



ADAA INTRODUCES EXCLUSIVE ADVERTISING OPPORTUNITIES

In partnership with Multiview, we will work strategically with you to create the perfect marketing bundle. Through these digital solutions, ADAA can help elevate your brand to your targeted audience.



Delivering to 11,000+ members of ADAA, the Insights newsletter highlights association updates on advocacy and government affairs, continuing education, meetings, events, and disorders covered by ADAA members. Additionally, members get great access to research into the causes and treatment of anxiety and depression.

Multiple advertising inventory spots available.
Availability is limited.

ADAA INSIGHTS PRICING

- Ad Zone 1: \$9,750
- Ad Zone 2: \$10,000
- Ad Zone 3: \$9,500
- Ad Zone 4: \$9,250
- Ad Zone 5: \$8,750
- Ad Zone 6: \$8,500
- Ad Zone 7: \$8,250
- Ad Zone 8: \$8,000
- Ad Zone 9: \$7,750
- Ad Zone 10: \$7,500
- Ad Zone 11: \$7,500
- Ad Zone 12: \$7,500
- Sponsored News 1: \$7,500
- Sponsored News 2: \$7,500
- Sponsored News 3: \$7,500

Pricing is based on annual campaigns; quarterly pricing is available. 15% discount on annual campaigns. Availability is limited.



The ADAA Triumph newsletter is delivered to 38,000+ members of the public who expressed interest in learning more about disorders covered by ADAA members, research, treatment, and success stories.

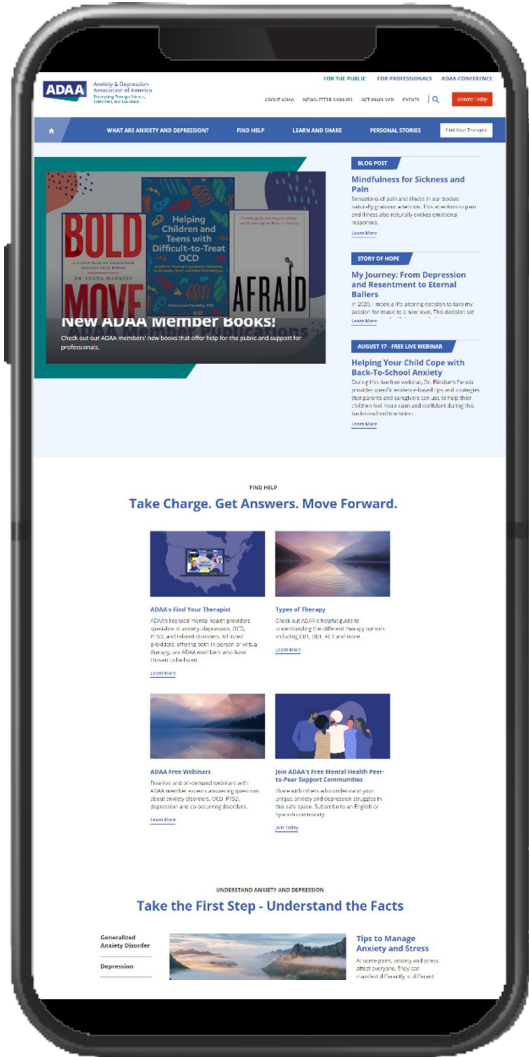
Multiple advertising inventory spots available.
Availability is limited.

ADAA TRIUMPH PRICING

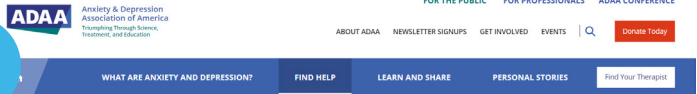
- Ad Zone 1: \$18,000
- Ad Zone 2: \$18,000
- Ad Zone 3: \$9,600

Pricing is based on annual campaigns; quarterly pricing is available. 15% discount on annual campaigns. Availability is limited.





