



Podcast Sponsorship Package

Why advertise on the ADHD 365 podcast?

Promoting your product or service on our podcast will help increase your visibility and build brand equity with your target audience.

Name Recognition and Brand Loyalty: CHADD, founded in 1987, is the most trusted source for reliable science-based information on ADHD.

Reach:

- More than 1.1M people through our website
- More than 195,000 social media followers
- More than 16K people through our online communities
- Over 162K podcast consumers and counting

data compiled 2/19/20

Target Audience:

Through smart niche marketing, CHADD provides you with a competitive advantage and ready-to-engage audience.

Stats:

- 54% of podcast consumers say that they are more likely to consider the brands they hear advertised on podcasts, compared to 7% who say they are less likely.
- Health podcasts rank in the top five most popular genres.

Edison Research

BASE PACKAGE: \$500

Your company name will be mentioned two times during the episode, with a longer description during the post-roll.

- 15 sec pre-roll
- 30 sec post-roll

Add-ons:

- 30 sec mid-roll \$240
- 60 sec mid-roll \$480
- **Ad in newsletter:** Your company name, description of product, services, and link
 - Mini-tower ad \$600 per month
- **Ad on website:** Your company name, description of product, services, and link
 - Rectangle ad | 1 month \$217 | 6 months rate \$1,300

BASE PACKAGE SPONSORSHIP ON 2 OR MORE SHOWS:

Advertise on 2 shows -

- Base package \$900 (10% off \$1000)
- 30 sec mid-roll \$432 (10% off \$480)
- 60 sec post-roll \$864 (10% off \$960)

Advertise on 3 shows -

- Base package \$1,275 (15% off \$1,500)
- 30 sec mid-roll \$612 (15% off \$720)
- 60 sec post-roll \$1,224 (15% off \$1,440)

Advertise on 4 shows -

- Base package \$1,600 (20% off \$2,000)
- 30 sec mid-roll \$768 (20% off \$960)
- 60 sec post-roll \$1,536 (20% off \$1,920)
- **Ad in newsletter on 2 or more shows:** Your company name, description of product, services, and link published the month of your sponsored show.
 - Mini-tower ad \$480 per month (20% off \$600)
- **Ad on website:** Your company name, description of product, services, and link published the day of your sponsored show.
 - Rectangle ad | 1 month \$217 | 6 months rate \$1,040 (20% off 1,300)

CREATE YOUR OWN OPPORTUNITY

CHADD will produce a 30-minute podcast on an ADHD topic interviewing a member of your organization.

Package includes:

- Interviewee of your choice
- 3 commercials (15-sec and two 30-sec)
- eNewsletter ad (links to your website)
- Social media, email, and newsletter promotions

Total: \$2000

SCRIPT EXAMPLE:

Pre-roll: Hello and welcome to ADHD 365. This podcast is brought to you by company name. Then a few sentences describing the product/services, the value for the listener, and the call to action.

Mid-roll: Company's name and description of the product/service and call to action.

Post-roll: This episode has been brought to you by company name. Final sale of product/services description. To learn more about company name, visit xxxx.com (company web address).

Word count: 35 words/15 secs | 70 words/30 seconds | 135 words/60 seconds

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CHADD does not endorse products, services, publications, medications, or treatments, including those that sponsor or advertise in any CHADD publications, webinars, or podcasts.