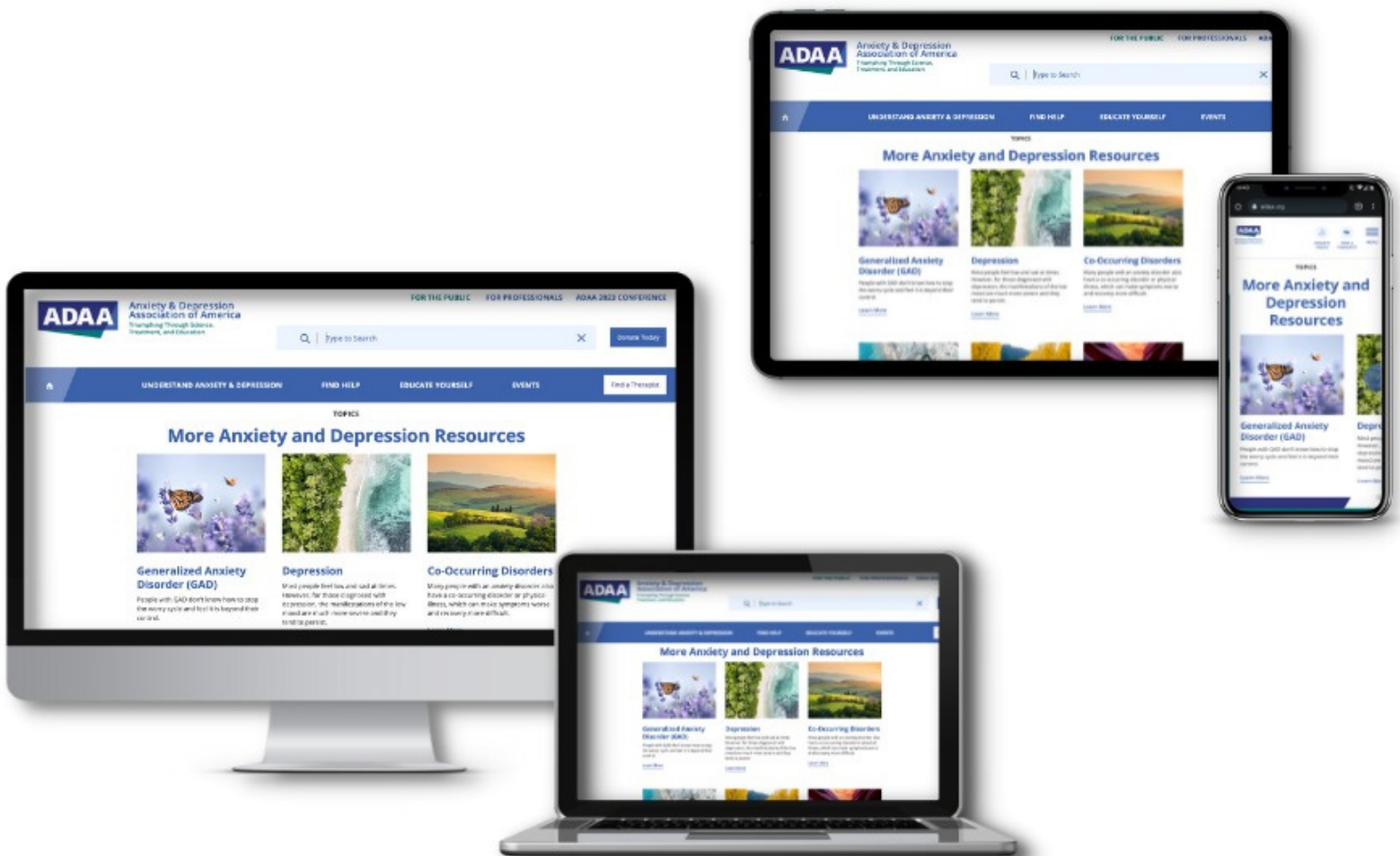


# Media Kit



Anxiety & Depression  
Association of America  
Triumphing Through Science, Treatment, and Education



