ADAA Advertising Kit

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
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 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
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

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 10,000 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, ADAA is excited to highlight here and through our social media platforms a broad range of resources to help individuals and families with diverse backgrounds, cultures, sexual orientations, and believes better understand, access and benefit from mental health research and treatment opportunities.

Based on our commitment to alleviating healthcare disparities to the diverse communities 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

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<thead>
<tr>
<th>REACH</th>
<th>COST</th>
<th>AD SPECS</th>
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<tbody>
<tr>
<td>35,000+ subscribers</td>
<td>Avg Open Rate: 18%</td>
<td>Leaderboard –720x90</td>
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<tr>
<td></td>
<td>Avg Click Rate: 12%</td>
<td>Horizontal Product Showcase –275x175</td>
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<tr>
<td></td>
<td></td>
<td>Hyperlink to your website</td>
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<td></td>
<td></td>
<td>Open/click rates provided</td>
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Click Here

Or email: salesinquiries@multiview.com

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

Click Here

Or email: 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

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

Get started! Contact lbram@adaa.org | 19
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.

ADAA Twitter Chat Sponsorship Opportunity

• An advertisement in a dedicated chat announcement e-blast sent to more than 35,000 ADAA newsletter subscribers.
• A sidebar ad on the post-chat blog post
• Sponsor acknowledgment as the chat’s sponsor on all social media posts

INCLUDES

18,000+ Twitter followers

COST

$1,500 per chat
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
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.

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