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What Are The Different Types of Therapy

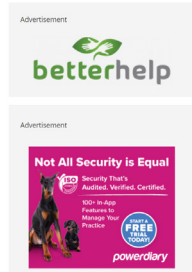
What are the Different Types of Therapy?
• Cognitive-Behavioral Therapy (CBT)
• Exposure Therapy
• Virtual Reality Exposure Therapy (VRET)
• Acceptance and Commitment Therapy (ACT)
• Dialectical Behavioral Therapy (DBT)
• Interpersonal Therapy (IPT)
• Eye Movement Desensitization and Reprocessing (EMDR)

Anxiety disorders and depression are treatable. Many people experience meaningful symptom relief and improvement in their quality of life with professional care. However, treatment success varies. Some people respond to treatment after a few weeks or months while others may take longer.

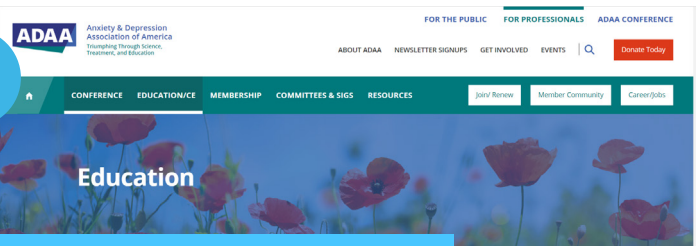
WEBSITE DISPLAY

Highlight your brand directly on ADAA's website, www.adaa.org, which is the #1 destination dedicated to the prevention, treatment, and cure of anxiety, depression, OCD, PTSD, and co-occurring disorders through the alignment of science, treatment, and education.

Box Ad: \$4,000/year; specs: 250 x 250px
Availability is limited.



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DIGITAL ASSET MAXIMIZATION

Expand your reach by targeting international clinicians, basic and clinical anxiety and depression researchers, and other industry professionals who turn to adaa.org for all-things about anxiety and depression medicine.

120,000 impressions: \$4,950
Availability is limited.



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DEDICATED EMAIL BLASTS

With dedicated email blasts, your company can have 100% share of voice to promote your brand, products, and services directly to the subscribers of the ADAA newsletters.

Dedicated blast: \$3,950
Availability is limited.

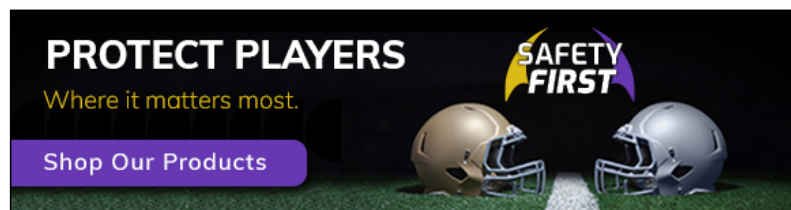
News Brief Ad Specs



INVENTORY KEY BY ZONE (one client/one ad per zone)

- **Zone 1** — Leaderboard ONLY
- **Zone 2** — Jumbotron ONLY
- **Zone 4** — Sponsored Content ONLY
- **Zones 3, 5, 6, and 7** — any Flex Ad is available for use in these zones, Flex Ads are indicated

LEADERBOARD



Highlights

- The top spot in the News Brief is reserved for the leaderboard

Specs & Requirements

Image Dimensions: 580x150

File Type: JPEG

Max File Size: 40 kb

Resolution: 72 dpi

Clickthrough Link: One standard URL to a safe and secure (https) page on client's website

JUMBOTRON



Highlights

- High impact placement in both dimensions and placement.
- The most valuable placement in our News Briefs is reserved for the Jumbotron

Specs & Requirements

Dimensions: 580x300

File Type: JPEG

Max File Size: 40 kb

Resolution: 72 dpi

Clickthrough Link: One standard URL to a safe and secure (https) publicly accessible web page



SPONSORED CONTENT



Essential, Comprehensive Online Training

The Best Virtual Training

5 Reasons to Switch to Online Learning

Request a Demo Today!

