at lbram@adaa.org for special packages on site-wide advertising options.

AD SPECS

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

Sponsor an ADAA Webinar

COST

Sponsored content:
$1,000 – Includes two social media posts

Currently scheduled:
$500 – Includes two social media posts

AD SPECS

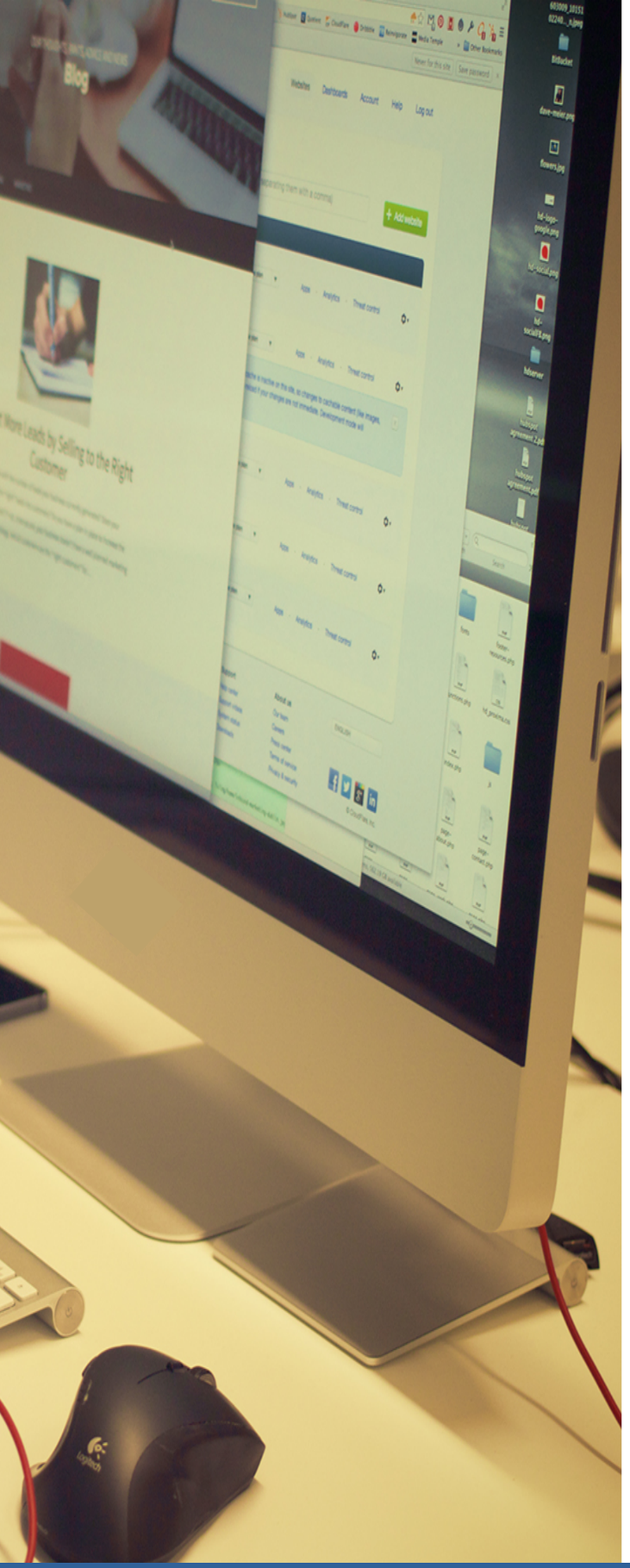
- A PowerPoint slide featuring your logo and website on a consumer or professional webinar

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 our annual conference through sponsorship and/or advertisement.

Interested in sponsoring/advertising? Contact Jennifer Richard at **jrichards@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 . . . . . Jennifer Richards
jrichards@adaa.org