Reach more than 11 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
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; 38,000,000 page views</td>
<td>1 ad for 6 months $2,200</td>
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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 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
Please Support ADAA With an End Of Year Gift!

Anxiety disorders are the most common and pervasive mental illness in the United States, but only 30.9% of those suffering receive treatment. In addition, 1 in 5 is the leading cause of disability in the United States among people ages 15-44.

Your gift can change lives!

Your tax-deductible donation makes a real difference by providing information and resources to more than 22 million annual ADAA website visitors. Together we can change lives! Thank you.

DONATE TODAY

New ADAA Blog Posts

Abigail Mills

My name is Abigail Mills and I am a patient of Dr. Erin剩下的文字被截断了，无法完整显示。

Read Abigail’s story and view her personal story.

Advertising in Triumph

REACH

30,000+ subscribers

COST

$900 1-time placement

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
A girls and women-focused e-Newsletter sent bi-monthly

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
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**

10,000+ subscribers

Avg Open Rate: 18%

Avg Click Rate: 11%

**COST**

Visit 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
ADAA Twitter Chat Sponsorship Opportunity

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 14,000 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 30,000 ADAA newsletter subscribers.
- A sidebar ad on the [post-chat blog post](#)
- Sponsor acknowledgement as the chat’s sponsor on all social media posts

**REACH**

15,000+ Twitter followers

**COST**

$1,500 per chat

Get started! Contact lbram@adaa.org | 20
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

- 45,000+ Facebook followers
- 15,000+ Twitter followers

Cost

- $450 per post
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>
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<tr>
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<tbody>
<tr>
<td>1,800+ ADAA professional members</td>
<td>$425 per list (no emails)</td>
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</tbody>
</table>

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