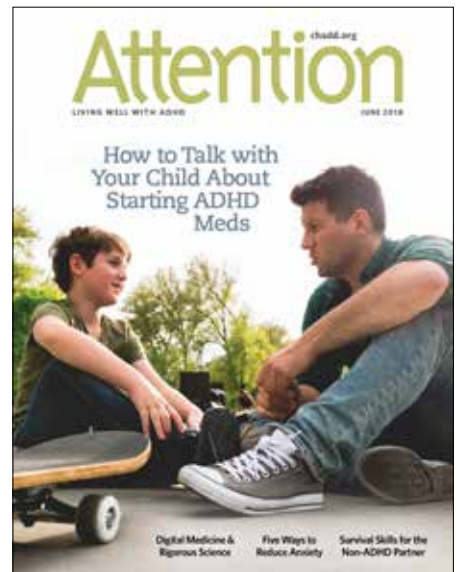
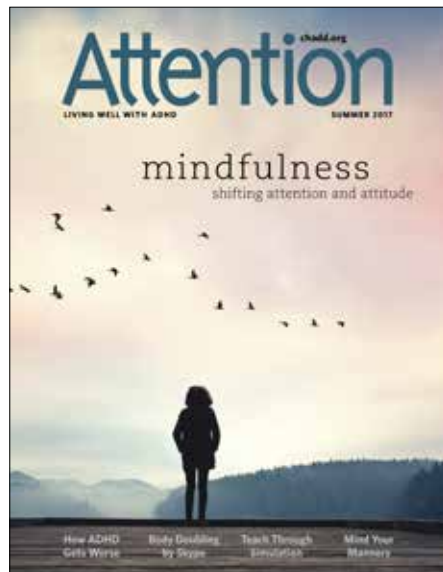
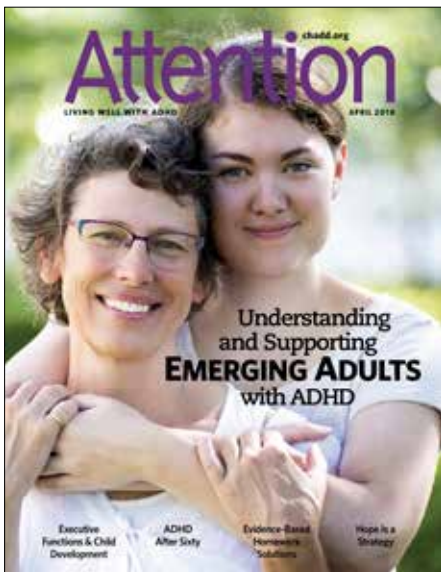
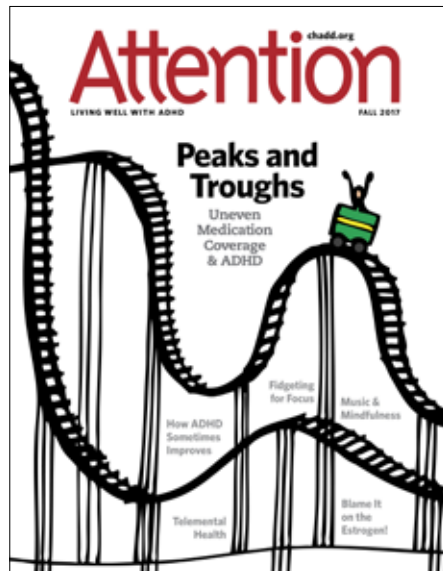
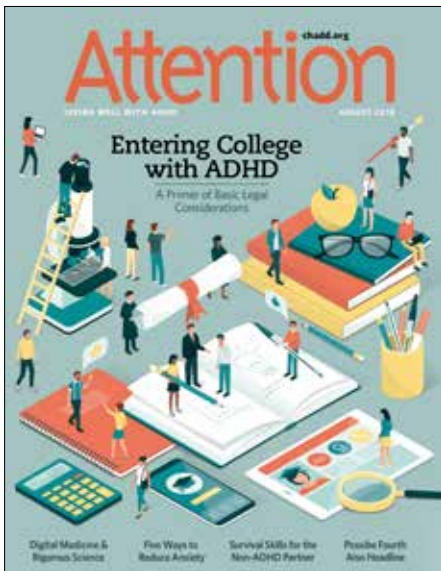




