

ADDITUDE NEWSLETTERS

Targeted, Opt-in, Highly Responsive Audience

TARGETED AUDIENCE:
670,000 opt-in subscribers
actively await information
delivered to their inbox.

THEMED NEWSLETTERS
targeted to specific audiences:

- **Adult** 4X/month to 316,000 subscribers
- **Parenting** 4X/month to 275,000 subscribers
- **School** 2X/month to 236,500 subscribers
- **Treatment** 2X/month to 294,000 subscribers
- **Most Popular** 4X/month to 230,000 subscribers
- **Women with ADHD** 2X/month 57,000
- **ADHD Research Digest** for Clinicians (monthly) 36,800
- **ADHD for Educators** (9-week series)

- Expert answers and information
- Featuring subjects of greatest interest
- News, reviews, blogs, hot topics

HIGHLY RESPONSIVE AUDIENCE:

- 670,000 subscribers; clean, unduplicated lists
- 36%+ average total open rate
- High ad banner & sponsorship CTRs
- 300X250 ad banner, often sold out 3 months in advance

Accepted file formats: JPEG, PNG, GIF
File size: 50 KB maximum

Contact Anne Mazza at 646-366-0844
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for rates and customized
advertising programs.