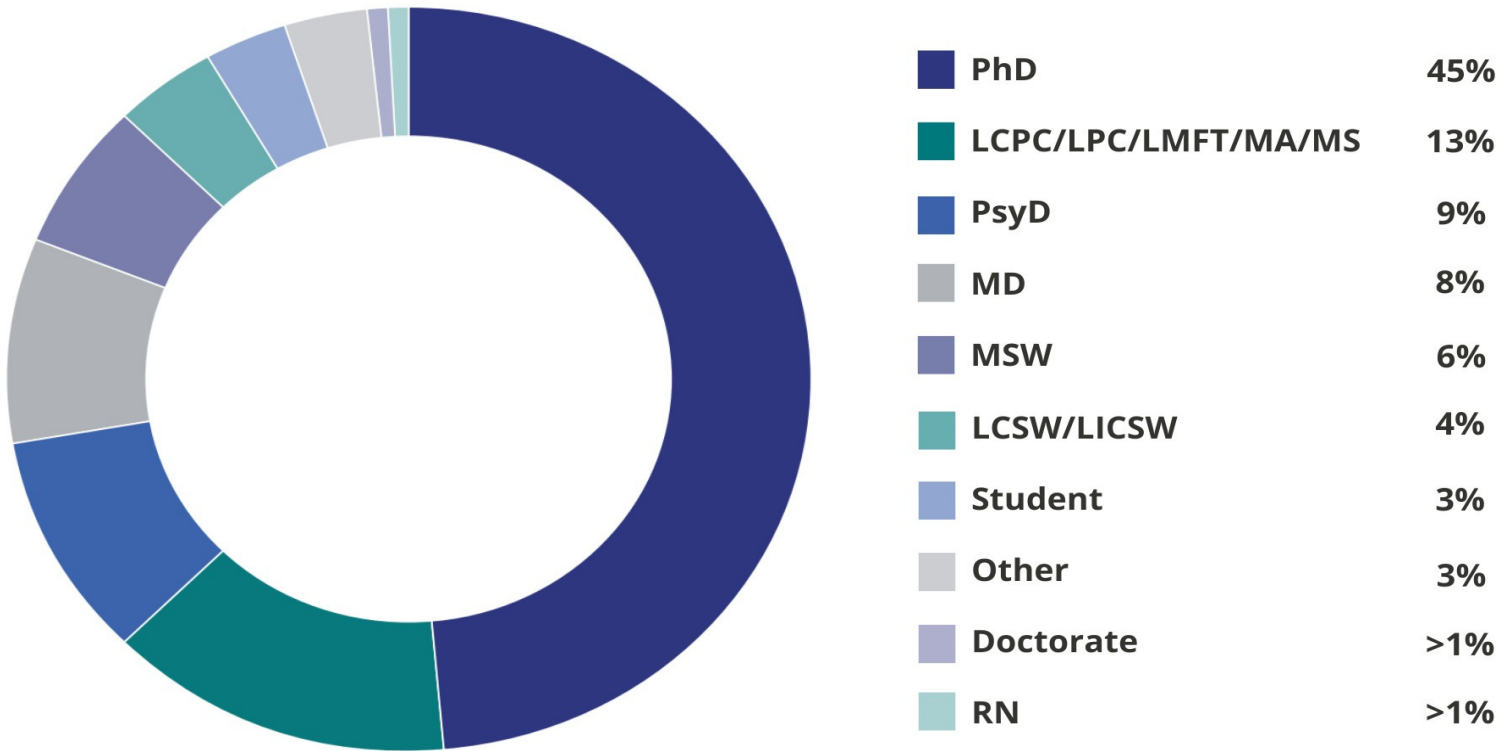
Reach More Than 7 Million Annual Unique  
Website Visitors, Thousands of Social Media  
Followers and 40,000 Newsletter Subscribers



## 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: 1500



## International Audience

ARGENTINA • AUSTRALIA • BELGIUM • BRAZIL  
CANADA • FRANCE • GERMANY • GRENADA • ICELAND • INDIA  
ISRAEL • ITALY • JAPAN • MEXICO • NETHERLANDS • NORWAY  
PORTUGAL SINGAPORE • SOUTH KOREA • SPAIN • SWEDEN  
TAIWAN • UNITED KINGDOM



# ADAA.org

- Advertisers logo
- Hyperlink to web site
- Click rates provided

The website banner allows for your company message to be displayed prominently throughout ADAA.org, reaching the ADAA audience and community all year.

## Advertising on ADAA.org

### PLACEMENT

Sidebar placement on specified page(s)

### REACH

Over 7 million annual unique website visitors

### COST

Contact  
Multiview for  
pricing  
information

For specifications, see next page

# ADAA Website Ads



## ADAA Public Blogs

ADAA's evidence-based mental health blog featuring mental health professionals.