Promoted by Education.Org

Highlights

- A native ad format that allows for an image and multiple clickthrough buttons
- Great to offer users multiple options for engagement
- In Multiview's News Briefs the Sponsored Content ads are assembled from a combination of image, and 4 unique CTA buttons



PRODUCT SHOWCASE | FLEX AD




Showcase Title

Promoted by Multiview

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. [Read More](#)

VIDEO SHOWCASE | FLEX AD



Mercer Indigo - get coverage today.

Promoted by Mercer

Mercer Indigo is a comprehensive platform designed to help independent workers get access to quality health insurance, professional liability and other benefits. You can customize your coverage as easily as ordering your morning latte. [Watch Video](#)

Specs & Requirements

Image Dimensions: 580x150

File Type: JPEG

Max File Size: 40 kb

Headline (5 buttons) Text: Each Headline can contain 5-7 words Max, and URL linking to client's website

Buttons Clickthrough Links: Four(4) standard URL's to a safe and secure (https) landing page on client's website

Specs & Requirements

Image Dimensions: 580x150

File Type: JPEG

Max File Size: 40 kb

Resolution: 72 dpi

Headline & Description: 5-word Max Headline, 50 word description, and one standard URL to a safe and secure (https) page on client's website

Specs & Requirements

Image Dimensions: 580x150

File Type: JPEG (No white backgrounds will be accepted)

Max File Size: 40 kb

Resolution: 72 dpi

Headline & Description: 5-word Max Headline, one standard URL linking to the desired video hosted on client's website

FEATURED ARTICLE | FLEX AD

Featured Article

Promoted by Multiview

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. [Read More](#)

Highlights

- A native ad format that allows for text based content and direct links to client's website
- Clean design that accommodates a flexible native ad that blends well into the content



Specs & Requirements

Image Dimensions: 580x150

File Type: JPEG

Max File Size: 40 kb

Resolution: 72 dpi

Headline & Description: 5-word Max Headline, one standard URL linking to the desired video hosted on client's website

Content Text: 75-Word Max with URL linking to the article of choice on client's website

BOX AD | FLEX AD



Highlights

- The Box Ad is ideal for advertisers that must adhere to IAB standard ad sizes.



Specs & Requirements

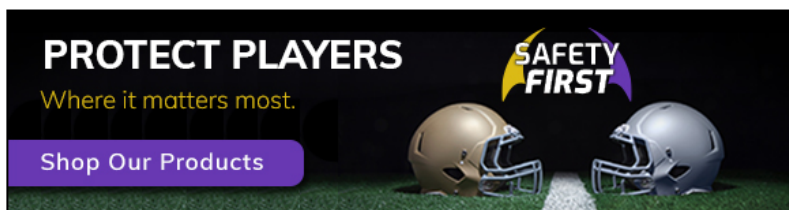
Image Dimensions: 300x250

File Type: JPEG

Max File Size: 40 kb

Clickthrough Link: One standard URL to a safe and secure (https) publicly accessible web page

BANNER | FLEX AD



Highlights

- A display ad format that allows your company to combine text, colors, and graphics into a unique sales message for committed buyers.

Specs & Requirements

Image Dimensions: 580x150

File Type: JPEG

Max File Size: 40 kb

Resolution: 72 dpi

Clickthrough Link: One standard URL to a safe and secure (https) page on client's website

SPONSORED NEWS

The Sponsored News is limited to 3 companies per brief, and will be located directly above the footer of the brief.

The Insurance Savings You Expect

Promoted by Geico

The #1 Rated Insurance App. The GEICO Mobile app gives you peace of mind at your fingertips. [Read More](#)

Highlights

- A native ad format to promote special public relations announcements.
- In Multiview's News Briefs the Press release ads are assembled from a combination of image (logo), title, main copy, and a CTA button (Read More)

Specs & Requirements

Title: 5-Word Headline Max

Content Text: 20-Word description Max

Clickthrough Link: One standard URL to a safe and secure (https) landing page on clients website

