Reach more than 11 million potential customers.
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 • GRENAADA • ICELAND
ISRAEL • ITALY • MEXICO • NETHERLANDS • NORWAY
PORTUGAL • SINGAPORE • SOUTH KOREA • SPAIN • SWEDEN
TAIWAN • UNITED KINGDOM
Where consumers and professionals have access to ADAA programs, webinars, blog posts, clinical trials, podcasts and more. ADAA has reached more than 11 million annual website visits.

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 11 million annual website visits annually &amp; 19,000,000 page views</td>
<td>1 ad for 6 months $2,200</td>
</tr>
</tbody>
</table>

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 35,000 subscribers.

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 12,000 subscribers.
Triumph

Sent monthly to more than 35,000 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
Diversity in Mental Health: BIPOC Awareness Month

Promoting inclusion in mental health is essential for us to develop more comprehensive ways of addressing anxiety disorders, depression, OCD, and PTSD that millions of people face every day throughout the US.

As July is BIPOC (Black, Indigenous, People of Color) Awareness Month, formally known as Minority Mental Health Month, ADA has excited to highlight here and through our social media platforms a broad range of resources to help individuals and families with diverse backgrounds, values, sexual orientations, and beliefs better understand, access, and benefit from mental health research and treatment opportunities.

Based on our commitment to alleviating healthcare disparities to the diverse community who have historically struggled obtaining adequate and affordable access to treatment, we are committed to enhancing our BIPOC content and programming this month and moving forward.

Advertising in Triumph

<table>
<thead>
<tr>
<th>REACH</th>
<th>COST</th>
<th>AD SPECS</th>
</tr>
</thead>
</table>
| 35,000+ subscribers | Avg Open Rate: 18% Avg Click Rate: 12% | Click Here

Or email:
salesinquiries@multiview.com

ADAA does not endorse, recommend, or promote any product, service, or therapy. 

Have a question? Contact Lise Bram at lbram@adaa.org
Insights
Sent to more than 12,000 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**

12,000+ subscribers

Avg Open Rate: 18%

Avg Click Rate: 11%

**Visit here:**

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

**COST**

**AD SPECS**

Ad opportunities for ADAA Insights are handled by Multiview Publications.

Learn more

Have a question? Contact Lise Bram at lbram@adaa.org
ADAA Twitter chats are held every 6 weeks 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.

<table>
<thead>
<tr>
<th>INCLUDES</th>
<th>REACH</th>
<th>COST</th>
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</thead>
<tbody>
<tr>
<td>• An advertisement in a dedicated chat announcement e-blast sent to more than 35,000 ADAA newsletter subscribers.</td>
<td><strong>18,000+</strong> Twitter followers</td>
<td><strong>$1,500</strong> per chat</td>
</tr>
<tr>
<td>• A sidebar ad on the post-chat blog post</td>
<td></td>
<td></td>
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<tr>
<td>• Sponsor acknowledgment as the chat’s sponsor on all social media posts</td>
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</table>
Facebook and Twitter Post Opportunities

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

- 50,000 Facebook followers
- 18,000+ Twitter followers

COST

- $450 per post

Get started! Contact Ibram@adaa.org
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

1,800+ ADAA professional members

COST

$425 per list (no emails)

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

Lise Bram, lbram@adaa.org