

# ADDITUDE DIGITAL ADVERTISING

## ADDITUDEMAG.COM

Average monthly users: 3 million  
Average monthly sessions: 4.1 million  
Average monthly page views: 6.1 million  
Organic Search: 65%  
Mobile: 72%

## RESOURCE DIRECTORY LISTINGS

Online listing for professionals, goods, and services:

- > Showcase Listing \$325
- > Premium Listing \$245
- > Basic Listing \$175

## WEBINARS & PODCASTS

Presented weekly.

Advertising and sponsorship via email, landing pages, and audio message

## NEWSLETTERS

Delivered weekly to more than 725,000 opt-in subscribers on the following topics:

- Parenting ADHD Children 4x/month
- Parenting Teens with ADHD 2x/month
- School & Learning 2x/month
- Treating ADHD 2x/month
- Living with Adult ADHD 4x/month
- Women with ADHD 2x/month
- Most Popular of the Week 4x/month
- Community Digest (monthly)
- ADDitude for Professionals (monthly)
- ADHD Learning for Educators (a 9-week series)

Advertising or sponsorships available for individual newsletters or newsletter series.

Formats: 300x250 ad banner and/or sponsor logo and paragraph.

Examples available upon request.

## BANNER SPECIFICATIONS

Ad Type	Dimensions	HTML5 file Size / Initial File Load	Device	Z – Index	Serving Options
Medium Rectangle	300x250	200 KB	Desktop / Tablet / Mobile	0–4,999	Third Party
Small Rectangle	300x150	200 KB	Desktop / Tablet / Mobile	0–4,999	Third Party
Half Page	300x600	200 KB	Desktop / Mobile	0–4,999	Third Party
Leaderboard	728x90	200 KB	Desktop / Tablet	0–4,999	Third Party
Mobile Leaderboard	320x50	100 KB	Mobile	0–4,999	Third Party
Billboard	970x250	200 KB	Desktop	0–4,999	Third Party