2019 Media Planner

ADVERTISING RATES & INFORMATION



Attention

LIVING WELL WITH ADHD

Attention is published bimonthly by CHADD, the nation's leading nonprofit organization serving people with ADHD. The magazine is published in both a print and digital edition.

Produced six times per year, **Attention** provides science-based information and support. Recognized for its excellence, **Attention** offers articles by foremost experts in the field, experienced parents, innovative educators, as well as individuals who are thriving with the disorder.

CHADD also publishes **Attention monthly**, an e-newsletter that includes BEST OF THE ADHD BLOGS, inspiring human-interest stories, practical advice and strategies for parents of children with ADHD as well as adults with ADHD, plus information and announcements about current CHADD programs. A special EDUCATORS EDITION is also produced each month.



2019 Editorial Calendar

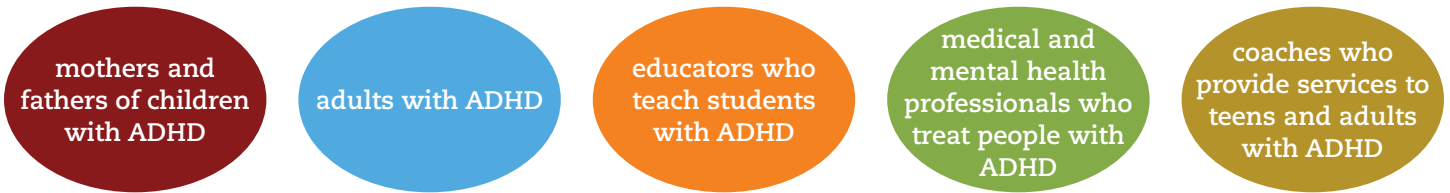
Every issue includes these departments

Promising Practices • Research Briefs • Ask the Expert • Ask CHADD • Lived Experience • Coaches

<p>FEBRUARY Camps Directory</p>	<p>APRIL Health & Exercise</p>	<p>JUNE Schools</p>
<p>AUGUST Back to School Getting Organized</p>	<p>OCTOBER ADHD Awareness Month Bonus Distribution at the 2019 Annual International Conference on ADHD</p>	<p>DECEMBER Camps Directory</p>

Demographics | Circulation | Reader Profile

Who will you reach by advertising in **Attention** magazine?
 You'll reach the **DECISION-MAKERS** who choose the treatments, products, schools, and services for themselves or their children—as well as the professionals who make recommendations and influence their decisions.



You want to reach the people we reach. Reach them with us.

Attention magazine

Attention magazine is the premier benefit of CHADD membership. All CHADD members receive the print edition as well as full access to the digital edition through the web.

CHADD currently has approximately 10,000 members, most of whom are families of children and adults with ADHD. CHADD has more than 200 local chapters throughout the United States.

About 2,000 CHADD members are professionals who provide clinical and other services to people with ADHD.

Attention magazine is also available by subscription. Non-members can choose to subscribe to either the print or digital edition.

Attention monthly

The **Attention monthly** e-newsletter is distributed the last Tuesday of the month to all CHADD members.

