

2009 ONLINE ADVERTISING

ADDITUEMAG.COM

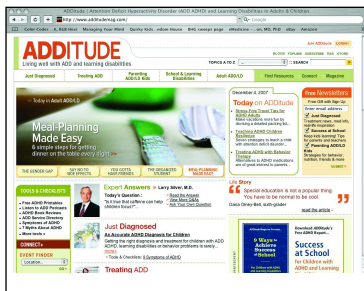
Avg. unique visitors per month 150,000
 Avg. ad impressions per month 1.8 million
 Average time spent 5:22 (min.)
 Avg. pages per visit 5.33 (min.)

Target an audience based on content.

Available Channels:

Homepage
 ADHD Treatment
 Parenting & ADHD Children
 School & Learning Disabilities
 About ADHD
 Adult ADHD

Call us today for details on customizing an advertising package that will meet your marketing needs!



Big Box
300x250

Rates

CPM (net)

One ad, above "fold" \$25.00
 One ad, below fold \$15.00

Available sizes (pixels)

300x250
 120x600
 160x600
 728x90
 468x60 (centered in 728x90 space)

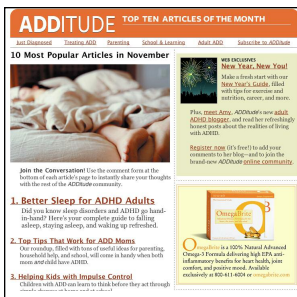
E-NEWSLETTERS

Sent weekly to over 80,000 opt-in subscribers on topics from:

General ADHD
 Just Diagnosed
 Parenting
 Adult
 Success at School

Typical "open" rate 20%-25%
 Frequency (Tuesdays)

Weekly or biweekly



Tower
120x600

Tower
(Wide)
160x600

Available sizes: Same as above (PLUS text ads)

For more information & rates, please call 646-366-0830 or e-mail advertising@additudemag.com

Leaderboard
728x90

Banner
468x60