### DAA Member Publicati

09.12.2023

#### New ADAA Member Books! Fall 2023

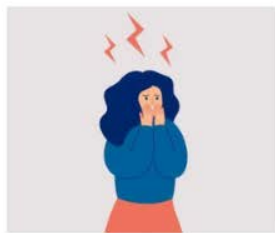
[Read more](#)



09.12.2023

#### The Case for Green Space: A Cost-Effective Mental Health Resource

[Read more](#)



09.06.2023

#### If Anxiety is in my Brain, why is my Heart Pounding? A Psychiatrist Explains the Neuroscience and Physiology of Fear

[Read more](#)



09.06.2023

#### The Role of Family Accommodations in Childhood OCD

[Read more](#)



## 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). High res JPG or PNG:284 px wide x 350 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 **40,000 subscribers**.

### ADAA NEWS

Nearly 450 million people worldwide are living with a mental illness. Mental Health Awareness Month brings together our community as we highlight the importance of having conversations to break the stigma surrounding mental health.

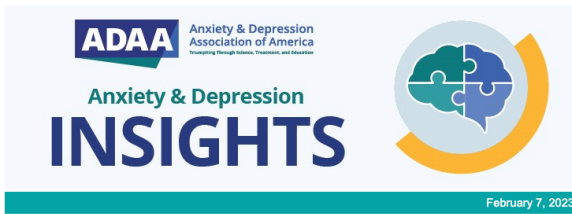
Anxiety disorders and depression are treatable. Many people experience meaningful symptom relief and improvement in their quality of life with professional care. ADAA's professionals help you [understand anxiety disorders](#). ADAA's website provides information about the different [therapy treatments](#) and the [types of mental health care professionals](#) to learn what is best for you.



#### Understanding Treatment Options

Learn More about your treatment options in this ADAA Video Series:  
[What is Cognitive Behavioral Therapy \(CBT\)?](#)  
[What is Dialectical Behavior Therapy \(DBT\)?](#)  
[What is Acceptance and Commitment Therapy \(ACT\)?](#)  
[What is Exposure Therapy?](#)

SUPPORT ADAA THIS MENTAL HEALTH AWARENESS MONTH



## 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**.



### TOP NEWS

#### Pediatric primary care on the front lines of teen mental health crisis

Washington University in St. Louis  
Depression screenings, following up on mental health concerns have become important aspects of pediatric care.

READ MORE



**ADAA**  
**TRIUMPH**  
ADAA NEWSLETTER

May 19, 2022

THE GOLD STANDARD OF BEHAVIORAL HEALTHCARE INTERVENTIONS

THERAPIST GUIDES FOR TREATING ANXIETY & DEPRESSION

explore now

OXFORD UNIVERSITY PRESS

**PRODUCT SHOWCASE**

**Help for Prolonged Grief Disorder**  
Meeting the many challenges of losing someone close can be difficult. For some bereaved people adaptation to the loss is derailed and grief remains intense and invasive. We provide resources for understanding grief, adaptation to loss, and prolonged grief disorder and a directory of therapists knowledgeable about proven efficacious treatment.

[LEARN MORE](#)

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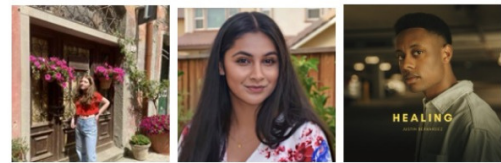


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[What is Acceptance and Commitment Therapy \(ACT\)?](#)  
[What is Exposure Therapy?](#)

SUPPORT ADAA THIS MENTAL HEALTH AWARENESS MONTH

**Stories of Triumph**

SHARE YOUR STORY OF TRIUMPH



[OCD Took My Life Away at the Age of 8](#)    [The Stigma Surrounding AAPI Mental Health](#)    [Healing from Anxiety and Depression](#)

**Professional Members in The News**

- [For kids, fear of the dark is common. Here are ways to help them.](#) Washington Post, Simon Rego, PsyD, ABPP, O. Joseph Bienvenu, MD, PhD, Rachel Busman, PsyD, ABPP, Thomas Ollendick, PhD, and Wendy Silverman, PhD
- [What Intrusive Thoughts Actually Are \(and How to Overcome Them\)](#), Lifehacker, Sally Winston, PsyD
- [How to Talk to Your Kids About Their Mental Health](#), CJNet, Mary Alvord, PhD
- [Using Virtual Reality Psychotherapy to Treat Anxiety](#), KPFA, Elizabeth McMahon, PhD

READ MORE FROM ADAA'S EXPERT MEMBERS

# Advertising in Triumph

**REACH**

40,000+ subscribers

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

**COST**

Click Here

Or email:  
[salesinquiries@multiview.com](mailto:salesinquiries@multiview.com)

**AD SPECS**

Ad opportunities for ADAA Triumph are handled by Multiview Publications.