Attention circulation—21,000

Website annually—greater than 2.9 million page views and 2.3 million unique views

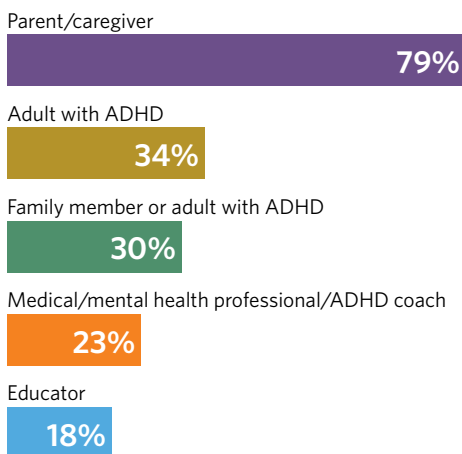
Facebook—140,000 followers

Twitter—20,000 followers

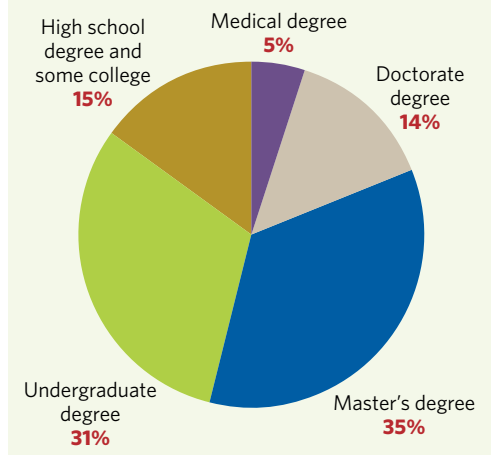
Membership—10,000

Attention monthly e-newsletter—26,000

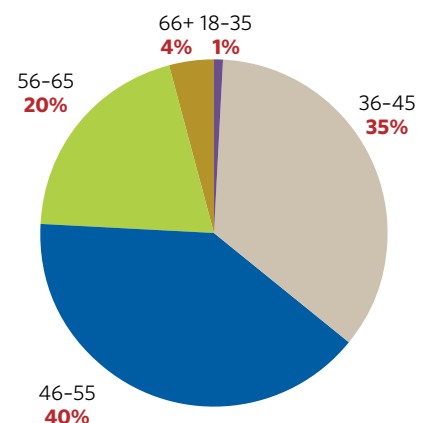
DEMOGRAPHICS



EDUCATION



AGE

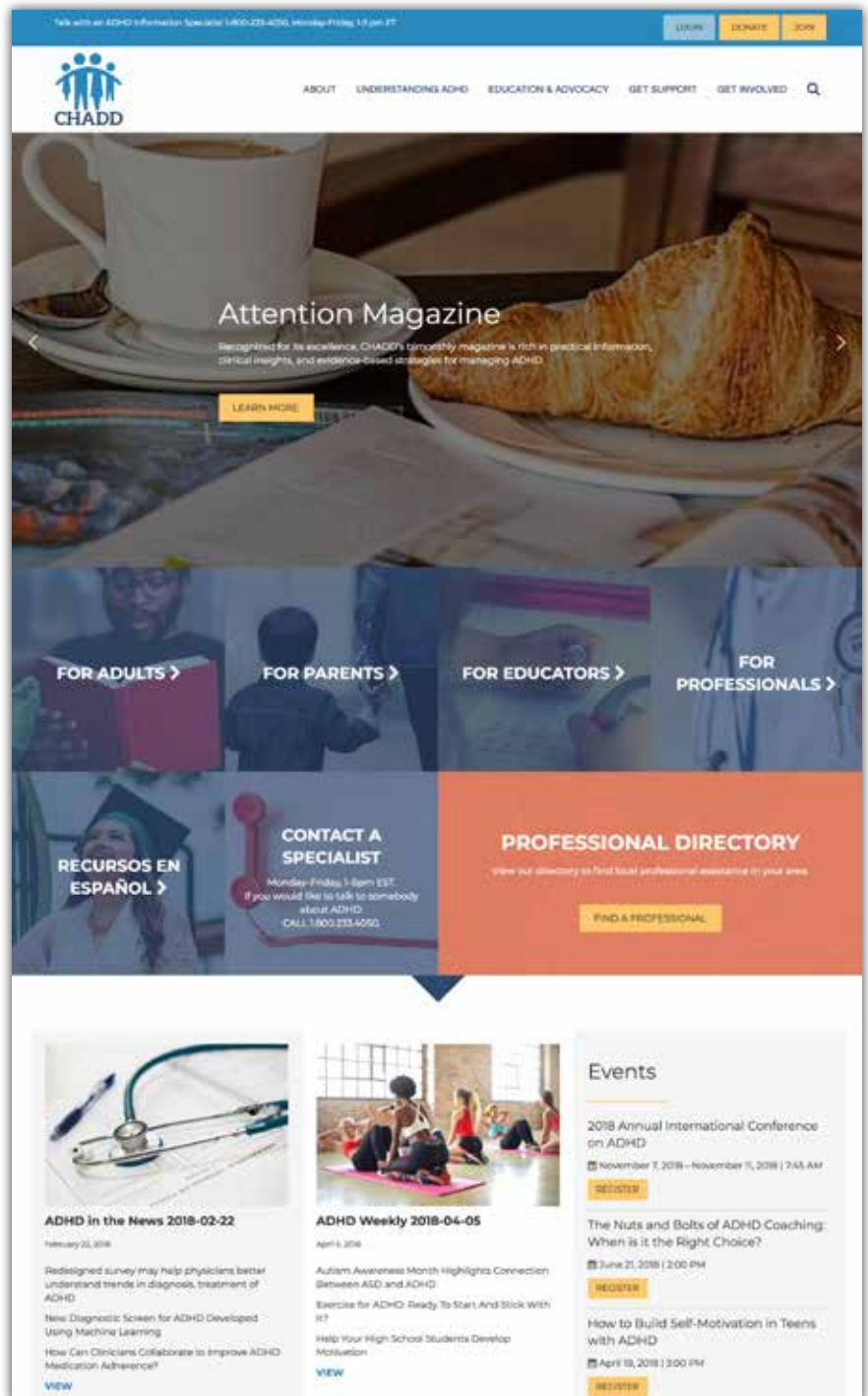




CHADD—Children and Adults with Attention-Deficit/Hyperactivity Disorder—has been making a difference in the lives of people affected by ADHD for more than 30 years. The nonprofit organization was founded in 1987 to improve the lives of people affected by ADHD through education, advocacy, and support.

CHADD is at the forefront of creating and implementing programs and services in response to the needs of people with ADHD through collaborative partnerships and advocacy, including training parents and teachers, hosting educational webinars and workshops, being an informative clearinghouse for the latest evidence-based ADHD information, and providing a team of health information specialists to support the ADHD community.

CHADD publishes an informative website as well as training manuals and monographs of specific interest to educators, professionals, and parents. CHADD sponsors an annual international conference on ADHD and actively advocates for people affected by ADHD. CHADD’s National Resource Center on ADHD is the CDC-funded national clearinghouse for evidence-based information about ADHD.



2019 Print Rates and Specifications

Advertising Specifications

Preferred format: press-optimized PDF with 100% embedded fonts and CMYK images.

Advertising Rates Commissionable

Size	1x	3x	6x
Full page	\$3,680	\$3,460	\$3,130
2/3 page	\$2,770	\$2,650	\$2,570
1/2 page	\$2,380	\$2,170	\$2,030
1/3 page	\$1,800	\$1,680	\$1,540
1/4 page	\$1,450	\$1,340	\$1,230

Covers

Position	1x	3x	6x
Cover 2	\$4,180	\$3,900	\$3,560
Cover 3	\$4,020	\$3,760	\$3,410
Cover 4	\$4,430	\$4,100	\$3,720

Ad sizes

Page trim size = 8.375" x 10.875"

Live area: keep crucial elements at least .25" from trim

Bleed, add .125" all four sides.

