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.

1

September 6, 2023

ADAA INSIGHTS

Delivering to more than 12,500 ADAA members and mental health professionals,, the Insights newsletter highlights association updates on continuing education, meetings, events, trending news about anxiety disorders, depression, OCD, PTSD, Bipolar disorder and more. Additionally, members get great access to research into the causes and treatment of anxiety and depression.
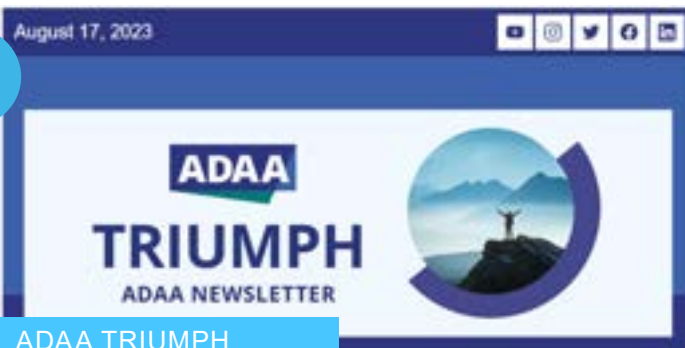
Multiple advertising inventory spots available.
Availability is limited.

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.

2

August 17, 2023

ADAA TRIUMPH

The ADAA Triumph newsletter is delivered to 38,000+ subscribers of the public who expressed interest in learning more about research, treatment, success stories and more about anxiety disorders, depression, OCD, PTSD, bipolar disorder and more.

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.
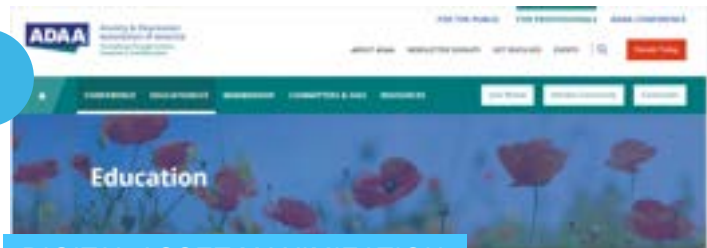
3

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.

4

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.

5

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**

MULTIVIEW
A STAGWELL COMPANY

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

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

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

MULTIVIEW
A STAGWELL COMPANY

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

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

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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

Specs & Requirements
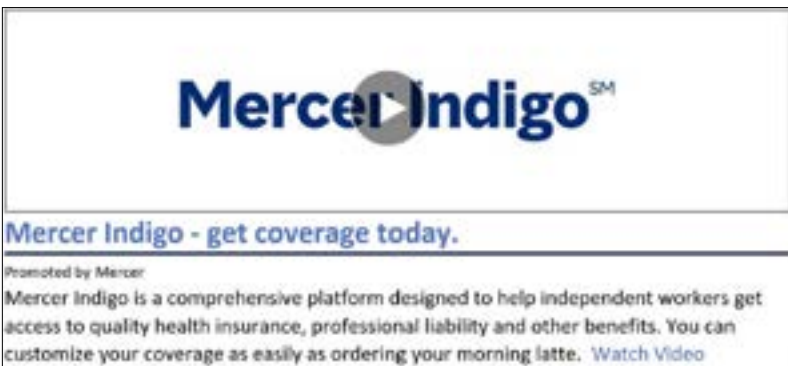
Image Dimensions: 580x150

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

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 (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

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BOX AD | FLEX AD

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

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

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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