

ADDITUDE NEWSLETTERS

Targeted, Opt-in, Highly Responsive Audience

TARGETED AUDIENCE:

850,000 Opt-in Email Subscribers
actively await information

40%+ average total open rate

THEMED NEWSLETTERS

targeted to specific audiences:

- **Adult** 4X/month to 500,000 subscribers
 - **Parenting** 4X/month to 315,000 subscribers
 - **School** 2X/month to 250,000 subscribers
 - **Treatment** 2X/month to 355,000 subscribers
 - **Most Popular** 4X/month to 200,000 subscribers
 - **Women with ADHD** 2X/month 160,000
- Expert answers and information
 - Featuring subjects of greatest interest
 - News, reviews, blogs, hot topics

HIGHLY RESPONSIVE AUDIENCE:

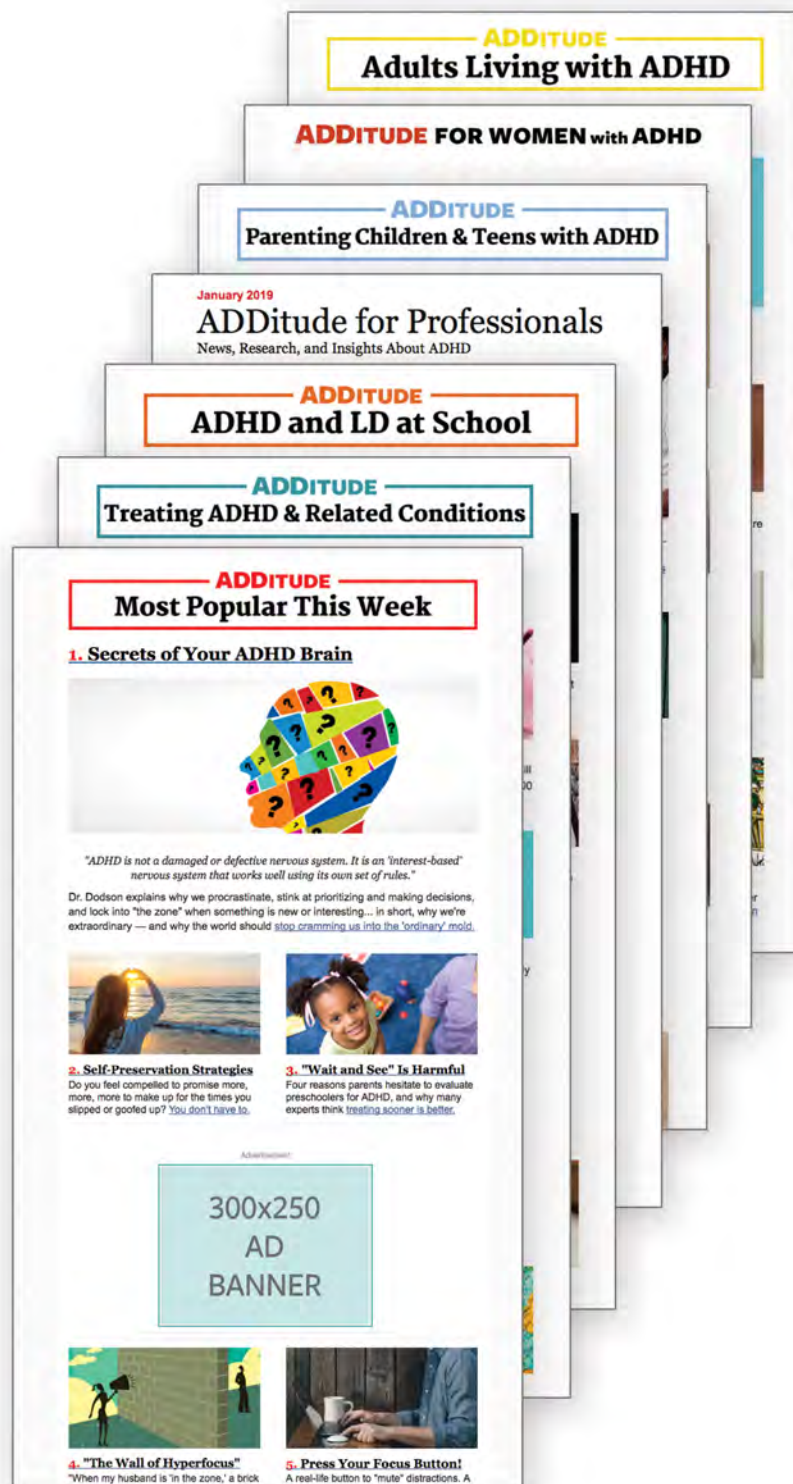
- High ad banner & sponsorship CTRs
- 300X250 ad banner, often sold out 3 months in advance

ADDITUDE NEWSLETTER For Professional and Educators

- For ADHD Professionals 80,000 opt-in emails
- For Educators 22,000 opt-in emails

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

Contact Tracy Kennedy for rates and
customized advertising opportunities
at 630-720-1144
or tracy@additude.com



ADDITUDE NEWSLETTERS for Professionals

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FOR TREATMENT PROFESSIONALS

80,000 Subscribers

**Monthly News, Research, and Insights
About ADHD**

ADDitude's monthly digest for clinicians and other mental health professionals includes the latest news, research, and study results on ADHD and related conditions, along with Q&As, best practice guidelines and recommendations, and patient resources.

Frequency: monthly (currently first Sunday of the month)



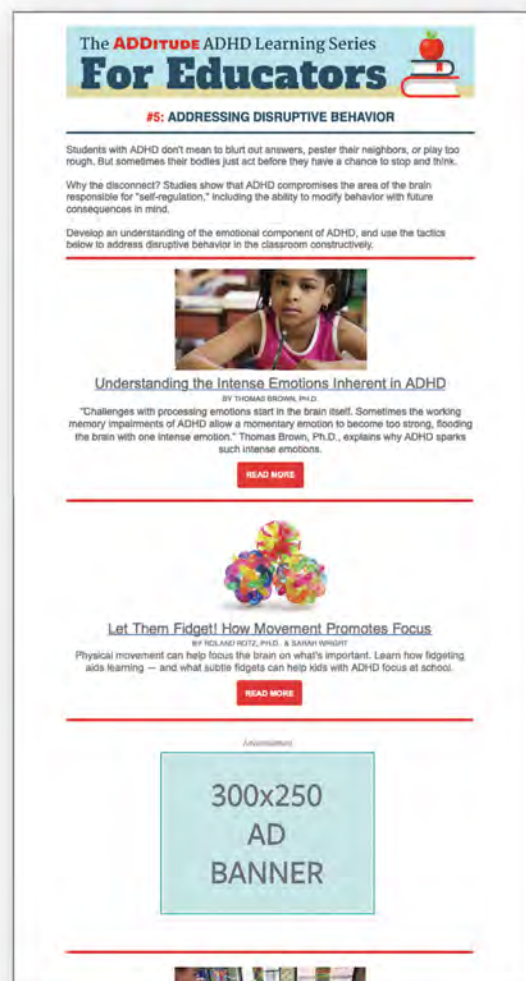
FOR EDUCATORS

13,000 Subscribers

**9-Part Series — Solutions for ADHD/LD
in Classroom**

This newsletter series is designed to equip educators with realistic and effective solutions to the specific academic and behavioral challenges associated with ADHD and learning disabilities in the classroom.

Frequency: 9-part series; subscribers receive the first email as soon as they sign up, then receive the rest of the emails at 2-week intervals



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ADDITUDE, a WebMD company

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