Bleed size = 8.625" x 11.125"

Size	Width	Depth
Page trim size	8.375" x	10.875"
Spread bleed	17" x	11.125"
Full page bleed	8.625" x	11.125"
Full page non-bleed	7" x	10"
2/3 page	4.625" x	10"
1/2 page island	4.625" x	7.4375"
1/2 page horizontal	7" x	4.875"
1/3 page square	4.625" x	4.875"
1/3 page vertical	2.25" x	10"
1/4 page	3.5" x	4.875"

2019 Deadlines

Issue	Space	Materials
February	January 3, 2019	January 10, 2019
April	March 4, 2019	March 11, 2019
June	May 3, 2019	May 10, 2019
August	July 3, 2019	July 10, 2019
October	September 3, 2019	September 10, 2019
December	November 4, 2019	November 11, 2019

Pricing

Print rates are commissionable. Web payments must be made in advance of ad delivery. Payment can be made via check, MasterCard, VISA, American Express or Discover Card.

CHADD reserves the right to refuse any web ad request, or to cancel a web ad that does not meet our guidelines. Artwork and link information must be received by CHADD 10 business days prior to commencement of ad campaign. Art must conform to digital specs provided.

No cancellations or alterations will be accepted after the start date. Cancellations must be submitted in writing. CHADD may elect to re-run prior ads or release space if new copy is not received by the end of the term.

Digital Inclusion

When you advertise your product in Attention magazine, your ad will automatically appear in both the print and digital editions. Ads that include a URL will automatically link to your website.

Contacts

Advertising Inquiries and Space Reservations

Jane Dees Richardson

703-929-3829

jrichardson@admarketinggroup.com

Please Send Advertising Materials to

BonoTom Studio, Inc.

20 Courthouse Square, Suite 211

Rockille, MD 20850

703-276-0612 | info@bonotom.com



Children and Adults with Attention-Deficit/
Hyperactivity Disorder

4601 Presidents Drive, Suite 300

Lanham, MD 20706

800-223-4050 | chadd.org

2019 Electronic Rates & Specifications

CHADD.org Website

CHADD's website is a trusted source of information on current research, medications and treatments for ADHD as well as strategies and tips for living with ADHD.

Placement

Web advertising on chadd.org is customized to fit the individual needs of each client. CHADD's homepage is not accessible. However, there are frequency discounts for multiple pages. Unlike many other websites, CHADD has limited the number of ads per page, making YOUR ad more visible.

Your ads are rotated on multiple pages to maximize your exposure to your target audience.

Web Advertising Specs

Acceptable formats: jpg, gif, swf

- **Size requirements:** maximum 50 kbs
- **Flash requirements:** if you submit a .swf file you must include the editable fla version as well
- Ads may not employ rapid strobe animation of any graphic, copy, or background element(s).
- No radio buttons, drop-down boxes, search, or blinking text



CHADD.org Website Monthly Traffic Statistics

Sessions	Users	Pageviews	New Visitors
153,527	122,213	320,059	73.3%

Website Advertising

Placement	Specs	6-month rate*	12-month rate
Premium	up to 600 x 600 pixels	\$2,000	\$3,000
Banner	728 x 90 pixels	\$1,600	\$2,500
Rectangle	300 x 250 pixels	\$1,300	\$2,000

*A 6-month minimum contract must be signed, so prices reflect only 6 month or annual options.



Attention Monthly E-Newsletter

Featuring breaking news, exclusive web articles, and much more, this monthly e-newsletter is a members-only benefit sent directly to decision-makers keeping them abreast of news, moves and happenings within the industry.

Advantages of a focused E-Newsletter:

- Your message placed directly inside the subscriber's inbox
- Can be easily forwarded to enhance exposure
- Visitors pointed directly to your website via hyperlinking
- Ask about targeting your marketing efforts to parents of children with ADHD, adults with ADHD and/or educators!

E-Newsletter Advertising

Placement	Specs	Rates per month
Button	180 x 180 pixels	\$750
Mini-Tower	120 x 240 pixels	\$600

* A 1-month minimum contract must be signed

Contact

**Advertising
Inquiries
and Space
Reservations**

Jane Dees
Richardson
703-929-3829
jrichardson@admarketinggroup.com