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Have a newsletter advertising question? Email [salesinquiries@multiview.com](mailto:salesinquiries@multiview.com)

**SPONSORED VIDEO**



**Breakthrough Treatment For Depression**  
Ketamine Infusion Therapy provides fast-acting, safe, effective treatment for depression and other mood disorders without the adverse side effects of other antidepressants. Watch the following videos to learn more about this unique treatment and Ketamine Clinics Los Angeles, the leading provider.

[WATCH VIDEO](#)

**ADAA Professional Education**

**PROFESSIONAL WEBINARS** **ADAA** **STAY UP TO DATE!**  
[WWW.ADAA.ORG](http://WWW.ADAA.ORG)

ADAA offers live and recorded webinars for mental health professionals. Many ADAA professional webinars offer CE/CME and AAWSB credits.

**UPCOMING LIVE WEBINARS**

**6/2/2022 | Live Webinar: Superhero Therapy:** Combining Evidence-Based Therapy with Pop Culture Narratives to Help Clients Heal featuring Janina Scarlet, PhD

[MORE INFO](#)

**8/12/2022 | Live Webinar: Avoidant Personality – Underdiagnosed and Undertreated** featuring James H. Reich, MD

[MORE INFO](#)

[Click here to view a full list of all ADAA webinars.](#)

**SPONSORED CONTENT**

Promoted by Lindner Center of HOPE



- Williams House at Lindner Center of HOPE offers residential stabilizing evaluation/detoxification for complex co-morbidity.
- Sibcy House at Lindner Center of HOPE excels at Comprehensive Diagnostic Assessment and Individualized Treatment.
- Unique Cincinnati-based residential detox program provides a foundation for a true path to wellness.
- Residential Treatment for Mental Illness Can Be an Excellent Opportunity to Address Complex Co-morbidity.
- Advantages of Psychological Assessment and the Impact it Can Have.

**Premier Adult Assessment and Residential Services**  
Transforming Mental Healthcare within the Phases and Stages of Care



Lindner Center of HOPE |  Health

[CONTACT US](#)

**ADAA** Anxiety & Depression Association of America  
Transforming Through Science, Treatment, and Education

**Anxiety & Depression INSIGHTS**



February 7, 2023

To view email in web browser, [click here.](#)

**EHR Software for Behavioral Health**



TherapyNotes is an online EHR, practice management, and billing software designed for mental health professionals.

[Try Free](#)

**ADAA Member News**



**ADAA Publishes New Video Series on Therapy Types**

ADAA has launched a series of short videos hosted by ADAA members Aun Wagner, PhD, Taylor Wilmer, PhD, and Barbara Waldfoegel, LCSW on CBT, Exposure Therapy, and ACT. We encourage you to share these brief resour with your clients.

Watch these videos – and access to other ADAA videos and podcast record

**TOP NEWS**

**Pediatric primary care on the front lines of teen mental health crisis**

Washington University in St. Louis

Depression screenings, following up on mental health concerns have become important aspects of pediatric care.

[READ MORE](#)

**Ketamine for Depression**  
Rapid relief, Safe, Effective, No long-term side effects



KETAMINE CLINICS LOS ANGELES

[CONTACT US](#)

# Advertising in Insights

**REACH**

12,000+ mental health professional subscribers

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

**COST**

Click here or email:  
[salesinquiries@multiview.com](mailto:salesinquiries@multiview.com)

**AD SPECS**

Ad opportunities for ADAA Insights are handled by Multiview Publications.

[Learn more](#)

Have a newsletter advertising question? Contact [salesinquiries@multiview.com](mailto:salesinquiries@multiview.com)





# 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

**1,500+** ADAA  
professional  
members

## COST

**\$500**  
per list  
(no emails)

For more information on ADAA's mailing lists, please contact Lise Bram at [lbram@adaa.org](mailto:lbram@adaa.org)

# ADAA Annual Conference



**More than 1,200** 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 .

**Contact us at [conference@adaa.org](mailto:conference@adaa.org) for more information about supporting ADAA's annual conference through sponsorship and/or advertising opportunities.**

# 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!**

**Email: [ibr@adaa.org](mailto:ibr@adaa.org)**