Media Kit
2023
ADVERTISING
www.add.org
The Attention Deficit Disorder Association (ADDA) is an international non-profit – 501C – organization founded over thirty years ago to help adults with Attention Deficit/Hyperactivity Disorder (ADHD) lead better lives. Since its inception, ADDA has become the source for information and resources exclusively for and about adult ADHD. ADDA brings together scientific perspectives and the human experience to generate hope, awareness, empowerment and connections worldwide in the field of ADHD.
• Reach 83k+ engaged adults with ADHD
• Banner dimensions 650px x 150px
• Cost: $700 (30% off for ADDA+ Professionals = $490)

EXAMPLE:

ADDA Insider: Your inside Scoop to Thriving with ADHD

ALAN P. BROWN'S
CRUSH YOUR ADHD SUMMIT
REBOOT. RELOAD. REIMAGINE.

Dear %FIRSTNAME%,

One of the weird things about ADHD (and there are a lot of weird things about ADHD) is the many, MANY ways it shows up in your life. Most people have a very simplistic view of ADHD. And most adults with ADHD learn to recognize that ADHD affects almost every aspect of their lives.
ADDA INSIDER IMAGE + BLURB
(ADDA's bi-weekly newsletter)

• Reach 83k+ engaged adults with ADHD
• Image dimensions 650px x 300px
• Short 2 paragraph promotional text
• Cost: $850 (30% off for ADDA+ Professionals = $595)

EXAMPLE:

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ADVERTISEMENT

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Kick your year into higher gear with fresh insights and solutions. Only three days left!
Join the 'Crush Your ADHD Summit'

Raise your hand if you can relate to any of the following...

• You feel stuck and unmotivated
• Despite the BEST intentions, you seem to have the WORST track record
• You're feeling like there just isn't enough time in the day to take care of yourself – let alone others who depend on you.
• You get stressed out and overwhelmed trying to manage "all the things."
• You feel that a change is needed but you don't know where to start or what do to.

If you said yes to any of these, then I have an exciting opportunity to share with you!
ADDA INSIDER IMAGE + BLURB (ADDA’s bi-weekly newsletter) + ADDA INSIDER BANNER (ADDA’s bi-weekly newsletter)

- Reach 93k+ engaged adults with ADHD
- Banner dimensions 650px x 150px
- Image dimensions 650px x 300px
- Short 2 paragraph promotional text
- Cost: $1500 (43% off for ADDA+ Professionals = $850)

**EXAMPLES:**

- ADDA INSIDER BANNER
  - Kick your year into higher gear with fresh insights and solutions.
  - Only three days left!
  - Join the 'Crush Your ADHD Summit'

  
  Dear [FIRSTNAME],

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ADDA+ PROFESSIONAL BENEFITS

- Up to 43% off advertising
- Free listing in ADDA’s Professional Directory
- Discounts on ADDA+ for clients
- Networking with other ADHD Professionals via ADDA Social (coming soon!)

LEARN MORE